



## Hipcricket Signs SBS

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By Della de Lafuente

Mobile marketing agency Hipcricket has signed the radio, TV stations and Web portal owned and operated by Spanish Broadcasting System to its Hispanic-targeted ad network of broadcasters.

Executives of Hipcricket, Kirkland, Wash., and SBS, Miami, are expected to make the deal public today (Monday).

For SBS, which is the largest Hispanic media company to join the ad network to date, the partnership with Hipcricket will help to enhance the audience engagement capabilities the broadcaster can offer its listeners and viewers via its media properties, talent and advertisers, per SBS.

"We chose to work with Hipcricket because they have delivered more than 17,000 successful mobile campaigns with dramatic, measurable results," Marko Radlovic, SBS' evp and COO, said in a statement. "They truly understand Hispanic consumers and can help us reach our listeners through their favorite digital device -- their mobile phones."

Nearly a third of Hispanic consumers say they are moderately or highly receptive to mobile marketing messages, per a recent study by the Mobile Marketing Association, with 75 percent of all U.S. Hispanic households owning and operating multiple mobile phones and more than half regularly using text messaging.

Hipcricket's ad network gains a significant presence in top U.S. Hispanic market, including New York, Los Angeles, Miami and Chicago, with the addition of SBS as a client partner, Ivan Braiker, CEO, Hipcricket, said in a telephone interview.

"Using the Hipcricket model of interactive advertising from the ad sales side of things and then building a very robust data base of SBS listeners who become part of their club, they'll be able to reach out to them on the programming side, stay interactive on the programming side to deliver contests, different alerts and on air interactions," Braiker said.

Increasingly, the radio broadcasters that Hipcricket works with, including DJs such as TV and radio personality Ryan Seacrest at KIIS 102.7 FM in Los Angeles, receive text messages from listeners that they tend to interact with as the texts come in, creating interactivity with listeners, Braiker said.

The ad network will provide valuable metrics data to SBS on the back end, organizing media buys at either as a national campaign, regional, market-by-market or via targeted demos.

"Over time we will be able to get very granular so that advertisers and brands can understand the results from the single buys they will be able to initiate across the network," said Eric Harber, president and COO, Hipcricket.

Hipcricket's Hispanic Mobile Marketing Network, which was formed in April, brings together radio and TV broadcasters with marketers to deliver targeted and interactive digital marketing campaigns via text messages on phones and devices. The network makes it possible for marketers to create customized media plans via Hispanic stations affiliated with the ad network in a single media buy, per Hipcricket.

"We're enabling a one-stop methodology for a brand marketer to reach out across all these different markets and all of these different stations and deliver one message," Braiker said.

The broadcasters in the network include: Bustos Media, Sacramento; Davidson Media Group, Davidson, N.C.; and Lotus Communications Corp., Los Angeles.

Fisher Communications, Seattle, announced last week (June 16) that its three Univision Radio affiliated stations have joined the Hipcricket ad network to deliver targeted, interactive mobile marketing messages to the handsets of opted-in, engaged mobile users.

The ad network sends customized mobile text marketing messages based on personal preferences and interests only to consumers who give the ad network permission to initiate messages via text.