

Mobile Marketing Association Announces 2008 Global Award Finalists

Impact of Mobile Marketing Visible Through Successful Utilization and Development of Mobile Channel

New York; London, UK; Singapore and Sao Paulo, 28 October 2008 — The Mobile Marketing Association (MMA) (www.mmaglobal.com), which globally promotes the development and sustainability of mobile marketing, today announced the finalists for the MMA's Fourth Annual Global Mobile Marketing Awards which honors the companies who are successfully utilizing and leading the adoption of the mobile channel for marketing purposes. The awards will be presented at the Annual Global Awards dinner and ceremony on November 13 in San Diego, concluding the MMA's Mobile Marketing Forum (www.mobilemarketingforum.com).

The MMA received submissions from companies across the globe across 12 categories. Finalists were selected by the MMA Awards Selection Committee comprised of global industry leaders from wireless carriers, technology and content providers, agencies and industry publications.

"The quality of submissions we receive for our awards program continues to increase as the mobile marketing channel matures. The increase in submissions from brands and agencies this year as well as new applications from APAC and LATAM make this a truly global awards program," said Laura Marriott, president of the MMA. "We appreciate the contribution of all those who submitted applications and congratulate these finalists, each of whom demonstrate innovation, creativity and excellence in their mobile marketing implementations."

The 2008 MMA awards finalists are:

Best Use of Mobile Marketing, Branding:

APAC

- Maxus India, Nokia E66 & Nokia E 71 Launch
- OgilvyOne Worldwide Hong Kong, Guinness Passport to Greatness
- TigerSpike - Virgin Festival Buddy, Virgin Mobile Music Festival 2008

EMEA

- BBH (Bartle Bogle Hegarty), Lynx Get In There mobile tools
- BBH (Bartle Bogle Hegarty), Cippis Trump Selecta!
- Mobile Dreams Factory, LA FÁBRICA DE LA FELICIDAD

LATAM

- Okto Tecnologia e Serviços de Informática Ltda, Happiness Factory
- Pontomobi Interactive, Center Norte Christmas
- Unilever, F.biz, Nokia Interactive Advertising, Unilever Seda Teens Shampoo Mobile Marketing Campaign

NA

- Anheuser-Busch, Apology Bot 3000
- AT&T, AT&T and Rock the Vote Go Mobile
- Golden Gekko S.L., Absolut Drinks in Your Mobile

Best Use of Mobile Marketing, Cross-Media Integration:

APAC

- AURA Interactive, Paramount Pictures BlueZone® campaign
- Madhouse Inc., Nike Zoom Mobile Marketing Campaign in China
- The Hyperfactory, United Nations "Voices" Campaign

EMEA

- Mobiento and Initiative Universal Media, Snickers Peanut Power
- Mobile Dreams Factory, TIENES UN PLAN
- MOBILERA Turkey & Mindshare Turkey/NIKE Football Campaign: "Take it to the Next Level"

LATAM

- Mobext Brazil, Media Contacts Brazil and Citroën, Delivering Geo-Target Information
- Pontomobi Interactive, MOVE
- QuickMedia, Pasalo de dedo en dedo

NA

- ABC.com, The Oscars® Mobile program
- HipCricket, TXT4Dummies
- The Hyperfactory, Peyton Manning's Priceless Pep Talks

Best Use of Mobile Marketing, Direct Response:

APAC

- AURA Interactive, Hoyts BlueZone® network
- Mindshare India, The New HSBC Premier Mobile Handset
- The Hyperfactory, United Nations "Voices" Campaign

EMEA

- Incentivated, Bookstart DRTV Campaign
- Mobile Dreams Factory, Voice Push
- YOC AG and KRAFT FOODS, Jacobs 3für1/2für1

NA

- Cellfire Inc. and Kroger, Cellfire Mobile Grocery Coupons
- MGM Grand, Las Vegas, MGM Grand, Mobile Data Acquisition
- Walmart, Kraft Foods, AT&T, and Single Touch Systems, #MEALS

Best Use of Mobile Marketing, Product/Services Launch:

APAC

- Bharti Airtel Ltd., iPhone Launch on Airtel
- FarEasTone Telecommunication Co., Ltd, Mobile Advertising Campaign: The Unrestrained Spirit
- The Hyperfactory, Nike T90 Kick Off Launch in 3D Augmented Reality on Mobile

EMEA

- iconmobile GmbH, BMW VideoCall
- Mobile Dreams Factory, INFORMATION IN YOUR PHONE
- AKQA, Nike PHOTOiD

LATAM

- F.biz, Seda Teens
- Pontomobi Interactive, One Missed Call
- Pontomobi Interactive, Reach One

NA

- Edelman Mobile, Dove Fresh Takes
- INCENTIVATED, Jaguar Cars NA, Jaguar XF Launch Campaign
- KADOINK, Jason Mraz Mobile Album Premier

Best Use of Mobile Marketing, Promotion:

APAC

- AURA Interactive, Paramount Pictures BlueZone® campaign
- WOLFPAC MOBILE, Inc., Coffee-Mate Challenge
- WOLFPAC MOBILE, Inc., NESCAFE 3in1 Decode Promo

EMEA

- AERODEON, PEPSI SHOW YOUR EMOTIONS!
- Electric Agency, COCA-COLA EUROCUP 2008 - 'WHAT HAPPENED TO THE BALL?'
- Mobile Dreams Factory, IDRINKS

LATAM

- HANZO SA, HANZO Online Mobile Marketing Campaigning
- Mobext, ADIDAS FAIRPLAY
- Pontomobi Interactive, Besni in cinemas

NA

- Valassis 1-to-1 Solutions and IKEA, IKEA Catalog "Find It" Mobile Sweepstakes
- Limbo, Verizon Wireless's The Fight For Gotham City Promotion
- The Weather Channel Mobile, Mobile Month

Best Use of Mobile Marketing, Relationship-Building:

APAC

- AURA Interactive, Hoyts BlueZone® network
- Mindshare India, Pepsi - Youngistaan - A New Cult for Youth!
- TigerSpike - Mobile Warnie, VB Summer of Spin

EMEA

- Mobile Dreams Factory, IDRINKS
- OMD International and Vodafone, Vodafone Mobile - Football
- R/GA, Nokia Urbanista Diaries

NA

- CellTrust Corp., Harlem Case Study
- Edelman Mobile, Dove Fresh Takes
- Obama for America, Obama for America Mobile

Innovation:

EMEA

- Ad Infuse, Strongbow: Turning Virtual Pints into Reality
- AKQA, Nike PHOTOiD
- Praekelt Foundation, TxtAlert

NA

- Cellfire Inc., Cellfire Mobile Grocery Coupons
- Polo Ralph Lauren, Mobile Commerce - Two-dimensional barcodes
- Rhythm NewMedia, vSNAX Videos

Innovation for Creativity in Media

- Mobile Dreams Factory, APLICACION NATIVA PARA IPOD
- Mobile Dreams Factory, INFORMATION IN YOUR PHONE
- Mobile Dreams Factory, THE PARTY PROJECT

Innovation for Creativity in Technology

EMEA

- MOBILE DREAMS FACTORY & VODAFONE, Vodafone Club2020
- Mobile Dreams Factory, IDRINKS
- R/GA, Nokia Urbanista Diaries

NA

- Macrovision / TVGuide, Dynamic mobile ad-network for publishers
- Mobile Accord, Inc., Keep a Child Alive Mobile Donation Campaign
- R/GA, Nike Basketball Ballers Network

The MMA will also announce the winners of the Overall Excellence Award for Company/Committee, Individual and Academic awards. Regional award winners will be eligible to win the Global awards for their category which will also be presented at the awards ceremony.

About the Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Latin America (LATAM), Middle East & Africa (MEA) and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com.