



Phonevalley finalist to the MMA Global Awards

with two campaigns for PUMA in China and Coca-Cola in France

Paris, October 26, 2009 – Phonevalley is proud to announce today the agency is finalist for the Fifth Annual Global Mobile Marketing Awards for its PUMA F1 campaign in China, and for its “Buvez-Bougez” campaign for Coca-Cola in France.

These awards recognize companies and their campaigns for spearheading the adoption of the mobile channel for marketing purposes. They are organized by the Mobile Marketing Association (MMA), a global organization leading the way in promoting the development and sustainability of mobile marketing.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, is thrilled: “It is a great honor and we are very thankful to the MMA jury members who have recognized today the accomplishment both of our global clients across the world who engage their consumers on the go with innovative mobile campaigns, and of our creative teams.”

“The finalists for this year’s Global MMA Awards represent the mobile marketing pioneers and thought leaders who continue to shape our industry’s best practices through innovative and increasingly effective campaigns that raise the bar for all stakeholders within the mobile marketing community and beyond,” said Mike Wehrs, president and CEO of the MMA. “As the mobile marketing channel evolves and our awards process grows more competitive each year, we look forward to honoring our industry’s finest leaders and most successful campaigns.”

The MMA received hundreds of submissions in 12 categories from companies across the globe. Finalists are selected by the MMA Awards Selection Committee comprised of global industry leaders from wireless carriers, technology and content providers, agencies and industry publications.