

Unwired Appeal Clients, Partners, and End-Users

SMS Mobile Marketing: Advertising & Marketing Firms

BBDO

Unwired Appeal has run several campaigns in conjunction with BBDO including work with Reuters, Times Square², and BBC World.



Mindshare Interactive

Unwired Appeal is the vendor of choice for all Mindshare Interactive mobile services. Campaigns include deployments for Sherwin-Williams, Filene's Stores, and the World Trade Center Foundation.



Digitas

When Digitas needed a mobile video solution for the American ExpressTM 10-second film contest, Unwired Appeal was on the spot with the solution.



Goodway Group

Unwired Appeal is the mobile technology partner for the Goodway Group and Goodway 2.0. Campaigns include interactive text messaging projects for the automotive industry (General Motors, Toyota, Dodge, and Jeep/Chrysler), Radio Shack, The Rolling Stones, Subway, Maggie Moos, and more.



Harte-Hanks

Unwired Appeal recently became the preferred mobile technology partner for Harte-Hanks.



MSG Networks

Unwired Appeal has launched a number of interactive campaigns for Madison Square Garden Network and Insite Media Group. Promotions are aired live during NY Knicks, NY Mets and NY Liberty games. Sponsors include Verizon Wireless and Sprint/Nextel.



Jambo Mobile

Unwired Appeal has deployed a number of multimedia campaigns and services for Jambo Mobile and Buena Vista, Disney and Procter & Gamble



Pinpoint Marketing

When Pinpoint Marketing needed an interactive mobile coupon service for Einstein Brothers, they turned to Unwired Appeal.



Sandbox Marketing

The Converse “Battle of Bands” at Journeys’ annual Backyard BBQ needed mobile voting. Who provides the solution year after year? Unwired Appeal.



Ripple Effects Interactive

Unwired Appeal has enabled to Ripple Effects Interactive to build mobility into their existing offering by providing education and strategy development consulting services for them and their clients. Pilot mobile marketing programs include Groundhog Crossing (State of Pennsylvania Tourism Department) and Bruster’s Ice Cream.



Smith Brothers Interactive

Unwired Appeal is enabling Smith Brothers Interactive to incorporate mobile marketing into their offering for clients.



Enterprise Messaging: Corporate Clients

Progressive Direct

Unwired Appeal provides Progressive Direct with full back-end SMS technology, platform support and opt-in subscriber database synchronization for Progressive's SMS alert system.



British Petroleum

Unwired Appeal provides BP Oil with ongoing interactive voting and polling services for conferences, meetings and expositions.



MTV and Nickelodeon

When MTV needed a custom SMS voting solution delivered within days, there was only one place to go – Unwired Appeal.



PBS

To keep viewers informed of upcoming shows and special guests, PBS used Unwired Appeal's SMS Alert system to create an opt-in database and send informational messages.



Telecontinuity

For over two years, Unwired Appeal has provided emergency telecommunications system activation and emergency alerts via SMS to Telecontinuity and its customers.



BestContractor.com

Best Contractor relies on Unwired Appeal for immediate delivery of SMS alerts to contractors with new job requests.



BSIDE.COM

Unwired Appeal provides voting and polling services to B-Side Entertainment group.



TxtBus

Innovative service provider TxtBus uses GPS to track public transportation buses in several cities. Their direct-to-consumer service allows bus riders to get an alert when their bus is nearing the stop. SMS alert service provided by Unwired Appeal.



CollegeCal.com

CollegeCal.com provides an SMS messaging/reminder service as well as an SMS text for information service. SMS backend platform supplied by Unwired Appeal.



Mobile Multimedia: Ringtones, Graphics & Video Delivery and Billing

Quepasa.com

Unwired Appeal is the mobile multimedia delivery and premium SMS billing partner of Quepasa.com, the USA's largest Hispanic Internet portal.



Netigan.com

Unwired Appeal provides mobile delivery technology for Netigan's unique form of user-created MMS.



Procter and Gamble

As part of the iLoveGain.com campaign, Unwired Appeal provided the delivery technology for custom Gain ringtones and graphics.



Buena Vista Network

The promotional launch of Wes Craven's *Cursed* movie on DVD required the download of a "Howl-tone" to mobile phones. Unwired Appeal provided the delivery technology to make it happen.



DNA Studio and Best Buy

For the launch of BestBuy's gadgetninja.com and bestbuybuzz.com Web sites, Unwired Appeal provided a mobile multimedia delivery technology for BestBuy's custom ringtone and graphic collection.



Pegworks

Unwired Appeal provides mobile multimedia delivery and billing solutions to online media distribution firm Pegworks.



Laura's Midi Heaven

Laura has the largest selection of university fight song ringtones in the world. Unwired Appeal provides the mobile delivery and PSMS billing technology.



Non-Profit: services provided at no cost to non-profit organizations

United Nations Foundation

Unwired Appeal has partnered with the United Nations Foundation to provide an SMS Alert system for the “Nothing But Nets” program. “Nothing But Nets” uses donations to buy mosquito nets to help African countries combat the spread of malaria.



Amber Alert Consortium

Unwired Appeal developed and deployed an advanced SMS alert system for AmberAlert.com and the Amber Alert Consortium.



CTEK

In a first for CTEK, Unwired Appeal provided a live audience response system for use in generating instant feedback to new business presentations.



Friend of the Sea

Shopping for seafood or sitting at a restaurant and want to see if your dinner selection is possibly on the endangered species list? Get out your cell phone and text FISH plus the species to 90430 and find out.

