



## Phonevalley increases awareness of Kraft Foods' Oreo in the UK through a fun family experience on mobile

**Phonevalley deploys the Oreo 'Twist, Lick, Dunk' communications platform thanks to mobile**

### The 'Win with Oreo Family Movies' Promotion: a mobile initiative for an entertaining family moment

London, June 17, 2009 - Phonevalley, the world's leading mobile marketing agency, announces today the agency has designed an innovative mobile operation to increase awareness of Oreo, the world's No. 1 biscuit brand from Kraft Foods.

Through the promotion the OREO brand, a family treat on sale across the UK since March 2008, is targeting family members going to the cinema together and sharing the experience of blockbuster movies. The brand is sponsoring advanced screenings of family movies in Vue cinemas across the UK. For the highly anticipated *Harry Potter and the Half Blood Prince* and *Ice Age 3*, OREO-branded magnetic photo frames will be distributed in cinema foyers while engaging attendees through an original mobile competition set up by Phonevalley, in partnership with MediaVest.

From 26<sup>th</sup> June to 19<sup>th</sup> July in Vue cinema foyers around the country, families will be encouraged to strike a pose with the interactive Oreo standee for the chance to win one of several prizes including a family holiday to Universal Studios, Florida. To enter the promotion, entrants simply use their mobile phone to take a photo of their family and friends with the Oreo standee and text it to a shortcode, or email if they own an iPhone or BlackBerry. Entrants will receive an SMS confirming their entry, followed at a later date by an SMS inviting them to go to [www.oreofamilymovies.co.uk](http://www.oreofamilymovies.co.uk) to see if their picture has been selected for the Oreo online gallery. Consumers will also be able to download and print pictures from the Oreo website.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, adds: "This mobile campaign captures the Oreo brand's qualities in a fun, interactive and engaging way. After our recent mobile campaign for Kraft Foods in the US, this new initiative in the UK enhances the mobile capabilities to connect consumers and brands in a genuine and creative mode."

### 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 unrivalled value proposition helps first class brands, such as Hewlett-Packard, L'Oreal, Paramount, Nestle and Procter & Gamble, captivate their customers anytime and 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](http://www.phonevalley.com)

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