



Mobile Marketing

A GUIDE FOR BUYERS & MARKETERS

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POWERING BRANDS WITH MOBILE

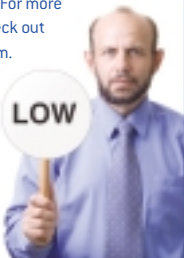
Whether in your pocket, in your hand or tucked away in your purse, the cellphone has become the must-have gadget of the early 21st century. Few dare to go anywhere without it, and wily marketers are not far behind. Be it m-coupons, m-cards, or m-payments, the mobile phone has morphed into a whole lot more than just a portable communication device. The opportunities that go along with that are infinite, and growing.

BIDDING LOW: THE REVERSE AUCTION

If you regularly bid too low in auctions, it's time to give the reverse kind a try. A reverse auction is a modern twist on the traditional sale, with the lowest unique bid winning. Shift the concept to the mobile space and marketers have another great way to communicate with users one-on-one, multiple times, in both directions.

Vancouver-based DY Mobile used the application in Canada early this year with A&B Sound. Over the course of the multi-week campaign the retailer put a number of big-ticket items, like flat-screen TVs, up for auction. With the call-to-action communicated through local print media, users could text in bids as often as they liked for a premium tariff.

"The reverse auction is very much your evolution of a text message-based contest," says Dan Reitzik, president, DY Mobile. "It is a much more intelligent application that engages the consumer multiple times." For more information, check out jumpauction.com.



Cinema on the cell

When singer Chantal Kreviazuk filmed a recent music video entirely by cellphone, she wasn't the only one looking to the handset for some edgy cinematography.

As official mobile phone sponsor of the Toronto International Film Festival (TIFF), Motorola has integrated the cellphone into a number of filmmaking efforts.

Up-and-coming filmmakers attending TIFF's Talent Lab, for instance, were told to film their self video-portraits on a Motorola phone. The top "MotoFilms" were then transformed into trailers screened before each festival film. Other film festivals are now looking to duplicate the concept.

At this year's event, there will be a half-day mobile filmmaking workshop at the Talent Lab. Motorola and TIFF will also team up with MTV Canada to discover Canada's top young filmmakers. The winner will go behind the scenes and chronicle the festival experience in a cellphone video diary.



BRANDING CONTENT

Viral marketing is getting a lot of buzz these days and what better way to spread the word than subsidizing branded content to the mobile market?

"Consumers love free content and they love free content for their phone, to personalize it," says Jeffrey Malmad, partner at MediaCom U.S., a strategic media planning and buying company that is spearheading a number of mobile activation efforts with its clients. "Once they get that content, they will have that on the device and make it a part of their life."

With today's savvy consumers the message can be as subtle as a ringtone of an engine roaring to connect them to a car manufacturer. Or it can be more direct, like a brand's familiar radio jingle. "When people hear that ringtone, it's like: where did you get that?" says Malmad.

Be it via a music jingle lifted straight from a TV spot, or a subtler tie-in, brands can now touch their customers with every call. It doesn't get better than that.



SAY IT IN A CARD

You know mobile has really made it when one of the largest card manufacturers integrates it into its offering. Indeed, Hallmark is going mobile. This summer, the famous card company plans to sell mobile greeting card content through a Web-based storefront.

Consumers will be able to browse and buy mobile greeting card content through the storefront, which they can then send to family and friends – much as they would send a traditional greeting card. Unique codes will also be inserted into traditional Hallmark greeting cards allowing consumers to text in orders to receive appropriately themed ringtones and wallpaper. The content will be directly aligned to the theme of the card. To start, about 20% of Hallmark cards will be mobile-enabled.

Mobile on the move

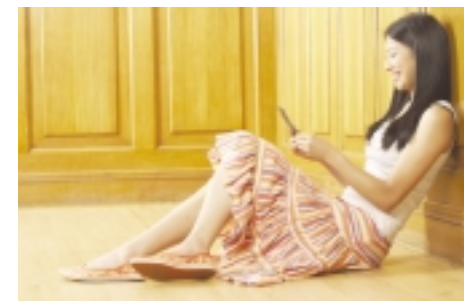
Integrating mobile into your marketing plan isn't as complex as you may think. The key is to get in now.

In the world of mobile, things are zooming along at breakneck speed. In fact, it can be hard to keep pace. It's this very sentiment that has stalled some brands from tapping into the marketing magic that mobile can deliver. Many advertisers still don't quite understand the medium; others pencil it into their budget as an afterthought. Big mistake, say the experts. The moment for mobile is now.

"There are approximately 19 million wireless phone users in Canada," says Peter Barnes, president/CEO of the Canadian Wireless Telecommunications Association (CWTA). "In 2006 alone there were 4.3 billion text messages sent. Canadians are actually the second-highest users of wireless voice services in the Organization for Economic Co-operation and Development (OECD) – the average Canadian uses 400 minutes per month."

As impressive as these numbers sound, it's really the transformation of the handset into a slick little on-the-go computer that is a unique selling point for the channel. The "third screen" medium is no longer just a simple, portable voice device.

WAP-enabled phones let users do just about everything on the go: surf the Web, watch TV, download music and videos, text messages to contests and friends, receive e-mail, search for restaurants and cheap gas, take pictures and videos, play music, listen to the radio, gain entry to concert venues and even pay for a nice cold can of Coke on a hot summer day. And with each of these uses, there is a marketing opportunity



lurking on the sidelines, be it search, banner ads, text messaging campaigns or coupon promotions.

In short, the cellphone is a handheld multimedia computer that brings with it the value of a fixed Internet experience, and so much more. "With the deployment of faster networks with more capable handsets and interoperability, and with the creation of viable business models for carriers and content providers, we have seen the adoption of all types of mobile data services grow," says Laura Marriott, president of the global Mobile Marketing Association.

Most brands first ventured into mobile with text messaging campaigns – in Canada there are about 300 of these text messaging programs currently running. But there is now an uptake in mobile Web, mobile video, mobile TV, downloadable films and voice-based applications. The entertainment-driven campaigns that first flooded the

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market, initiated by early adopters like Procter & Gamble, Coca-Cola and Canada's own Chum Ltd., are now being joined by promotions targeting an older demographic.

"We're going to see more mobile commerce applications, loyalty sampling, couponing, and ticketing," says Marriott. "We are also going to see an increase in mobile advertising as it relates to relevant information for the consumer. So we'll be running less and less to entertainment and fun, and more to productivity improvements."

Whether a contest aimed at the 13-34 demographic, or a couponing campaign targeting baby boomers, the cellphone is still, at its heart, a communication device, says Gary Schwartz, CEO of Toronto-based aggregator Impact Mobile and chair of the CWTIA's Mobile Content Committee. Using it effectively, says Schwartz, means using it as more than just a vertical advertising buy.

"Mobile in many cases [should be] a horizontal buy," explains Schwartz. "It is something you add to your existing buys to make them more effective. Mobile heightens your media buy because it is an activation media. It can embed a click into traditional media and activate it."

Schwartz is a strong believer in the power of mobile and sees huge growth potential for the channel. He also sees mobile as a disruptive technology that will fundamentally change traditional interactions in the marketplace. Thanks to mobile, he says, paper ticketing will one day disappear, as will paper lottery tickets. Push media, he adds, will face a similar quandary.

"Everybody is challenging you to measure your media, and all these media companies have billions of dollars in budget and no accountability," says Schwartz. "They have to change. Whether it's brands wanting to innovate, or just being compelled to come up with a model where there is a click attached to a push, mobile has to be a player. Mobile is definitely a piece of the changing media landscape."

FOR GOOD

Grass roots cause, high-tech solution

Companies increasingly turn to mobile to draw attention to environmental and social issues

It used to be that climbing a tree and camping out for a few days was a good way to draw attention to an environmental cause. Not any more. Environmentalists have now gone high tech and trees are being swapped for a far more compact little gadget: the mobile phone. As effective as the wireless device is in helping market consumer products, it's equally useful in bringing awareness to some serious social concerns.

In one of the more novel eco-friendly efforts, conservation group RainTrust Foundation has made millions of hectares of Amazon rainforest available for sponsorship via text messaging campaigns. Brands initially sponsor a reserve under a preservation contract then

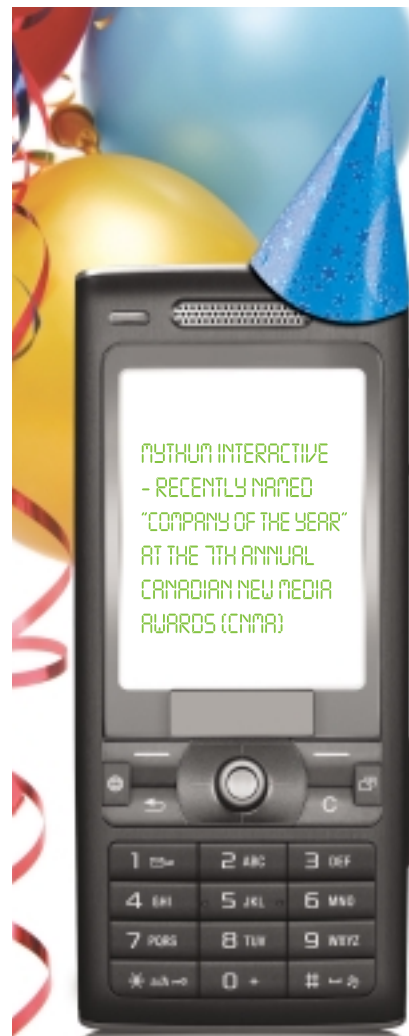


sell off parts to customers through text campaigns – in units as small as one square foot.

"We will be going into large-scale events and offering 'text for your forest' or 'text for air' where a customer can text in and get one foot of the rain forest," explains David Plattner, RainTrust Foundation's director and founder. "We are making it possible for the consumer, through text messaging, to get a piece of the rain forest."

It's an enticing little offer. Users become RainTrustees with benefits – like the exact geo-coordinates of their chunk of land, which they can then view on the RainTrust website. "So not only do you get your foot, you can actually zoom in and see it," says Plattner. The site uses a software platform with NASA technology to enable this.

Meanwhile, brands gain carbon-neutral status by doing their bit to protect the world from global warming, not to mention have a great new way to market their products and services. "It becomes a marketing tool for the corporation and it becomes a carbon neutrality tool," says Plattner. "So it works on many different levels."



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Green-friendly contests

Another company venturing into the green market is Toronto-based JAC Mobile Entertainment, which set up shop in May. In an effort to raise green awareness, the media company is launching a premium mobile entertainment contest with a green theme, with about 10% of proceeds going to environmental initiatives.

"In our own little way, we want to try to get people to start talking green and we are using mobile technology to do this," says Stephen Forde, president of JAC Mobile Entertainment. "Green awareness is the driving force behind the whole company."

The company's six-week TXT-EARTH initiative launched in early July at the Eaton Centre in downtown Toronto. For a \$2 per-response fee, users can text in answers to green-themed questions, with weekly prizes leading up to the final grand prize of a Toyota Camry hybrid. Smaller prizes include an 80 GB video iPod and a MacBook computer.

Other ecological endeavours are trading in on the popularity of personalized ringtones. If you haven't already, chances are you will soon hear the sounds of the wild on a cellphone near you. VeriSign Inc., a provider of digital infrastructure, launched a dozen bird ringtones on Earth Day in April. They are now available on every carrier storefront in Canada. For a fee of \$3.50, cellphone users can be alerted to incoming calls with the sweet song of a sparrow or swallow.

"The idea was to play into the theme of the urban jungle," comments Aran Hamilton, regional VP in Canada for VeriSign. "We thought: does the ringtone have to be a jarring musical experience?"

FOR GOOD



Users were clearly thinking along the same lines. Sales to date have been "more than expected" says Hamilton, and VeriSign is working on another round of animal sounds to launch later this summer.

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COMMUNICATING THE RIGHT MESSAGE

Another player in the animal sounds kingdom is LGG Media, which partnered with Earth Noise to create GreenTones, an environmental ringtone offering made up of animal sounds from around the world. Everything from bottlenose dolphins to the river hippopotamus have been recorded in their natural habitats with some of the best recording equipment available.

"It's all about communicating a conservation message to the handset and to the younger demographic," says James Rodmell, president of LGG Media.

LGG Media is partnering with the World Wildlife Fund in its GreenTones initiative, and future plans include expanding ringtones to other unique sounds that promote worthwhile causes. Rodmell was recently approached by an inner-city group to provide city-sound ringtones – say, the sound of sneakers on a basketball court – to raise money to build sports facilities for underprivileged city kids. Recording real sounds, explains Rodmell, "is a model to bring awareness to a cause or concern and also to raise money."

The socially-conscious message can extend to other areas as well. During the last election, Youth Text, an initiative of the Dominion Institute, allowed young Canadians to connect with political parties one-on-one. Each party had its own text messaging short code, and young people could become politically involved by texting in their views on important issues.

"Political parties were quite concerned that the youth were not being involved and engaged in the political process," says Marc Choma, CWTA's director of communications. "So the Dominion Institute designed this program." Altogether, 6,300 text messages were sent in.

In the end, says LGG's Rodmell, non-profit groups need to "stake out some real estate on the handset and do it now. If not, there won't be any room. Commencing a relationship with the consumer's handset now with important messages is imperative."

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The multimedia solution

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Ticket in hand

Paperless ticketing, says Tom Anselmi, CEO of Maple Leaf Sports and Entertainment Ltd., is gaining traction, with as many as 80% of today's tickets purchased electronically over the Net. Mobile ticketing – the next logical step – boosts the convenience factor even more. Users can just wave their phone at a ticket handler who enters the code into a scanner, and into the venue they go.

"It's all about steering towards paperless ticketing and ticketing convenience," says Anselmi. "We are very close to a future where people are just e-mailed ticketing rights."

In partnership with Rogers Communications, Maple Leaf Sports launched a test run last April that involved mobile ticket technology. Twenty-five pairs of tickets were offered to Rogers wireless customers for game five of the Toronto Raptors play-offs. All were e-mailed straight to the recipients' phones.

"If a person indicated they wanted to purchase a pair of tickets, an alert was sent to their mobile device. That image on their phone represented the ticketing right," says Anselmi. "The phone was essentially the access device into the building."

Maple Leaf Sports is now working on a more extensive mobile ticket offer for the 2008 Raptors season.

GETTING IN EARLY

Chum Ltd. is another broadcasting giant actively pumping mobile into its marketing mix. An early integrator, the company is a veritable poster child for the medium. Its list of mobile initiatives includes streaming live concerts, developing text-messaging-driven channels like PunchMuch, letting viewers participate by voting via text message for reality shows such as Canada's Next Top Model, and providing users with exclusive mobile content.

"For us it's really about reaching new audiences and expanding our brands into the mobile platform space," comments Maria Hale, VP content and business development at Chum Ltd. "When we're looking into how we approach multimedia platforms and new media platforms, mobile factors in that very aggressively."

Looking ahead, the company points to user-generated mobile content as a big future trend. Already, the user-generated brand Show Me Yours lets users upload their own demo tapes to win the right to introduce a musical act during the MuchMusic Video Awards (MMVA). Newshounds can get in on the act by shooting a news event on their cellphone and uploading it onto the broadcaster's news site. If they're lucky, it could get picked up for a broader newscast or follow-up from the newsroom.



THE MOBILE SEARCH

Mobile search is an emerging category, but it's one that is often outpacing its rivals. As media planners look for new ways to market with mobile, many are turning to search. Some analysts even predict it will outgrow the desktop variety.

"It's still relatively new, but a lot of advertisers now want to advertise on mobile, so they are looking for ways to do it," says Eric McCabe, VP of marketing at JumpTap, Inc., a mobile search specialist providing search solutions to wireless carriers.

Mobile search operates similarly to the traditional Internet version, but results are mobile-specific and tied to terms wireless customers tend to use. For advertisers, the premise is simple: like PC-based search, media buyers buy search terms on a pay-per-click model.

Today, there are anywhere between 10,000 and 20,000 English-language mobile websites, says McCabe, with most providing basic information on products and services. But the number is growing, as is the number of subscribers accessing them through search. Consumers on the go need immediate information and as a result click-through rates on mobile search ads are quite a bit higher than the traditional web ads. "On the Internet, the average number is in the 1% to 2% range, whereas on mobile we're getting in the 15% range," says McCabe. "Part of the reason is that there are fewer sites available on mobile, so people are really hungry to find out what's out there and they click on ads much more readily."

STRIKING THE RIGHT DEAL

As expected, Canada's homespun version of Deal or No Deal was a smash hit for Global Television when its five episodes aired earlier this year. But it was the show's mobile/online contest - Canada's Case Game - that proved a big surprise winner for the broadcaster. During the four episodes that the game ran, 750,000 entries were made by cellphone and online by viewers guessing the show's winning case.

"In terms of results, it was the most successful contest we have ever run," says Greg Treffry, VP business development and specialty television at CanWest MediaWorks. "And mobile was the preferred method of entry." At one point, 160 mobile entries were being made per second, far more than the peak of about 20 entries per second generated online.

Participants paid a one-dollar premium to text in their case number to a short code. Winners of a random draw were awarded a Pontiac G6 Convertible, a Pontiac Torrent or an all-inclusive Sunquest Vacations package for them and 11 of their friends.

Users could also play on the go by opting in to be alerted whenever the game was running so they could play without even watching the show. That, says Treffry, is the beauty of mobile: "Mobile allowed us to communicate with them on a regular basis."



Advertising on the mobile Web

For some media planners, the fast-growing mobile space is still a new and not-quite-understood platform, even when it comes to placing banner ads. Third Screen Media, a fully owned subsidiary of AOL's Advertising.com and provider of mobile advertising solutions, helps clients navigate through the options.

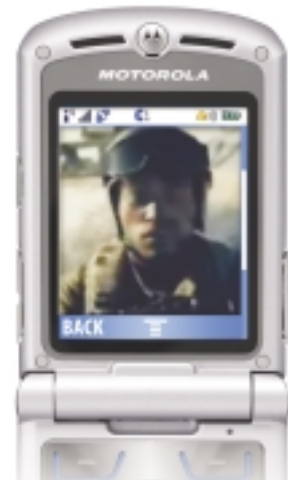
A video ad that Third Screen did for the U.S. Navy last fall illustrates just what can be done. Given that not all cellphones can auto-play video, Third Screen developed three different versions of the 15-second recruitment ad, including a static banner.

"Not all handsets can play video, and some can only play them after they are downloaded versus auto playing," says Jeff Janer, CMO for Third Screen Media. "Our technology figured out which was the right ad to serve on any particular device."

The all-inclusive approach entailed a bit more legwork, but was worth it. Response to mobile ads, says Janer, is normally very strong, averaging between 1% and 7% in click-through rates. In the case of the Navy ad, click-through was around 4%, with the video versions generating a higher response than ads directing users to a static banner.

Another challenge in the mobile ad space is the mixed bag of ad sizes inundating the market. Efforts are in place to slim down the selection to a more user-friendly choice of four options. "Web content optimized for the phone should have the right proportion display ad size units to it," explains Michael Hurt, director of strategic planning for advertising with MSN's Microsoft Digital Ad Solutions Group.

"In the mobile space, the display ad market is a strong market and we think that is where a lot of the growth is going to be," says Hurt. "We need to make it as easy as possible for agencies to buy the media entities and for publishers to be able to incorporate these ad sizes."



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MULTI-MEDIA

PARTNERING WITH PRINT

It's no secret that newspapers are facing some tough times as younger demographics turn to emerging technology for their news and information. So it's not surprising that various efforts partnering mobile with good old-fashioned print are in the works.

Universal Press Syndicate, which represents the likes of Dear Abby and Roger Ebert, as well as the cartoons Doonesbury and For Better or Worse, is branching into mobile. The syndicate is developing a page dedicated to mobile to present to its approximately 4,000 newspaper clients across North America.

"Print products are facing circulation woes and revenue concerns, and what we are trying to do is bring new revenue opportunities to the market for newspapers," says John Vivona, VP sales for Universal Press Syndicate.

The page will offer a lively mix of mobile content, sweepstakes and contests, ranging from daily horoscopes, jokes and poker tips all the way to ringtones, wallpaper and reverse auctions. Revenue will be shared with the paper and there will be robust tracking of usage for advertisers. "It is very measurable," says Vivona. "Advertisers on the page will know exactly who they are reaching, which will help newspapers in approaching advertisers."



The phone as a wallet

Is m-commerce the next frontier to be conquered? You bet, say the experts

At this point, it's not a question of if, but when: When will cellphones turn into payment tools at the point of sale (POS)? Some analysts say we're a good five years away from this real-time payment scenario

— due in no small part to a security-conscious public.

Others are convinced we're just around the corner. In fact, they say we're not all that far behind Europe and even Asia, which has been paving the way into this virgin territory.

Whichever payment scenario you buy into, companies are eyeing the possibilities and looking at ways to iron out any kinks that remain. Financial institutions are launching mobile banking pilots, brands are venturing into test runs with technology now available and handsets are being manufactured with

gizmos making mobile POS payments possible.

Radio frequency identification (RFID) technology, for instance, is already being embedded into new generation phones, making them usable for contactless swipe payments. "All the major phone manufacturers are incorporating [RFID

technology] — Nokia, Motorola, etc. — and they are coming over the next quarter to Canada," says Aran Hamilton, regional VP in Canada for VeriSign, a digital infrastructure provider.

Citing a recent Juniper report, Hamilton says close to \$1 billion worth of worldwide payments will be made via the mobile channel by 2010. These figures are also backed by a 2006 Yankee Group report, which, according to Hamilton, forecasted that global revenue for off-deck mobile payment transactions would increase by more than 100% between 2005 and 2009.



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Continued from CWT12

A new Visa mobile platform launched in the U.S. in March and coming to Canada later this year supports wireless payment systems, offering different mobile payment options. A user at a pop vending machine could text in to a short code to have money automatically debited from his or her account. Or, in the case of handsets with an RFID chip, simply wave the phone in front of the machine to get the soft drink.

"The Visa mobile platform provides mobile operators and financial institutions the opportunity to rapidly develop new mobile services utilizing the unique interactive features of handsets," said Patrick Gauthier, SVP, innovation, Visa International, at the time of the launch.

In countries like Austria, mobile payments are already a reality. Mobilkom Austria developed a technical interface between Coca-Cola machines, cellular operators and payment systems to enable mobile payment at more than 100 pop vending machines across the country.

TAKING THE PRESSURE OFF PARKING

Thanks to mobile technology, racing to the parking meter mid-meal to pump in more coins may be a thing of the past. At least if you live in Vancouver. For just over a year the city has integrated a pay-by-phone option into its 8,400 parking meters. Users can even extend their payment by phone from wherever they may be after receiving an automated text message reminder 10 minutes before their time is up.

The premise is simple: users set up an account online, supplying their cell number, credit card information and security PIN number. When parking, they call into an interactive voice response system, indicating the five-digit meter number and the parking time they would like to buy. Parking officers patrolling the streets access the information with their own handheld devices.

Almost half a million mobile parking transactions have been registered since the program launched in June 2006. Next in line are corporate accounts, as well as pre-paid options for drivers who don't want to use their credit card.



Scanning with phones

For POS redemption of mobile offers, New York-based ScanBuy Inc., a provider of wireless commerce solutions, uses the latest scanning technology. The company enables camera phones to capture and decode printed or electronically displayed barcodes, particularly 2D codes that are easier to scan.

"We make the software that sits on the phone that enables you to use the phone to read bar codes," says Jonathan Bulkeley, CEO of ScanBuy Inc. "In many parts of the world, like Japan, China and Spain, phones are now beginning to ship with it pre-loaded. In other places, you can download the application to the phone over the air. There is no fee to download; the business model is to charge advertisers to deploy the bar code and they pay on a per-scan basis."

In a recent U.K. promotion for Starbucks, coupons for a 20 cent discount off a Grande Skim Latte were sent to users' phones as a bar code. They could then be redeemed at the POS, where they were read by a specially outfitted Nokia E-50 handset at checkout. "The barcode on the phone was the coupon," explains Bulkeley. "For the consumer, having your payment method or discount on your phone makes sense. From the marketer standpoint, you can trace down to the individual performance of campaigns." In all cases, these campaigns are permission-based meaning the consumer must first opt in to the service before there is any interaction.

Consumer opt-in is also the case for resort operator Intrawest, which has been sending mobile coupons to holiday seekers listed in its database for three years now. The program regularly sends out coupons for things like ski passes, restaurant meals and hotel stays. Cashiers and sales representatives at the POS simply input the code that appears on the phone into the POS system and the customer gets his or her reduced rate.



Redemption rates for the coupons are high - regularly exceeding 52%. In a recent campaign comprised of 1,000 targeted offers, 600 were redeemed, often in record time. "What we found is that the offers have incredible velocity," says Paul Pinchbeck, director of marketing at Blue Mountain Resorts, which is part of the Intrawest family. "An offer

dropped on a Thursday is often responded to and the purchase made by the Friday."

Plans for the future include exercising a tracking and profiling option that would allow the resort operator to fine-tune offers of specific interest to the end user. "That's all in the cards," says Pinchbeck.

These and other advanced m-commerce technologies involve co-operation between many players and on many levels, points out Laura Marriott, president of the global Mobile Marketing Association. Japan, she stresses, has been particularly successful with m-commerce and couponing applications because its carriers all came together to deploy the same technology on their handsets. Similar initiatives would need to be taken in North America.

"We are coming together as an industry to solve issues like these," says Marriott. "Topics for discussion include using the mobile phone number as a unique identifier for loyalty or couponing applications, or moving more towards 2D codes on handsets, or even a solution yet to be discussed. Collaboration across the industry will be key to fast and efficient time to market and consumer adoption."

CREDITS

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- Media Platform fully managed & self service campaigns
- Sports & Music Network "in-venue" mobile campaigns
- Mobile Ticketing/Coupon delivery & redemption
- Low-Bid Auctions mobile & web

Text WIN to 401010
2 be entered 2 win
a FREE 1 month
mobile campaign!

416.368.8400
www.impactmobile.com



Bold Faced

Creativity has long been our strong suit. Pow! Count on the right stuff to cut through the clutter and touch your customer's soul.

BLENDER

MAXIM

Done That

For massive, household-name consumer brands like Disney, HBO, General Mills, Canadian Idol, the NHL and Taco Bell.



MAXIM SCORE WARS

HIGH SCORES

OVERALL TOP 3

1	J. BOWEN	825
2	C. SMITH	800
3	R. JOHNSON	725

YOUR SCORE

1	A. BLACKWELL	850
2	S. HARDING	825
3	S. DENILLO	
4	M. YEUNG	
5	G. MORAN	

Follow You

Yes you CAN take it with you! Mobile phones put your message right in the hands of your customers...who have asked for it!



140 Characters

That's how we describe our staff. It's also all we need to make a huge impact on mobile phones. And mobile minds.



Trust Factor

No brand risk, people. 0%. We won't let a 10-cent text message jeopardize your billion-dollar brand.

Versatility

All here: Txt Campaigns. Mobile Promos. Ringtones. Ringbacks. Wallpapers. WAP storefronts. Microsites to support.



Big Back End

Strong. Powerful. Reliable. Dependable. A whole thesaurus-full of adjectives to let you sleep peacefully at night.



myNHL mobile

1.	Realtime Scores
2.	Ultimate Stats
3.	Standings
4.	Team Reports
5.	NHL Yesterday

If we did this for them, imagine what we can do for you. Actually, don't imagine, find out!

Check out the "Flip Up the Cup" campaign we did for Taco Bell at www.tacobell.ca or visit a participating Taco Bell near you!

Better still, call us directly at:
(514) 289-9111 ext. 350

Or email us at:
sales@airborne-e.com



Stuff