

MAMA 2009

Bridging the gap between online and mobile through effective strategies

07 May 2009

Guoman Charing Cross Hotel
London WC2N 5HX
UK

Entry deadline: 30 March 2009

Awards Categories

- Best use of mobile in brand building
- Best creativity / innovation in mobile marketing / advertising
- Best use of mobile in driving new revenue and sales
- Best ad-enabled application
- Best network for delivery of mobile advertising / marketing
- Best advertising and marketing search engine
- Best location based advertising technology
- Best integrated & cross platform strategy utilising mobile marketing
- Best viral aspect to a campaign
- Best advertising / marketing company of the year

MOBILE ADVERTISING AND MARKETING CONFERENCE & AWARDS 2009

Key Speakers

O2 UK
Orange FT Group
ITV
Bebo
Ad Infuse
Jumtap
AKQA Mobile
Bango
Celltick
Jinny
M:Metrics
Denton Wilde Sapte

Key themes

- Insight into the evolution of the mobile advertising industry and emerging trends
- Analysing the role of partnership between internet players and advertising agencies
- Identifying techniques for designing and delivering a mobile advertising campaign
- Maximising revenue potential for location based ads
- Analysing mobile Advertising regulation and privacy issues
- Searching for an effective mobile advertising business model
- How to tackle effective measurement of mobile advertising?
- Exploring mobile social network and user generated content to deliver highly targeted mobile advertising
- Analysing the impact of high data traffic charges on mobile advertising



Judging Criteria

In reaching their decisions, judges will take particular note of creativity, achievement of original objectives, quantifiable business benefits and proven success in the market. They will also consider other elements such as:

- Client satisfaction
- Brand or service awareness
- Viralness
- Effectiveness of their mobile advertising / marketing campaign
- Use of mobility

Judging Process

- From the initial submissions, a jury will choose the "List of Nominees".
- From the list of nominees, voting for the winner in each award category will be by the respective panels of jurors. Members of the broader jury attending will also be able to add their votes where applicable.
- Winners will be announced at the awards presentation on the 07 May 2009.
- The decisions of the jury are final
- The jury reserves the right to change the category to which a submission is made if they feel another category to be more appropriate.

Rules of Entry

Please read these rules carefully before preparing and submitting your entry. Failure to comply may lead to its rejection.

- The awards are open to any business or project that has launched or been redeveloped during the awards period which runs from 01 March 2008 until 01 March 2009.
- Use one form per category.
- If there are no suitable nominees, the committee may decide to forgo appointing a winner, for any category, in any given year.
- Correct entry information is the responsibility of the entrant. Visiongain is not liable for errors in listings that are the result of incorrect information on the entry forms.
- Entries must arrive no later than **30 March 2009** at:

Visiongain Ltd, BSG House, 226-236 City Road, London EC1V 2QY, UK

Or fax: +44(0)20 7549 9932

Or email: - awards@visiongainglobal.com

MOBILE ADVERTISING AND MARKETING AWARDS 2009 — ENTRY FORM

Company Name

Company Address 1

Address 2

Address 3

Post Code

Country

Telephone

Fax

Email

Contact Person

Award categories

Please choose one category:

- Best use of mobile in brand building
- Best creativity / innovation in mobile marketing /advertising
- Best use of mobile in driving new revenue and sales
- Best ad-enabled application
- Best network for delivery of mobile advertising / marketing
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Product / Service Information

Name of Product / Service

Name of company (if different from above)

Date developed / implemented

1. In what ways does your company make effective use of mobile as a medium

2. How has your company furthered the mobile experience for your consumers?

3. Does your service provide value for money?

4. Can you provide evidence of success in the market?

5. How has your company distinguished itself from competitors in the mobile arena?

6. If you feel that your entry is particularly outstanding, but the reasons for this are not covered in the above questions, please provide the relevant details.

7. Supporting materials

Entries will be judged on the basis of the information provided to the independent judging panel on the completed entry form as well as any demos and/or presentations provided in support of the entry. Please ensure you either indicate on the entry form that you are sending a demo of your product, service or application, or indicate a URL where your demo/presentation can be viewed so the judges are aware there is supporting material.

8. Declaration

I confirm that I am the person submitting this entry on behalf of _____ and to the best of my knowledge all of the information supplied is correct. I understand that the judges' may reallocate an entry to a different category should they feel that it is appropriate.

Information in the 'Company's Details' of my entry form may be used for press and publicity purposes should my company be shortlisted as a finalist and/or winner. All other information is kept confidential and is only used for short listing and judging purposes.

Name: _____

Signature: _____

Date: ___/___/___