



Phonevalley launches in France the first mobile campaign of an iconic brand: Crunch Cereales

Crunch Cereales expresses itself on mobile to reach young consumers

Phonevalley designs the first mobile campaign of a dynamic Nestlé brand in France

Paris, September 1, 2009 – Phonevalley, the world's leading mobile marketing agency, announces today the launch of the first mobile campaign for Crunch Cereales, set up in partnership with Zenith Optimedia.

Crunch Cereal wishes to address the 13-18 years old target group and promote its Crunch cereals with an innovative operation. Phonevalley has therefore designed a mobile strategy based on the affinity of this target group with mobile and its appetite for entertainment.

Nearly 3.5 millions out of the 4.5 millions French people aged 13 to 18 own a mobile phone and 89.5% of them send SMS on a regular basis (source: MMetrics). Furthermore, almost 23% of the 13-18 years old segment play games on their mobile.

Phonevalley has consequently designed and developed a java game which features the brand attributes of Crunch Cereales and inspires itself from the famous bricks breakout game. The goal is to break the maximum of bricks with a ball, symbolized by a Crunch cereal. The game is free and can be downloaded at any time on all phones from the site developed by Phonevalley.

To drive traffic to the download area of the game and to increase awareness on the operation, Phonevalley has planned a media campaign on targeted mobile portals. Banners were notably displayed on MSN and Skyrock throughout the month of August.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, gives more details: "We are very proud Phonevalley has successfully designed the very first mobile campaign of an innovative and dynamic brand. It is entirely appropriate for a brand like Crunch Cereales, whose first consumers and prescribers are teenagers, to address them on their favourite nomadic media in an entertaining way".



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, PUMA, 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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