



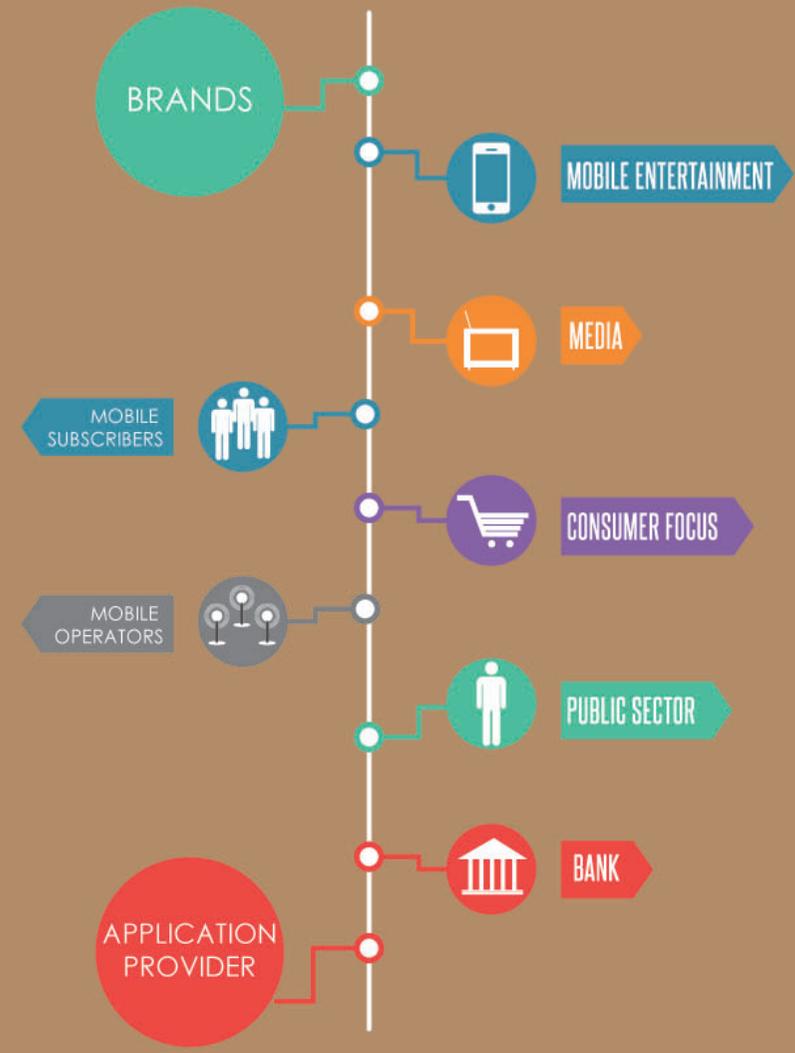
 **mediamileage**  
YOUR MOBILE TECHNOLOGY PARTNER



# 360

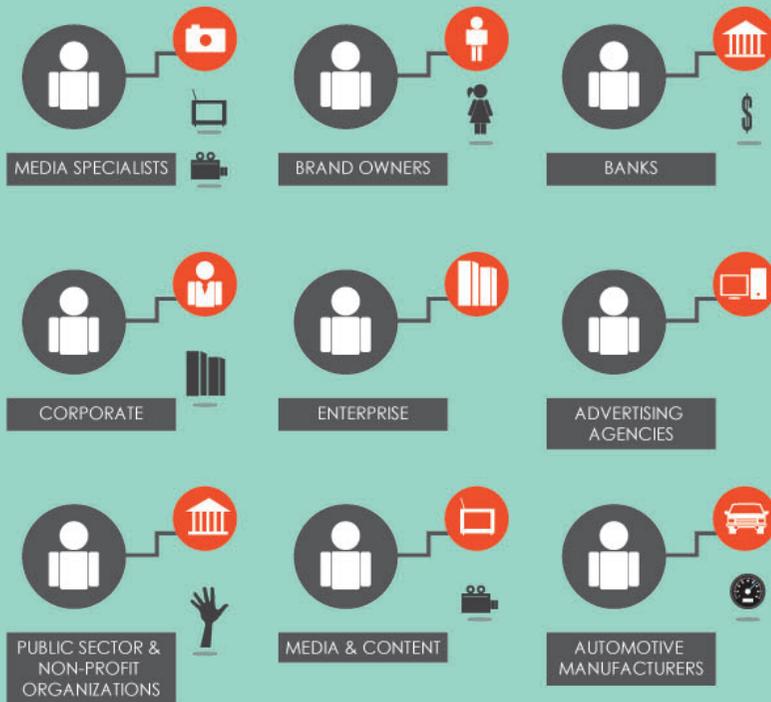
SOLUTION PROVIDER

Media Mileage is a specialized mobile marketing platform providing the best corporate mobility solutions within the telecom sector to promote brand recognition and consumer engagement. With an experience that spans in excess to a decade, we have leveraged this 21st century tool to develop potent plans for global brands that help maintain the competitive edge and optimized brand appeal and loyalty.





# OUR CUSTOMER BASE

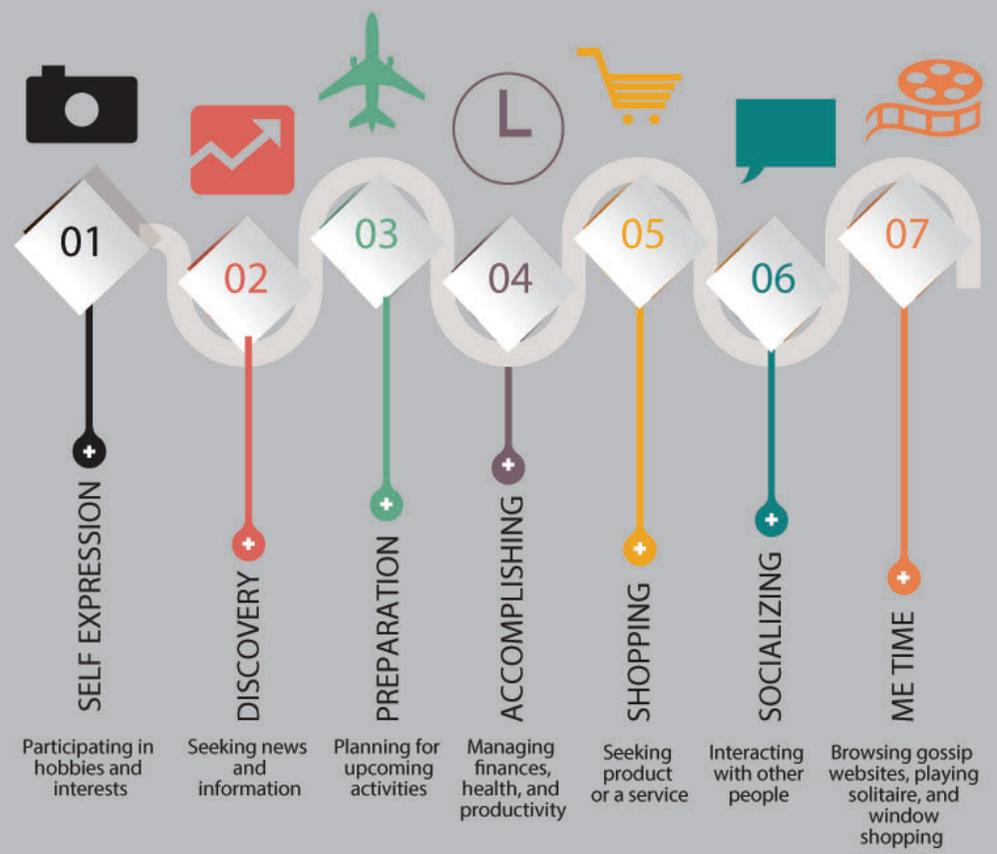


## THE MOBILE MARKET PLACE BARE FACTS ABOUT THE BUSINESS

- 01 SMARTPHONES**  
43 PERCENT USERS NOW  
By 2015 - eMARKETER
- 02 WOMEN MORE LIKELY TO GET AN IPHONE**  
MEN MORE LIKELY TO GET AN ANDROID  
THE NELSON COMPANY
- 03 ADD MOBILE TO MARKETING MIX**  
75 PERCENT MARKETERS  
FORRESTER RESEARCH
- 04 SOCIAL MEDIA ON MOBILE DEVICES**  
27 PERCENT INCREASE SINCE 2010  
eMARKETER
- 05 WORLD MOBILE APPLICATIONS MARKET**  
RESEARCH TO BE WORTH \$25.0 BILLION BY 2015  
2010-2015
- 06 92 PERCENT USE SMARTPHONES FOR LOCAL SEARCH**  
21 PERCENT MAKE ONLINE PURCHASE  
25 PERCENT PURCHASED IN-STORE
- 07 AFTER SEARCHING FROM MOBILE**  
51 PERCENT CALLED A BUSINESS  
49 PERCENT LOOKED UP THE BUSINESS ON A MAP  
48 PERCENT VISITED A ACTUAL BUSINESS  
47 PERCENT WENT TO THE BUSINESS WEBSITE
- 08 MONTHLY PURCHASES FROM THEIR SMARTPHONE**  
63 PERCENT
- 09 SMARTPHONE EFFECT ON BUYING RELATED DECISION MAKING**  
39 PERCENT CARRY MOBILE TO RESEARCH AND COMPARE GOODS  
32 PERCENT CHANGED THEIR MIND ABOUT A PRODUCT WHILE IN A STORE BECAUSE OF INFORMATION FOUND ON THE MOBILE



# THE MOBILE MARKET PLACE



PERCENTAGE OF ALL INTERACTIONS ( EXCLUDES EMAILS, SMSs, & VOICE CALLS)

01%	04%	07%	11%	12%	19%	46%
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AVERAGE MINUTES PER MONTH PER USER (METERED)

21	47	61	133	126	410	864
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# MOBILE ADVERTISING

The top five mobile video stations are YouTube, FOX, Comedy Central, ESPN, and MTV (The Nielsen Company). These stations reflect the high usage by the teen and twenty-something demographic. Further, it shows that users are looking for entertainment, sports and news.

26% of mobile phone owners who haven't accessed a retailer site or mobile shopping app, plan to do so, according to ForeSee. This means that retailers must be on a mobile platform or risk losing opportunity.



# MOBILE APPLICATIONS

The top ten app categories for 2010's fourth quarter based on page views were games, social networking, music and entertainment, mail/messaging, education/employment, weather, sports, maps, news/current events, and travel.

There are more mobile apps on the planet than there are people. One out of three app users say that they use apps every single day.

One in three mobile phone owners accessed a retailer site or mobile shopping app based on research by ForeSee.





# OUR FOCUS TO DELIVER RESULTS

When mobile marketers focus on these five advantages, they can provide the most value to their customers and engage at the deepest levels.



## OMNIPRESENCE

Most mobile phone users are within an arm's reach of their devices over 90 percent of waking hours, including times when other media are not available.



## QUANTIFIABLE

Campaign results can be tracked through downloads, page visits, customer opt-ins, and a variety of other methods as well, dependent upon the mobile marketing method being utilized.



## IMPROVED TIME RELEVANCE

The always-on and always-aware nature of mobile devices provides more timely communications than any other channel. In addition, the use of mobile SMS/MMS and mobile micro-blogging tools enable informality, message brevity and spontaneity to support conversations that seldom existed in prior web marketing.



## LOCATION AWARENESS

Knowing someone's geographic location can be critical to engaging in a relevant conversation with them.



## INCREASED INTIMACY WITH THE DEVICE AND VIA THE DEVICE

Mobile devices are often part of the intimate identity of their owners, who may personalize or accessorize their devices. Viral Potential A good mobile marketing message can have the biggest viral potential and can easily be passed on among users worldwide. This is an advantage to get lots of exposure without needing to exert extra effort and time. Increase ROI With the higher potential of having the messages delivered to the right person at the right time, engagement with customers will have the highest potential of converting interactions into purchases, thus, increasing Return on Investment (ROI) and ensuring profitability.

# WHAT WE DO

- MULTI-LINGUAL MOBILE MARKETING
- One way SMS to 100% opt in data
- Two way SMS
- Picture & Video commercial delivery on mobile phones
- SMS to TV services
- Mobile Enhanced Websites and Mobile Applications across all platforms.

# OUR SERVICES

- 01 MOBILE MARKETING SERVICES
- 02 TEXT ENABLEMENT
- 03 ON DEVICE PORTALS
- 04 TEXT TO TV/RADIO
- 05 MOBILE VIDEO/TV STREAMING
- 06 (3G) APPLICATIONS
- 07 PREMIUM/STANDARD RATE
- 08 TEXTING SOLUTIONS

- MOBILE ADVERTISING
- MOBILE CAMPAIGNS
- MOBILE PORTALS
- MOBILE BROWSING
- MOBILE SEARCH
- MOBILE TAGGING
- MOBILE METRICS
- MOBILE COMMUNICATION
- MOBILE PHOTOGRAPHY
- MOBILE MESSAGING
- MOBILE BLOGGING
- MOBILE COMMUNITIES
- MOBILE VIDEO
- MOBILE TV
- MOBILE MUSIC RINGTONES
- MOBILE RADIO
- MOBILE GAMING
- MOBILE COMMERCE
- MOBILE SERVICES
- MOBILE CONFIGURATION
- MOBILE NAVIGATION
- LOCATION BASED SERVICES
- MOBILE COUPONING

# WE BELIEVE IN THE MOBILE



## CASE STUDY 01- AUDI

### CAMPAIGN SYNOPSIS

- TEXT IN "AUDI" TO GET THE MOBILE APP – ST RATES.
- PUSH MOBILE APP TO VISITORS WHO HAD TEXTED.
- HANDSET/MSISDN DETECTION VIA BLUETOOTH.
- 8 BLUETOOTH DEVICES WERE STRATEGICALLY PLACED AROUND THE VENUE.
- PUSH APPROPRIATE MOBILE APP TO HANDSET VIA BLUETOOTH.

102,117

SUCCESSFUL APP DOWNLOADS  
IN 16 DAYS

VENUE PARIS MOTOR SHOW

**CONVENTIONAL MEDIUM USED**

POSTERS AT THE VENUE  
ADVERTISED IN AN AUDI A4

**TOOLS THAT WE USED**

BLUETOOTH DEVICES, TEXTING,  
MOBILE APP- FEATURING AUDI  
CARS, TRANSPORTER MOVIE  
CLIP & REQUEST FURTHER  
INFORMATION LINK

**HANDSETS**

NOKIA, SAMSUNG, BLACKBERRY,  
LG, MOTOROLA, SONY ERICSSON

# CASE STUDY

## LACNOR

### CASE STUDY 02 LACNOR & KIDZANIA

### CAMPAIGN SYNOPSIS

- JOINT ON PACK PROMOTION TO WIN A TICKET DYNAMICS
- CODES ON THE LACNOR PACKS.
- CLIENTS SMSed THE CODES TO A SHORT CODE.
- 3000 KIDZANIA TICKETS GIVEN TO THE WINNERS.
- EVERYDAY 10 RANDOM WINNERS.
- PROMOTION TIME WAS 30 DAYS.





## CASE STUDY 03 APPLE TOUCH

### CAMPAIGN SYNOPSIS

- FOOTBALL WORLD CUP SMS
- PROMOTION CAMPAIGN

### DYNAMICS

- BANNERS PLACED ALL OVER THE MALLS
- CLIENTS SMSed AND GOT DISCOUNT COUPONS AND FOOTBALL RELATED VIDEOS



## Hardee's® CASE STUDY 04 HARDEE'S

### CAMPAIGN SYNOPSIS

- SMS PROMOTION TO WIN A MINI

### DYNAMICS

- WITH EVERY MEAL A COUPON WAS GIVEN.
- THE COUPON CODE WAS SENT TO US VIA SMS.
- AT THE END OF THE PROMOTION, A MINI WAS GIVEN OUT .
- PROMOTION ADVERTISED ALL OVER UAE.
- RECEIVED THOUSANDS OF ENTRIES.



# SanDisk

## CASE STUDY 05 SANDISK

### CAMPAIGN SYNOPSIS

- SMS PROMOTION TO DRIVE SALES

### DYNAMICS

- WITH THE PURCHASE OF EACH PRODUCT, ONE SMS COUPON WAS GIVEN.
- CLIENTS SENT IN NAME WITH THE CODE ON THE PACKS



PRIZES WORTH AED

**100,000**  
WERE GIVEN OUT TO  
RANDOMLY  
SELECTED WINNERS



CASE STUDY 06  
COCA COLA

425,697

UNIQUE DOWNLOADS  
RESPONSE RATE 58.34%  
APPROX

COUNTRIES  
UAE, KSA

TOOLS THAT WE USED  
MOBILE VIDEOS DISTRIBUTED  
TO CREATE A HYPE

### CAMPAIGN SYNOPSIS

- USERS RECEIVED COCA COLA'S ENGAGEMENT VIDEO

### DYNAMICS

- TO PROMOTE COCA COLA'S ENGAGEMENT VIDEO



CASE STUDY 07  
McDONALD'S

### CAMPAIGN SYNOPSIS

- SMS BASED PROMOTION

### DYNAMICS

- JOINT PROMOTION BETWEEN WAHOO WATER PARK IN BAHRAIN & McDONALD'S.
- WITH EVERY MEAL THE CLIENTS GOT A SCRATCH CARD WITH A CODE. THE CODE WAS SENT TO A SHORT CODE. AN SMS WAS SENT BACK ABOUT WHAT THEY HAD WON.
- THERE WERE 1000s OF FREE TICKETS GIVEN OUT & A 25 PERCENT DISCOUNT COUPON WAS SENT OUT TO EVERYONE, IN ADDITION.



CASE STUDY 08  
NISSAN

### CAMPAIGN SYNOPSIS

- TEST MESSAGES TO PROMOTE NISSAN'S LATEST SUV SENT TO SEGMENTED USERS

### DYNAMICS

- TESTING CAMPAIGN WITH EMBEDDED LINK TO NISSAN'S SPECIFIC WEBSITE PUSHED AND TRACKED VISITORS TO NISSAN'S WEBSITE

200,000

MORE THAN 200,000 HITS

COUNTRIES  
UAE, KSA, OMAN,  
KUWAIT, AND BAHRAIN

TOOLS THAT WE USED  
SMS & MOBILE WEBSITES



# Red Bull

CASE STUDY 09  
RED BULL

## CAMPAIGN SYNOPSIS

- PUSHED APPROPRIATE MOBILE APPS TO 5 MILLION CLIENTS

# 2,058,565

SUCCESSFUL DOWNLOADS

**REQUIREMENTS**  
PROMOTE RED BULL AS THE MOST USEFUL ENERGY DRINK

TOOLS THAT WE USED VIDEO VIA SMS

COUNTRY- GCC CONVENTIONAL MEDIUM USED  
CAMPAIGN SYNOPSIS DIGITAL AND MOBILE







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