

## Mobility Services Overview

### The consumer is a mobile target. Do you have a mobile strategy?

At Unwired Appeal, we outfit future-ready companies with the strategic and technological insight needed to boom in today's fast-forward economy. Maybe you need to deploy mobile marketing campaigns that go where your customer goes. Perhaps branded mobile entertainment can unlock new business with young, active consumers. Or maybe you just need help imagining the *possibilities*.

Unwired Appeal helps you understand where the real mobile opportunities lie and shows you how to leapfrog the competition by putting your products and services as close as the customer's mobile device.

### Strategic Mobile Consulting Services

#### Mobile Strategy Consulting

How can mobility best serve your business? We begin with **assessment and education**, a process that promotes:

- a deep understanding of the mobile landscape: technologies and their adoption, market opportunities, consumer behavior; how to do it right and what to avoid;
- knowledge of how strategic and channel alignment drives winning mobile marketing programs; and
- an enduring mobile know-how that fosters self-sufficiency throughout your organization.

Next: **develop and deploy your mobile strategy**:

- assessing your clients and their markets;
- developing, targeting and launching innovative, industry-leading mobile marketing campaigns and supporting applications;
- connecting you with A-list mobile technologies;
- guiding and counseling as you integrate mobile into your overall marketing portfolio; and,
- measuring, evaluating results, adapting, refining and fine-tuning – because effective strategy, like your customers, never stops moving.

#### Brand Mobilization

Once upon a time products, stores and brands were things the customer went *to*. No more – customers are on the move and successful businesses have to keep up.

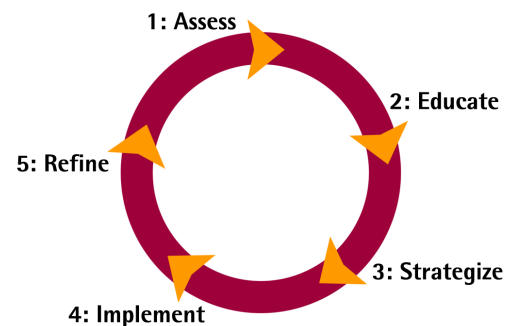
**Ubiquitous and uniquely personal, the mobile phone is the most revolutionary marketing device ever developed.** Nearly all your customers have one and a smart mobile strategy puts your brand in motion, commanding their attention – no matter where they are or what they're doing. Our offerings drive entertaining, engaging brand relationships that your competitors can't even imagine.

- Mobile couponing
- Interactive apps
- In-venue programs
- Voting & polling
- Mobile advertising
- Branded content

All permission-based, customized and measurable. – and always promoting your brand via the most personal, ubiquitous and rapidly expanding communications medium in history.

Don't let your brand sit still while the world rushes by.

#### STRATEGIC CONSULTING LIFECYCLE



## Campaign Tools & Services

Now, let's bring your strategy to life. Whether the plan calls for interactive applications, engaging content or any of our other mobile innovations, you're about to broaden your reach and turbocharge your customer relationships.

### Interactive SMS

Dynamic, ubiquitous and powerful – SMS is the engine driving the most effective mobile campaigns in the world today. Your customers have it, they use it and you won't believe what it can do for you.

- **SMS Voting and Polling** – drives revenue, brand engagement
  - » Among top mobile applications in the world (American Idol, The Apprentice, etc.)
  - » Instant two-way channel with customers; direct, on-point feedback
- **Opt-In SMS alerts** – quickest call to action for customers on the go
  - » Develop and deploy your own text alert programs, building a direct communication channel to your customers
  - » Drive viral and brand ambassadorship
- **Mobile Sweepstakes (Txt2Win)**
  - » Integrate with on-package, ad or direct mail; mobile bridges physical and virtual experiences
  - » Leverage and extend traditional sweepstakes; promote brand engagement and community
- **SMS Trivia** – simple, entertaining, engaging revenue producer
- **Custom Interactive SMS Applications**
  - » Perhaps the most powerful weapon in your arsenal – allows you to out-innovate competitors
  - » Scavenger hunts, storytelling circles, other community apps gather groups of customers around brand, generate massive viral impact
  - » User-generated content drives brand loyalty, sparks viral, illuminates customer view of brand



### Mobile Content Delivery

- **Content** is the currency driving behavior, adoption, and brand engagement
  - » Asserts your brand in the marketplace, fuels customer participation
  - » Enable mobile delivery of content (music, photos, images, etc.) to subscribers worldwide
  - » Generate revenue by charging for content or strengthen relationships by giving it away
  - » Extend site marketing into the mobile channel, increasing traffic and building brand allegiance

### Content Services

- **SMS alert programs**
  - » Over 100 programs available addressing: teen lifestyle; music & entertainment; ethnic and lifestyle cultures; fashion, wellness; spirituality; trivia; sports; and much more
  - » Produce revenue as subscription-based offering or integrate as value-add to other efforts
  - » Many are ideally suited to product and service marketing (ex. Doggy Thoughts or Kitty Wellness alerts offered by a pet products/services company)
- **BlitzFiction™**
  - » BlitzFiction™: innovative, made-for-SMS short-short stories
  - » Interactive BlitzFiction™: subscribers determine the direction of multi-path storyline
  - » Community BlitzFiction™: subscriber communities create the story together
  - » Branded BlitzFiction™: stories revolve around your brand, services or products
- **Graphics/animations**
  - » Custom-developed to address any mobile campaign requirement

**And more:** Interactive Screen, mobile payments, mobile couponing, loyalty programs, mobile advertising – ask us for details

**Understand** your goals. **Articulate** your strategy. **Execute** the campaign. **Leapfrog** your competitors. Let's get started.