

Mobile Media Solutions

A Division of Bagazines Media



Brings you Mobile Coupons & Marketing

- Demographics.
- How it works?
- Why choose Mobile Couponing and Marketing.
- Pricing & Terms.
- Getting Started.
- Testimonials and Clients.
- \$25,000 Holiday Shopping Spree Promotion.

Reach Over 1,200,000 Consumers And Growing Each Day With Your Coupons





Blackberry Demographics

55% male 45% female

Occupationally, roughly half (48%) of wireless handheld device users have professional or managerial jobs, and they are big earners -- more than half report household incomes at or above \$75,000.

Total BlackBerry user base surpasses 12 million

QUICK FACTS

- ***Only nationwide mobile coupon and discount offer service***
- ***Available to over 180 million US residents***
- ***Accepted in over 10,000 locations nationwide***
- ***Over 10+ million coupons served***
- ***Live on every US carrier and featured coupon service on 9 of top 12 US Carriers***

Iphone Demographics

Total # of iPhones activated by AT&T to date- 3 million
Most of the iPhone users are between the 18-24 age group.

- * 75% male
- * Of those men, users are “mostly between the ages of 18-44”. (Love the accuracy of the statistic.)
- * 93% of iPhone users have used data services
- * 37% of iPhone users have downloaded a game
- * 18.6% of iPhone users have purchased a game
- * 8% own iPhones, up from 6% in Spring 2008.
- * 22% of students surveyed expect to buy an iPhone in the next 6 months, up from 9% in Spring 2008.
- * Of students expecting to buy a mobile phone, 33% specified an iPhone.
- * iPod market share rose to 84% from 82% in Fall 2007.
- * Of the 40% of students who legally purchase music online, 93% said they use iTunes (up from 79% in Fall 2007).

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Demographics and Target Audience

Mobile Phone Consumers Are Young, Hip, & Are Shopping Today!!!

In a recent study Jaimee Minney from M:Metrix (now comScore) explains that the most responsive and important demographic group using mobile devices is males age 18-34. Those "tempted to buy" were 33% for ads on mobile media, 28% for ads on Internet media. With this group there is a 9% response rate to ad "click-throughs." Women in this age group are active, but not as responsive as males.

Of mobile users, more younger users (59%; ages **18 to 34**) thought it was at least somewhat safe to purchase through a mobile phone than older users (**34%; ages 55+**). More male mobile users thought it was at least somewhat safe (50%) than female users (39%). Of those willing to make purchases:

- 75% would be willing to buy entertainment items, such as:
 - **Event/movie tickets (58%)**
 - **Music (41%)**
 - **Games (34%)**
 - **Mobile video or TV content (24%)**
 - 68% would be willing to purchase food or drink items, such as:
 - **Pizza (59%)**
 - **Fast food (42%)**
 - **Coffee (25%)**
 - **Alcoholic beverages (76%)**
 - 43% would be willing to purchase hotel rooms
 - 40% would be willing to purchase travel tickets
 - 68% would be willing to buy clothing
 - 34% would be willing to purchase tanning or other skin car services to look good
 - 52% would be willing to purchase sporting related items like tickets, jerseys, hats, and other items from their favorite team.



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How Mobile Couponing and Marketing Works.



1. Pull vs. Push marketing

Mobile Media Solutions uses pull marketing that does not invade the consumer's mobile phone with unwanted ads; rather we let the consumer pull the ads they want to find.

2. MOBIDEALIO is our network that we place all ads and marketing messages on.

MOBIDEALIO works on Blackberry, Iphone, and all Google Android mobile phones which allows us the greatest reach of any Mobile Couponing & Marketing Program.

3. You place your business, coupons and marketing offers on our network. You can have as many coupons and marketing messages as you like while having the ability to change them daily.

4. *Each week we send out an email to our registered consumers who get the newest coupons offered by the merchants on our network. (There is no charge for this to our current advertisers)*

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Why Choose Mobile Couponing & Marketing for your Business Today?



As studies show, most people today will leave their house with their mobile phone before they grab their keys, wallet or purse as some studies show.

Mobile phones are more than just a phone and text messaging. When they come with access to the internet it makes mobile phones your central source for information and data.

Reach consumers within hours of uploading your marketing promotion and message not days or weeks worth of preplanning. Great for one day sales, promotions, or events that may run on the same day as the messaging.

Going Green is such a big push these days, as it should be. Mobile Couponing is environmentally conscious and creates zero waste while delivering your messaging.

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Pricing - Mobile Media Solutions



Package I - \$1,500.00 for 6,000 Mobile Coupon downloads.*

Package II - \$3,000.00 for 12,000 Mobile Coupon downloads.**

One Mobile Coupon is based on each mobile download per consumer/mobile device.

*Since the coupon is being downloaded, we see a redemption rate as high as 20% of the Mobile Coupons downloaded. So, for an average cost of \$1.25, you are driving consumers into your business to make a guaranteed sale.

**Package II comes with the option of bartering half the payment with gift certificates for those merchants that qualify.

Once downloads have been fulfilled, client can have your coupons automatically renewed and charged to bank account or credit card on file. Client must agree to automatic renewals on all packages in advance.

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Getting Started



1. Fill out insertion order with coupons you want to list for download.
2. Prepay your package
3. Tell your staff about the Mobile Coupons and make sure they know all about how to redeem them, promote them, and that your staff tells all customers about the \$25,000.00 Shopping Spree Promotion.

Remember you can list as many coupons as you like and you can change them at any time in the future that you choose to.

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Lucky List \$25,000.00 Shopping Spree



The Ultimate Holiday \$25,000.00 Shopping Spree

Mobile Media Solutions has created a promotion that is designed to get masses of consumer to use Mobile Coupons built around a \$25,000 shopping spree. We give shoppers the ultimate reward for using a Mobile Coupon this holiday season with The Chance To Win The Ultimate Holiday \$25,000 Shopping Spree.

Whether you have a stand alone location or are located near other stores, this Lucky List promotion is a great way to drive traffic. We have simply created a list of holiday gift items which we have put in a particular order. Consumers get one entry into this Lucky List \$25,000.00 Shopping Spree to submit their best guess as to the winning order. If a lucky consumer gets them all right, they will be rewarded a \$25,000.00 shopping spree immediately. The winning order is placed within a dated and sealed envelope to be opened on Jan. 20th 2010. A third party company is underwriting this program to ensure a fair and proper program is managed for the consumers.

This promotion is free to all clients who buy a Mobile Couponing Package and have coupons to download. As long as your customers can download your coupons, they get one free entry into the Lucky List \$25,000.00 Shopping Spree. Consumers can enter multiple entrees into the Lucky List \$25,000.00 Shopping Spree but win only once per consumer.

1. Your business get's to use the \$25,000.00 Shopping Spree as its own.
2. There is no additional charge to you other than the cost of your package.
3. Your customers have a strong incentive to use your coupons.
4. It creates a buzz amongst your customers and their friends and family.



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