



Phonevalley wins MMA Global Award for its PUMA F1 campaign

Paris, November 23, 2009 – Phonevalley, the world's leading mobile marketing agency, is proud to announce it won a 2009 MMA Global Mobile Marketing Award for its PUMA F1 Campaign in the mobile display campaign category.

The 2009 Global Mobile Marketing Award winners were announced during the fifth Annual Awards Ceremony at the Mobile Marketing Forum in Los Angeles on November 18. As the MMA's (Mobile Marketing Association) highest honors, these awards recognize companies and their campaigns for spearheading the adoption of the mobile channel for marketing purposes.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, is thrilled: "We are highly honored to win an MMA Global Award! The MMA jury members have celebrated two key issues: first, our campaign was highly comprehensive in an event-driven context, and was totally adapted to the Chinese habits of mobile consumption (gaming and viral). Second: it was perfectly integrated in a cross media campaign built in partnership with Zenith China. For the Phonevalley teams around the world, this MMA Global Award recognizes our vision of mobile as a media. It supports Publicis Groupe's forthcoming efforts to design strategies fully devoted to our clients' marketing objectives, wherever they operate. »

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

About the PUMA F1 mobile campaign

Phonevalley designed the PUMA F1 mobile strategy centered on the Shanghai Formula 1 Grand Prix (run on October 19, 2008). The agency created a comprehensive mobile campaign based on a PUMA F1 mobile Internet site to introduce the PUMA brand and culture in China in an original and fun way: through gaming!

Centred on a PUMA global mobile Internet site, the campaign capitalised on adver gaming opportunities and offered the chance to play an F1 battle car racing game. It included a gaming bonus system, viral features, a store locator, gifts and mobile couponing. The campaign was launched in partnership with Zenith China.

About Phonevalley

Phonevalley is the world's leading mobile marketing agency. Since being acquired by Publicis Groupe in 2007, Phonevalley has become the latter's mobile communication agency and the company CEO Alexandre Mars has been appointed the group's Head of Mobile.

Phonevalley provides a full service offer in mobile marketing, spanning from mobile media planning and buying to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions and strategic consultancy).

Prestigious advertisers such as L'Oréal, PUMA, Nestlé and Procter & Gamble have already entrusted their mobile marketing to the Phonevalley teams.

Phonevalley is active in Europe, North America and Asia.

Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communication group. It is also ranked as the world's second largest media counsel and buying group and is a global leader in digital and healthcare communications.

Press contact

Inès Pauly

Communication Director

ipauly@phonevalley.com

+33 (0)1 73 03 56 37