



## **PUMA creates the first European supporters mobile community during the EURO™ 2008 matches with Phonevalley**

***Phonevalley deploys a comprehensive mobile service for supporters of the 16 teams: an original mobile Internet site, exclusive content, mobile phone alerts, registration by SMS, teleconferencing with friends, m-couponing, banners...***

### **The largest community and viral campaign ever carried out on mobile phones**

Paris, June 5, 2008 – In the run-up to EURO™ 2008, PUMA and Phonevalley, the world's leading mobile marketing agency, have unveiled the "Together Everywhere" service, bringing together supporters of the 16 national teams in real time. Every time their favourite team scores, PUMA will call the supporters that have signed up for the service on their mobile and instantly let them take part in a teleconference with their friends, whether in the stadium, out in the street, in a pub or in front of the television.

The "Together Everywhere" campaign is a fruitful cooperation of market leaders: Phonevalley, TouchWorks - a specialist in digital One-to-One Communication based in Düsseldorf, Germany-, Zed Digital, Zenith Optimedia and US agency BEAM Interactive.

With the "Together Everywhere" campaign, PUMA is inviting all European football fans to voice their pride and joy as part of the build-up to this major sports event. "Together Everywhere", the first European mobile service for PUMA, breaks new ground with its viral concept and its extensive scope: it is the first mobile community marketing campaign carried out simultaneously in 13 countries.

### **"Together Everywhere": instantly share the pride and joy of each goal**

From 29 May, the mobile Internet site designed by Phonevalley and BEAM Interactive ([www.pumafotball.com](http://www.pumafotball.com)) will allow football fans from 13 European countries (France, United Kingdom, Germany, Italy, Spain, the Netherlands, Portugal, Sweden, Poland, Czech Republic, Greece, Austria and Switzerland) to sign up for PUMA goal alerts and invite 10 of their friends. PUMA will set up a special mobile ringtone for each country supported, which can then be assigned to future calls from PUMA.

During the evenings' matches, at the precise moment a team scores a goal, supporters will receive a call on their mobile and will be put in contact free of charge with their 10 friends to share all the emotion of the goal. If so desired, they can be put in contact with 10 anonymous supporters of their national team chosen at random.

Once EURO™ 2008 is over, all fans registered for the "Together Everywhere" programme will receive a discount voucher on their mobile to be used on PUMA's website (designed and developed by BEAM Interactive).

To support the operation and generate traffic over the "Together Everywhere" mobile Internet site, Phonevalley has developed a mobile media campaign (banners), and ZenithOptimedia and Zed Digital have designed a wide-ranging media plan involving the press, posters and the web. In nine countries, advertisements will provide a short code to which fans can send "PUMA" in order to receive the clickable URL of the mobile website on their phone.

A mobile campaign has rarely been more comprehensive: an original mobile Internet site presenting free exclusive content, free teleconferencing, mobile goal alerts, registration by SMS, m-couponing and banners.

Alexandre Mars, CEO of Phonevalley and Head of Mobile at Publicis Groupe, explains: "We are very proud to have designed and developed this major first for PUMA, the only campaign of its kind which will thrill EURO™ 2008 fans in 16 European countries. Once again, we are demonstrating all the power of mobile phones, their remarkable viral and community-building capacities, as well as their ability to easily convey brand values at times and places that might ordinarily escape advertisers."

For PUMA: "This novel initiative simplifies Puma's communication during one of the major sports events of the year. We are happy to enable fans to share all the excitement of a goal with their friends thanks to mobile phones, which are on their way to becoming a real value-added channel for exchanges, and which we can use to devise innovative marketing campaigns."

Jens Grunewald, Managing Director TouchWorks, points out the innovative character of the campaign: "The mobile phone is more and more becoming the mass medium of the future. It connects people with brands in a faster, more emotional and direct way than any other media is able to. The 'Together Everywhere' campaign is one of the first to utilize the mobile phone as key media and connects football fans on a pan-European level with the Puma online store."

### The PUMA operation at a glance

- A comprehensive mobile Internet site
- Free exclusive content
- Free teleconferencing
- Mobile goal alerts
- Registration by SMS
- M-coupons
- Banners

### About Phonevalley

Phonevalley is the worldwide 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.

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