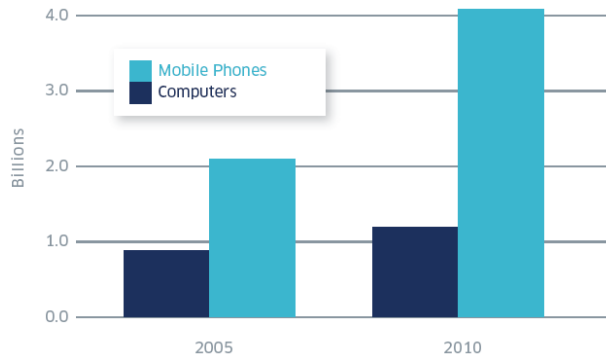


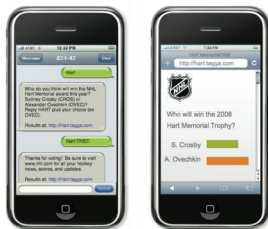
**The World Is Not Only Connected,
It's Portable. It's in your pocket.**

You know your audience is increasingly online.



Mobile Makes \$ense

But do you know how they can be reached?



- ⇒ There are more people on earth with mobile phones, than without
- ⇒ Cell phones are on between 12 and 24 hours per day
- ⇒ People always carry cell phones, but not computers
- ⇒ 80% of Canadians bring their phones to bed
- ⇒ Messages are read as soon as they are received
- ⇒ A call to action is more likely to occur in mobile
- ⇒ Mobile integrates best with “real-world” messaging
- ⇒ Uptake to advertising is 15-50%
- ⇒ Mobile increases intent to purchase by 5%
- ⇒ Mobile increases brand awareness by 25%
- ⇒ Mobile phones outnumber computers 3 to 1
- ⇒ Almost 2 trillion text messages will be sent this year
- ⇒ Highly active users range from 14-49 years of age

The opportunities to reach your audience are clear.

Mobile media can be used for marketing, publicity, contests, polls, coupons, fundraising, emergency measures, announcements, advocacy, and just about anything else your organization can think of.

Let us help you design, execute and measure your mobile campaign, using our **OASIS^{cc} Best Practices**.