



w a v e
o m n i m e d i a
g r o u p

Mobile Marketing: The New Way to Interact

With a mobile call to action in your ad, we can help you instantaneously interact with your customer. We can also help you build a valuable database of mobile users and track their actions long after they have experienced your ad.

The New Way to Interact

Want free tires for life?



Text "Lexus" to 22112

 LEXUS
THE PURSUIT OF PERFECTION.

CLEARCHART

007114

Use across all advertising mediums.



PRINT



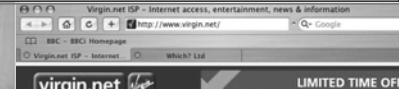
RADIO



OUTDOOR

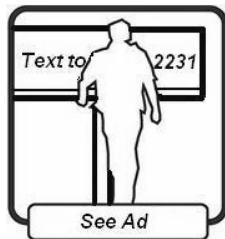


TV



WEB

1



Users see call to action

2



Users txt in

3



User receives your txt response

Need ideas on what to send your customers?

- Tickets & Coupons (unique and generic)
- Multimedia downloads (i.e. ringtones/videos)
- Click-2-call
- Text in Location Finder
- Mass SMS Notifications
- Subscription Campaigns
- Competitions, Voting, and Surveys
- Auctions & Reverse Auctions
- Text-2-email & Text-2-mail database builder
- Mobile websites/microsites

2

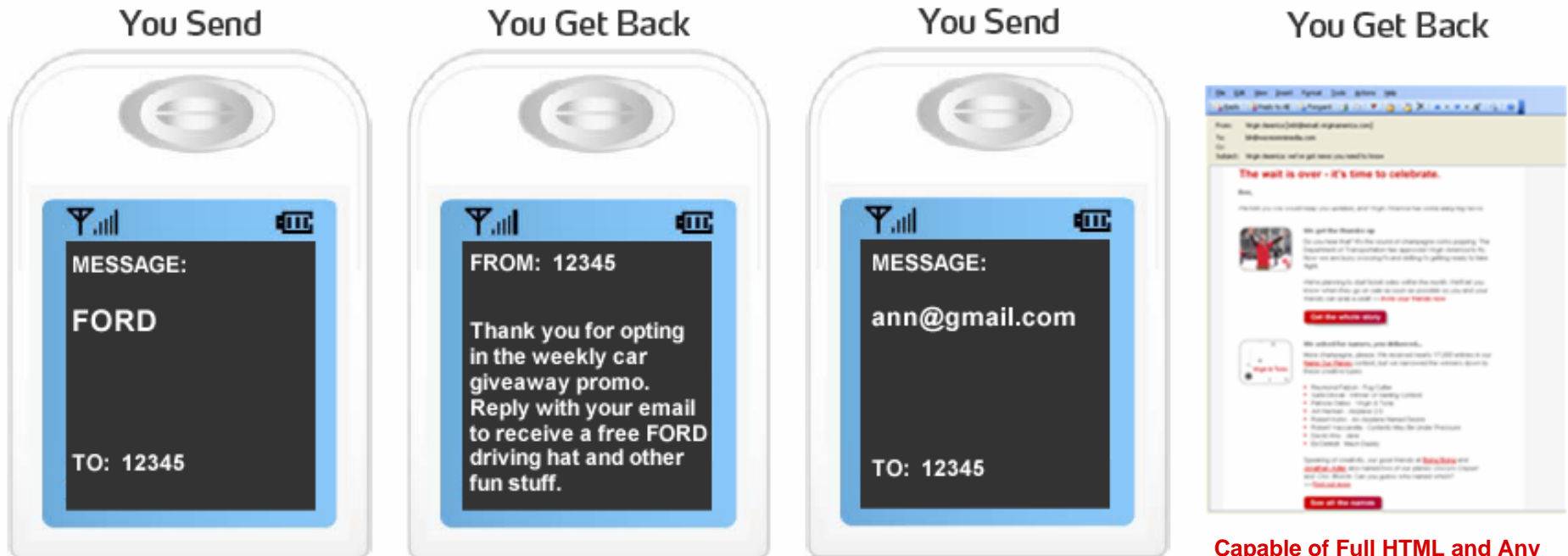
“SMS notifications and alerts are a natural extension of interactive email marketing.”

Example User Scenario – How it works

- 1 Announce call to action:**
“Text ‘FORD’ to 12345”
- 2 Include call to action in existing media mix:**
 - Outdoor
 - TV
 - Radio
 - Print
 - Web (web widget on clients web site)
- 3 Respond:**
 - Send auto-response
 - Weekly messages
 - Ringtones, etc.
 - Periodic news

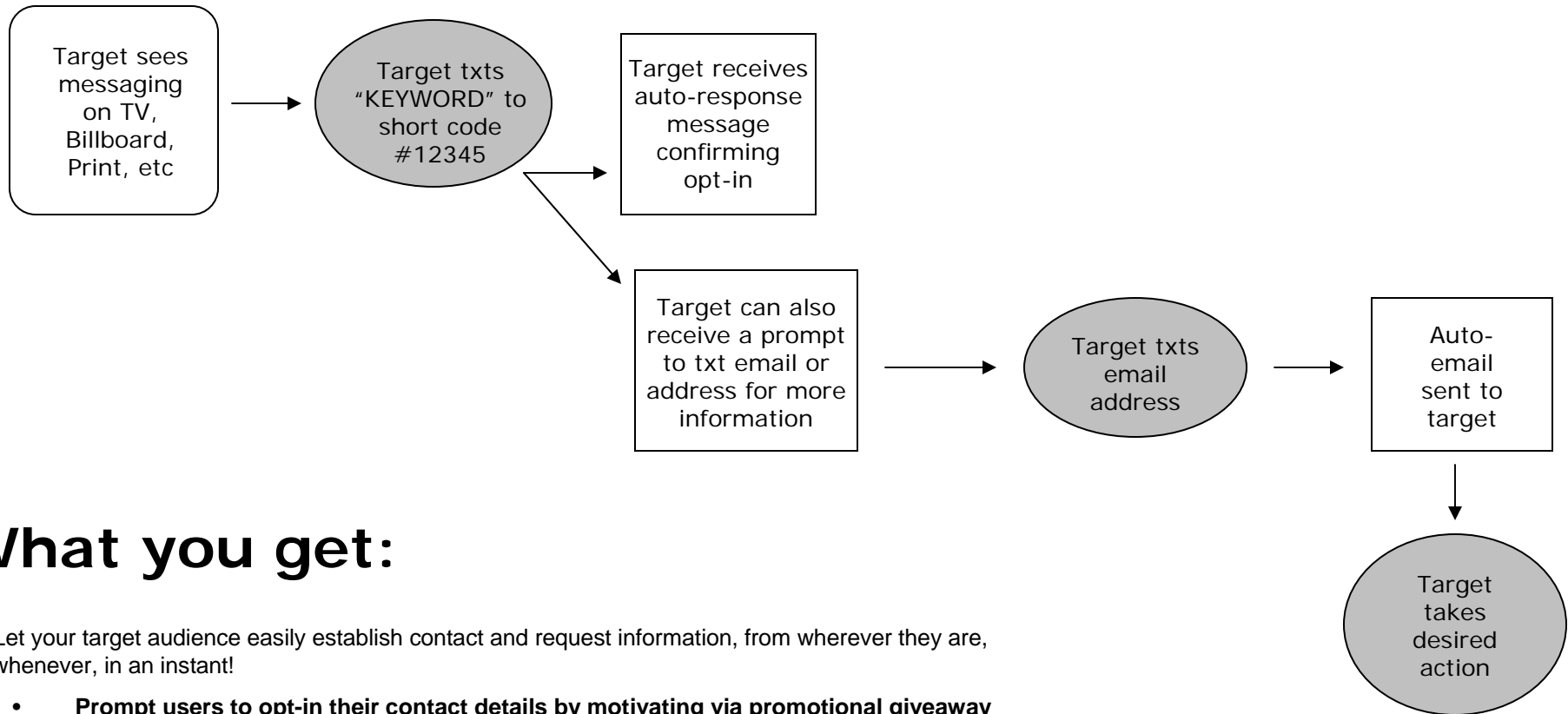
Example

You Send **You Get Back** **You Send** **You Get Back**



3 Note: You can customize each of the responsive message

Capable of Full HTML and Any Attachment Type



What you get:

Let your target audience easily establish contact and request information, from wherever they are, whenever, in an instant!

- **Prompt users to opt-in their contact details by motivating via promotional giveaway**
- **Database of interested customers; mobile number, email and/or physical address**
- **Then broadcast messages to your customers; via text message, email and/or direct mail.**

A Growing Trend...

- 64.8b** # of SMS (text) messages sent in the US in the first six months of 2006, up 98.8% from 32.6 billion in the first six months of 2005. Source: CTIA
- 50%** % of survey respondents who use text messaging weekly, 13 – 24 send and receive the most messages - more than 50 per week. Source: MMA Global
- 1/20** One out of 20 survey respondents had participated in an interactive mobile marketing campaign. The highest participation is among respondents age 25 – 40. Source: MMA Global
- 28%** % of the top 50 global brands who have already launched interactive SMS (text) campaigns
Source: Vanson Bourne study, October, 2007
- 70%** % of brands that expect to spend a greater proportion of their marketing budget on mobile campaigns in the next two years
source: Vanson Bourne study, October, 2007
- 12%** % of mobile subscribers responding to SMS (text) based advertisement, US has highest response rate in the world.
Source: m:metrics
- TIP** Text message responses are a quick, easy and fun way to engage with your customer. It is a fast and convenient way for mobile users to select and receive: information, alerts, electronic coupons, or participate in promotions.



About Us

The Wave Omnimedia Group is a provider of interactive mobile platforms to the advertising, media, and entertainment community. We are a full service idea and mobile media company, managing projects which cover a number of marketing mediums.

“There’s nothing traditional about advertising these days. That’s what makes an integrated marketing campaign so vital to a brand’s success.”



We have the tools that will open your mind to new possibilities in marketing communication:

- Campaign Totals (Real-time, Daily, Weekly)
- Text-through performance
- Text to conversion performance
- Opted-in consumer data and profiles
- Geographical and Area code profile