

## **overstockArt.com Creates an Innovative Video Reviews Contest**

*overstockArt.com allows customers to submit short video reviews of the art hanging in their home for the chance to win a framed hand painted oil painting of their choice.*

Wichita, Kansas ([PRWEB](#)) September 30, 2013 -- Today [overstockArt.com](#), the online art gallery of hand painted art, announced a new collaboration with Buzztala, a video software platform that allows customers to create and share video product reviews.

overstockArt.com is using Buzztala's Show & Tell video contest plug-in to help customers share how overstockArt.com's framed art has transformed their spaces.

The contest requires customers to take a short 15 second video, directly from their mobile device, showing how a hand painted piece of overstockArt.com art has enhanced their décor.

Visit [overstockArt.com video contest](#) to see it in action.

"We are excited to launch overstockArt.com's first 'reviews' video contest and think it will give our customers a fun and easy way to talk about our art and their experience with overstockArt.com," said David Sasson, CEO, overstockArt.com.

"Social video is how consumers are communicating today and it can be a very compelling, effective and economical marketing tool," said Jay DeDapper, chief executive officer, Buzztala. "By using our Show & Tell product, overstockArt.com is leveraging this trend to positively enhance the relationship between their brand and their customers."

The contest will run for the entire month of October. All overstockArt.com previous customers are invited to take part and enter for a chance to win another masterpiece to beautify their home.

About overstockArt.com:

Founded in 2002, overstockArt.com is one the web's leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, the company also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world.

overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and interactive mobile apps for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine's 2010, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and 2011, 2012 and 2013 Second 500 Guides, and was recognized with the Elite STELLAService Seal for its outstanding customer service. For more information, visit <http://www.overstockArt.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).