

An illustration of several hands in different colors (yellow, blue, pink, green, white) holding various mobile phones, positioned above a red banner.

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## **Briabe Media's Single-Hand Branded Ringtone Adds Mobile Marketing To Carl's Jr. 'I Like Flat Buns' Campaign**

**FOR IMMEDIATE RELEASE**

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**Los Angeles (August-28-07)** When CKE Restaurant's Carl's Jr. chain launched its latest integrated media campaign to support its new Patty Melt Burger, the company and its interactive agency, Spacedog didn't just rely on the same old media channels to reach its target audiences. In fact, Carl's Jr. allowed the campaign to jump directly into the hands of its target consumers through mobile marketing and Briabe Media's Single-Hand Branded Ringtones offering.

The patty melt was introduced last Wednesday and is reminiscent of the classic diner-style patty melt, according to Brad Haley, EVP/Marketing for Carl's Jr. The overall campaign is centered on a rap song "I Like Flat Buns", which was initially created for radio spots to promote a similar offering at sister chain Hardees. In response to the popularity of the song with guests, Carl's Jr. decided to develop a ringtone offering and make it available as a free download to cell phones via a short code.

Briabe Media's Single-Hand Branded Ringtone offering provided Carl's Jr. with everything it needed to quickly and cost effectively integrate a mobile experience into the "I Like Flat Buns" campaign. The offering includes ringtone formatting and transcoding, short code leasing, carrier gateway access for the major US carriers, and Briabe project management and reporting for the life of the campaign. Essentially, a turnkey solution incorporating everything Carl's Jr. needed to jump directly into the hands of its target consumers and constantly remind them of its new patty melt sandwich.

### **About Briabe Media, Inc.**

Briabe Media is a leading full service, multicultural mobile media agency founded by an experienced leadership team that has worked in the mobile telecommunications space for more than a decade. Briabe Media's mission is to help brands leverage mobile platforms to connect with customers via unique solutions and campaigns that complement their existing marketing efforts and expand their reach, revenue potential and most importantly their relevancy to the lifestyles of their target audience.

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