

Hipcricket Extends Reach with Spanish Broadcasting Deal

Mobile marketing firm Hipcricket inks Spanish Broadcast System's entire line-up of radio outlets to its Hispanic Mobile Marketing Network, which allows advertisers to reach seven million hispanic listeners with a single buy. The program, which was announced in April, also includes Bustos Media, Davidson Group and Lotus Communications.

"This deal with SBS is a significant milestone in the growth of our network, and represents a strong endorsement by a major Hispanic media player of the power of mobile marketing for Hispanic audiences," said Hipcricket CEO Ivan Braiker. "We are grateful to all our Hispanic media partners for their leadership and vision in working with us to create a uniquely powerful mobile marketing platform connecting brands and advertisers with Hispanic consumers."

"We are always looking for new ways to deepen our audience's engagement with our radio properties, talent and advertisers," said SBS COO Marko Radlovic. "We chose to work with Hipcricket because they have delivered over 17,000 successful mobile campaigns with dramatic, measurable results. Most importantly, they truly understand Hispanic consumers and can help us reach our listeners through their favorite digital device – their mobile phones."

One of the nation's fastest growing demographics, hispanics are among the most active users of mobile phones and text messaging. (06-23-08)