



With Phonevalley and Zenith, PUMA China launches a huge mobile platform during Shanghai Formula 1 Grand Prix to promote its Scuderia Ferrari official supplier

To increase PUMA's brand awareness in China, Phonevalley deploys a comprehensive mobile plan: mobile Internet site; in-game advertising; couponing; banners; search...

PUMA chooses mobile to develop its presence in China

Singapore, October 14, 2008 – Phonevalley, the world's leading mobile marketing agency, unveils today PUMA's mobile communications plans around a major event to be held in October in China: the F1 race in Shanghai.

To build PUMA as China No.1 motorsports lifestyle brand, Phonevalley has designed a comprehensive mobile campaign centred around a PUMA global mobile Internet site to feature PUMA's 'F Wan' operation (Wan in Chinese means 'play'). The mobile site introduces the PUMA brand and culture in an original and fun way. The operation was designed in partnership with Zenith China.

The campaign capitalises on advergaming opportunities and offers mobile users the chance to play a F1 battle car racing game that can be downloaded on the PUMA mobile Internet site. The games display four F1 PUMA cars to win the races!

To increase the buzz on the operation, Phonevalley built a gaming bonus system: players who submit their scores by SMS or who forward the games to friends will earn new points. Every week, the top 3 players will be awarded and offered PUMA F1 shoes, bag and hat.

The mobile site also gives access to a store locator function to identify the closest PUMA retailer, it provides in-store promotions details, and it offers valuable gifts: a set of PUMA F1 toys theme to personalize users' mobile screens and wallpapers.

To increase PUMA's ROI, Phonevalley has also developed a mobile couponing campaign: as soon as players will download the mobile game, they will be sent a PUMA MMS coupon, to redeem a mobile phone toy accessory in any of the 350 PUMA stores in China.

Phonevalley signs PUMA's massive mobile media plan

Phonevalley media planning strategy concentrates on all available mobile channels in China:

- Banners and text links are displayed on the top three Chinese mobile portals: QQ, 3g.cn and Kong.net
- SMS short-codes are integrated in all PUMA OOH and print ads: once users text 'PUMA F Wan' to the 1066 958866 short code, they instantly receive a clickable SMS with a link to directly access the PUMA mobile Internet site
- WAP push (clickable SMS) will be sent to PUMA members
- SMS mobile search: mobile users who search for any sport related information are sent an SMS which includes a direct link to the PUMA mobile Internet site
- MMS couponing.

PUMA develops a brand awareness strategy in China through mobile

PUMA has 10 year history in motorsports and a long list of amazing sports marketing assets in the world of Formula One racing.

For Alexandre Mars, Phonevalley's CEO and Publicis Groupe's Head of Mobile, "Following our recent EURO™ 2008 campaign for PUMA, I am thrilled we pursue our mobile operations for the sport lifestyle brand in China. With its 600 million mobile subscribers, the Chinese market is undoubtedly a fantastic opportunity for PUMA to develop its mobile presence and we are enthusiastic to support them".

"PUMA and Zenith are always looking for new and engaging ways to connect with our youth target in China. We can't 'outspend' the huge budgets of competitors but we can 'outsmart' them. By being the first, the most innovative, engaging and unique with our PUMA campaigns we continue to ensure PUMA's media budget delivers the best ROI compared with the huge budgets thrown around by other sports brands here" said Malcolm Hanlon, CEO of Zenith China.

About Phonevalley

Phonevalley is the world's leading mobile marketing agency. Since its acquisition in 2007, Phonevalley operates as Publicis Groupe's mobile marketing agency and Alexandre Mars, Phonevalley's CEO, as Head of Mobile for Publicis Groupe.

Recognized as an industry pioneer, Phonevalley provides a full service offer in mobile marketing which spans from mobile media planning and buying, to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions) and strategic consultancy. Its clients also expand their reach and ROI thanks to Phonevalley's proprietary technological platforms.

Its unrivaled value proposition helps first class brands, such as Hewlett-Packard, L'Oreal, Paramount, Nestle or Procter & Gamble captivate their customers anytime anywhere and engage them in an innovative, meaningful and emotional manner.

Phonevalley operates from all regions: Europe, North America and the APAC area. Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577) the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications.

More information on www.phonevalley.com

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