



Your Customers Are On The Go And Well Connected.

A Single-Hand™ Branded Ringtone Campaign Places Your Brand In Their Hands, Wherever They Go!



Today's youth audiences are increasingly media-savvy and armed with a variety of media tools including - email, text messaging, social networking websites, chat, iPods and mobile phones. Consequently, it is now more difficult than ever for advertisers to reach and connect with them.

To cut through the clutter of today's media environment and reach these audiences you must differentiate your brand by leveraging non-traditional media channels that speak to their passions and engage them on their terms.



Branded ringtone campaigns offer savvy marketers an opportunity to capitalize on the youth demographics' fondness for personalizing their mobile phones with branded content that fits with their lifestyles, to deliver branded impressions long after the campaign is over.

Briabe Media's Single-Hand™ is a turnkey solution that provides everything that a brand needs to quickly and cost-effectively execute a branded ringtone campaign.

Single-Hand™ Branded Ringtones includes all of the following:

- » Transcoding of media for carrier networks and mobile devices;
- » Short code selection, leasing, approval and implementation;
- » Carrier gateway access for major U.S. carriers;
- » Project management for the life of the campaign;
- » Campaign reporting and analysis; and
- » Development/acquisition of ringtones when desired.

The Power of Mobile Marketing: Branded ringtone and other mobile campaigns afford brands benefits that just can't be matched by other media channels:



Reach » With more than 250 million US mobile subscribers and nearly 80% market penetration, the mobile marketing channel delivers the reach of television with an ability to personalize your message unavailable in other media.

Immediacy » Mobile marketing campaigns capture your customers at the point of impression and drive immediate brand interactions.

Intimacy » For youthful mobile phone owners, the phone is an extension of their personality and a critical enabler to their lifestyles. Mobile marketing provides your brand a doorway into this private space.

Interactivity » Mobile marketing affords your brand an opportunity to interact with your customers on a one to one basis to build personal relationships unmatched by other media.

Impressions » Successful mobile marketing campaigns allow for repeated brand impressions that can be timed to for maximum impact.