

 **CellForce** | Your Brand, To Go

Media Kit

Complete Mobile
Marketing Solutions



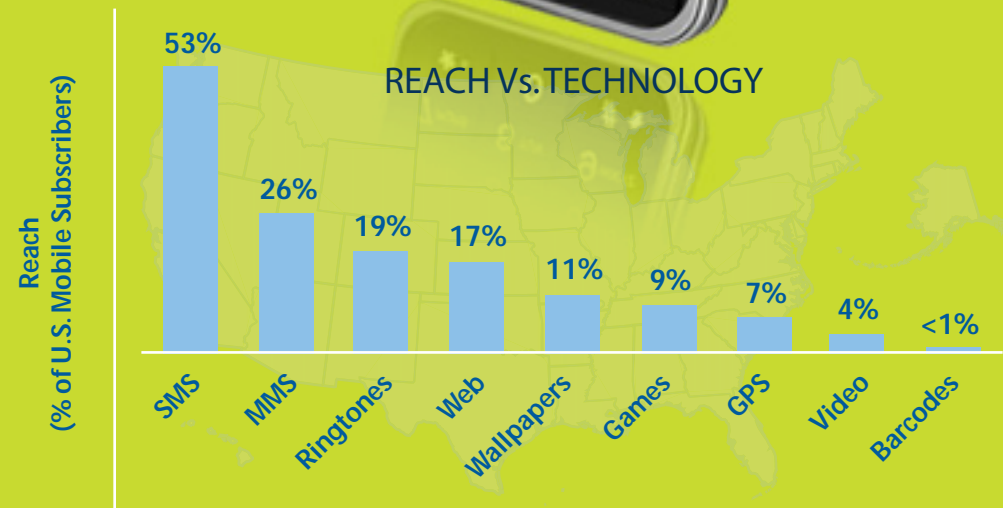
Mobile Marketing Overview



Mobile Marketing is rapidly becoming a mainstream medium. No marketing or advertising professional can ignore what is fast becoming a technological shift as the Internet was in the 1990's. And as with the Internet, brands and businesses must adopt a strategy to gain presence in the mobile space.

The Mobile Marketing Association defines Mobile Marketing as "The use of wireless media as an integrated content delivery and direct response vehicle within a cross-media or stand-alone marketing communications program." We at CellForce have embraced this new content delivery medium, much the same as others view TV, radio, outdoor, etc. While we thoroughly understand that while campaign goals remain the same, the strategy for each medium varies and must comply with its technological, commercial and legal environments.

Mobile marketing suffers from many myths and misconceptions (for example: text message = short e-mail). It also challenges marketing professional to seek the elusive "it" factor that will make for a successful campaign. CellForce's complete understanding of the mobile marketing realm will allow you to provide your clients with the best mobile experience to reflect in a positive manner on your brand uniqueness and agency's cutting edge approach.



Industry Stats

- Avg response rates are 12%, versus 2% of traditional media
- Avg age of a texter is 38
- Most active users are 18-24
- The avg mobile user texts more than calls
- # of U.S. Mobile subscribers: 258M
- 137M or 53% of mobile subscribers text message

Source: Nielson Mobile 200, Mobile Marketing Association, Mobile Marketer, Nielson Mobile, Forrester Research

SMS vs E-mail

SMS open rates are 3X of e-mail.

Average time to open:

- Email: 24 hours
- SMS: 30 minutes

Click through links:

- Email: 0.2%
- SMS: 3-5%

Mobile Marketing

Popular mobile marketing offerings and how they differ from traditional media

SMS/MMS (Text / Multi Media messaging)

Limited to 160 characters, text messages do not allow for elaborate communications. However, since nearly everyone carries a cell phone at all times, text messages are opened sooner, at a higher rate, and call to action is more frequently followed than email messages. The goal in a SMS campaign is to open a communication channel with the consumer. Once opted-in, a consumer remains in a managed database to allow for future communications. Common SMS campaign types: Voting, mobile coupons, WAP push, alerts, voting, text2screen, etc.

According to the latest studies 53% of all mobile users text message. The average age is 38 and the heaviest users are 18-24.

Mobile Applications (downloadable software)

Mobile applications are the most advanced mobile offering available. They push a device to its design limits. Cellforce's mobile team has expertise in the following operating environments: Symbian, Brew, J2ME, Windows Mobile, iPhone and Android.

The iPhone has shown us that if you make a useful, advanced application that's easy to download, mobile users will not only download, but they'll do so in droves.

With so many operating environments, many brands find themselves asking "Which environment is right for my mobile application?" CellForce can easily track and manage the device types that browse your mobile website allowing you to easily determine which operating environment(s) are right for you. From games to utilities, CellForce can create the next "killer app" for you.

Mobile Web

As web based traffic increases via mobile devices, the necessity of a mobile Web optimized site becomes a reality most companies cannot ignore. Moreover, with the iPhone, Blackberry Storm and similar advanced mobile devices becoming the new standard in handset technology, the boundaries between the Internet and the mobile web start to disappear and seamless transition between computer based interaction and mobile device interaction must be provided to retain the user experience and brand message.

With the rise of 3G (high speed Internet), graphically rich mobile 2.0 design and technology improvements, mobile websites are ready to compete with their web based older siblings. However, common web based technologies are not compatible with the low powered mobile browsers (for example, Flash does not work on mobile browsers). As a result, most Internet sites look awkward on mobile handhelds. Another reason for the scrambled look of traditional websites is the small screen size of mobile devices.

Mobile websites cannot simply be a smaller versions of your existing website, they're a new medium. Mobile users don't use a mouse or like to surf, and they're typically on the go. A well designed mobile site should be optimized to the time and resource limitations of the on the go visitor.



CellForce Campaign Elements

Complete mobile solutions for Brand Marketers and Advertising Agencies

SMS Campaigns

Keyword Pull Campaign - The lifeblood of mobile marketing. Keyword campaigns are a perfect complement to your existing advertising. Users text a keyword to a shortcode (e.g., Text MYBIZ to 99134) and instantly receive an automated reply message. Popular campaign types:

- *Loyalty Programs* - A powerful way of informing your dedicated customers in real-time with offers, promotions, new products, mobile coupons, events, and more
- *Mobile Coupons* - Drive traffic and sales with a promotional coupon sent directly to the pocket of your consumers
- *Alerts* - Event announcements, breaking news, scores, notifications and more
- *Voting* - Real-time vote tabulation of the player of the week, the best singer/dancer and more
- *Rebound* - A one-time reply message. Great for distribution of mobile coupons in high-traffic tourist destinations where consumers are in town for a limited time
- *Text-to-Screen* - Post a message on a public scoreboard, screen or TV.
- *Pic-to-Screen* - Post a picture on a public scoreboard, screen, or TV
- *WAP push* - Send a text message with linking to deep-linked mobile content
- *Web-to-phone* - An alternative to a website keyword pull campaign. The user enters their phone number on website, automatically receiving a text message.

Outbound Push Campaign - Send an outbound text messaging blast to our leading database of 100 million opt-in users

- Strict data qualification process - Records are qualified and verified
- Targeted by age, gender, income, industry, location and preferences
- Perfect for new store openings, product launches, mobile coupons, driving in-store foot traffic, and launching keyword pull campaigns



Application Development

Full in-house development team with expertise in all of the major operating environments.

- Design capabilities and functionality far beyond a mobile website.
- Expertise in J2ME, Android, Windows Mobile, iPhone, Brew, Symbian and more.
- On-deck and off-deck applications.
- Mobile video games, mobile commerce, mobile social networking and more

Mobile Web Dev and App Dev

Our web design team is very experienced in WAP design and iPhone optimization.

- Rich, interactive WAPsite development for low bandwidth 2G phones
- Device specific development for high-speed 3G phones. iPhone, Blackberry, Android, etc.
- Integration with legacy content management systems for seamless operation of mobile website
- Binary/Downloadable content: Ringtones, wallpapers, mobile games, mobile apps, etc.

About Us

Utilizing one of the most comprehensive proprietary mobile technology offerings, CellForce specializes in the successful implementation of mobile marketing campaigns designed exclusively for brand marketers and advertising agencies. Leveraging CellForce's in-house creative and development teams, agencies and brands no longer have to employ a resident expert to sift through campaign options and technologies. CellForce provides the technological expertise, the mobile platform and the creative concepts required to launch a multi-faceted, successful mobile marketing campaign.

CellForce is your gateway to mastering the mobile marketing realm via SMS/MMS, mobile Websites and customized mobile applications.

WHY CELLFORCE?

Superior product offerings:

- Comprehensive mobile campaign management tools
- Fully automated management of opt in/out and compliance with MMA / carriers rules
- Multi aggregator, multi protocol SMS/MMS system for superior delivery rates
- Mobile data management suite to include suppression of disconnected numbers
- WAP 1.2 / WAP 2.0 mobile web design capabilities
- Brew, Symbian, J2ME, Android, iPhone, Blackberry application development capabilities
- The country's largest permission based consumer database for superior targeting

Dedicated in-house talent:

- Creative team to handle all aspects of graphic and conceptual campaign elements
- Software development team to allow for in-house development and quality control
- Project team to provide for support and consulting throughout your campaign
- Systems integration team to connect the mobile with your other campaign elements
- Executive team to accompany and direct your mobile strategy and market approach

Unparalleled understanding of your business environment:

- We respect all budgetary guidelines of our clients and strive to meet these cost expectations
- We believe that the quality of our products and services are what will bring clients back for more
- We are dedicated to keeping our platform and services on the cutting edge of mobile marketing technology



Glossary of Mobile Terms

2G - 2nd generation wireless network. Slow internet (comparable to dial-up), therefore mobile sites are mostly text based. Most phones today are 2G or slightly faster.

3G - 3rd generation wireless network. High speed internet (comparable to cable modems), which allows for video and rich content mobile sites. Most new phones are 3G.

Alerts

SMS notifications, usually containing time-sensitive info like news, sports scores, weather, event announcements, etc.

Aggregator

A middleman that provides message traffic flow between mobile solutions provider (i.e. CellForce) and mobile wireless carriers (e.g., AT&T, Verizon).

Double Opt-In

The 2nd outbound message confirming a subscriber's opt-in. E.g., "XYZ Mobile Club: Reply YES to join."

Keyword

The body copy of the user's sent text message, typically something easy to remember like a brand or product name. E.g., Text MYBIZ to 99134. A marketer may have dozens of ongoing mobile campaigns, so keywords are used to route the mobile users to the appropriate campaign. Think of the shortcode as the street name and the keyword as the house.

MMA (Mobile Marketing Association)

Association made up of key members of the industry designed to create standardizations, best practices, guidelines, clear industry obstacles, educate the market, etc.

MMS (Multimedia Message Service)

A text message that contains multimedia content such as wallpapers, video, or ringtones.

MO (Mobile Originated)

Text messages sent from a user's cell phone to a shortcode.

Mobile Application

Software designed to be installed onto a mobile handheld device to provide functionality and user experience far beyond mobile web sites' capabilities.

Mobile applications will include arcade games, GPS navigation and any other kind of software that requires fast paced user interaction.

Mobile Marketing

The use of SMS, the mobile Web and/or a mobile application as an advertising medium.

MT (Mobile Terminated)

Text messages sent from a shortcode to a user's cell phone.

Opt-In

The process of a subscriber signing-up for messages, typically by sending a keyword to a shortcode. Can also be done via a signed consent form or other means.

Opt-out

The method of declining further text messages. "Reply EXIT to Stop" is typically included in every mobile terminated text message.

Pull Message

An inbound SMS sent from a subscriber, typically opting-in to a mobile marketing campaign. E.g., A user votes by texting XYZ to 33567 in response to a TV program.

Push Message

An outbound SMS sent to an opted-in subscriber, typically an alert or mobile coupon.

SMS (acronym for Short Messaging Service)

Another way of saying "text messaging."

Shortcode (AKA Common Shortcodes, or CSS)

Unlike peer-to-peer messaging, mobile marketing involves mobile users sending messages to a server. Therefore, a 10-digit phone number (i.e., a long code) is replaced by an easy to remember shortcode. These can be 4, 5, or 6 digits. E.g., Text MYBIZ to 99134.

WAP Site (acronym for Wireless Application Protocol)

A mobile web site is commonly referred to as a "WAP site." WAP is a mobile markup language enabling optimal usage due to limited capabilities of a handset.