

**Mobile entertainment serves as a powerful, cutting-edge incentive that can be instantly accessed by your customers and personalized to meet their individual tastes.**



## Mobile Content Promotions

Get connected with your customers by dialing into the mobile phone craze and the skyrocketing demand for mobile entertainment.

With our mobile content solution, you get a powerful, universal incentive that can be instantly accessed by your customers and personalized to meet their individual tastes. Give them their choice from thousands of the coolest ringtones, hottest games, best graphics and video tones around; or pick the content that is right for your brand. We can even create mobile content that is customized for you – whether it's a sound bite from your jingle, an image that reflects your brand, or a game that connects consumers with your company.

## How It Works

Our mobile content promotions are delivered through a unique promo code and URL that directs customers to our online mobile content library. Each promo code features credits that can be used to redeem mobile content.

Because it is digital, our mobile content promotions can be distributed in-pack, on-pack, virtually or through a custom-designed card that reflects your brand. Just tell us how many credits per code you want; how many codes you need; and how you want the promotion delivered. We'll do the rest – from code generation, to customized landing pages, to printing, to fulfillment. We will also underwrite the promotional risk, ensuring you a low, fixed-cost solution that works within your budget.

## The Right Call For You

- Appeal to Hard-to-Reach Youth
- Connect with Your Customers
- Increase Sales
- Drive Web Traffic

## ... And Your Customers

- Download Ringtones, Graphics or Games with Single promo code
- Easy to Download: Consumers Need Only to Register Their promo code and Select Desired Content – a Few Clicks Later, the Content is on Their Phone
- Download from Web site or Directly from Phone
- Choose from Broad Selection of Top Mainstream and Indie Content

## Performing For Your Brand

### the answer you need

- Extensive Mobile Content Library
- Great Consumer Experience
- Works with all Major Carriers
- Innovative, Turnkey Solutions
- Fixed-Cost Promotions for Budget Certainty

### comprehensive promotional solutions

- In-Pack/On-Pack
- Event Marketing
- Customer Incentives
- Rewards Programs
- Thank you Gifts
- Employee Programs

### call:

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