



Mobile Advertising Solutions

**Your Customers Are On The Go
And Well-Connected.**



Is Your Brand Prepared To Go With Them?

Multicultural Mobile Marketing.

Your Audience Delivered!

The Leader In Targeted Mobile Advertising

Connecting Your Brand With The Well-Connected!

Briabe Mobile is an award winning, full service mobile marketing agency, targeting US Hispanic, African and Asian American consumer groups. Since 2005, Briabe has been the U.S. leader in connecting brands and multicultural consumers via the most popular, interactive and personal media platform of our time - the mobile phone.



The Power Of Mobile Advertising

Unmatched Audience Reach & Engagement

With over 290 million mobile subscribers in the U.S. alone, advertisers who are serious about engaging their consumers can no longer ignore the power of mobile advertising. Today, mobile advertising is the most pervasive media channel out there and always right at the fingertips of your target audience.

Consider the following:

- **Reach** – With greater than 85% market penetration in the U.S. the mobile marketing channel delivers the reach of television with an ability to personalize your message unavailable in other media.
- **Immediacy** - Mobile advertising campaigns capture your customers at the point of impression and drive immediate consumer response.
- **Intimacy** - For most mobile device owners, their mobile devices have become an extension of their personalities and a critical enabler to their lifestyles. Mobile advertising provides your brand a doorway into this private space.
- **Interactivity** - Mobile marketing affords advertisers unique opportunities to interact with your customers on a one-to-one basis to build personal relationships unmatched by other media.
- **Impressions** - Successful mobile marketing campaigns allow for repeated brand impressions that can be timed for maximum impact.
- **Results** - Click through rates in the U.S. mobile advertising industry can consistently exceed the rates of other media channels.



Multicultural Mobile Advertising

The Doorway To Their World



Advertisers are awakening to the significant opportunity that the mobile channel presents as a powerful tool for brands to reach and engage diverse consumer groups where other media fall short:

- 83% of the U.S. population growth in the last decade came from ethnic minority groups such as Hispanic, African and Asian Americans.
- Their purchasing power now exceeds \$2 Trillion.
- 62% of African American and 74% of Hispanic mobile subscribers fall within the 18 to 44 age range.

Full Service & Turnkey

The Complete Solution

Briabe Mobile's mobile advertising campaigns are always turnkey and provide everything that advertisers require to quickly and cost-effectively execute successful campaigns, including:

- Strategy and planning.
- Media buying.
- Extensive inventory selection.
- Rate negotiation, add-on projects, bonus placements.
- Market segmentation and media consumption review.
- Dedicated program manager.
- Campaign creatives for mobile banners and landing pages.
- Campaign optimization to ensure the best performance.
- Detailed analytics, reporting, tracking and performance validation.



Targeting Your Audience

Many Options, One Provider

Due to the extremely personal nature of mobile phones, targeting your message to your audience and their mobile behaviors is crucial for campaign success. Therefore, Briabe Media offers a diverse set of targeting options in order to reach your desired audience, all of which can be utilized either independently or in tandem.



- **Demographic Targeting** – Including age, gender, ethnicity, income, marital/parental status and language preferences.
- **Behavior Targeting** – Connect with consumers based on their mobile lifestyles and the mobile channels they frequent.
- **Geographic/Location based** – Utilizing reported zip code, client designated DMA, or location specific publishers.
- **Device Specific** – Based on device manufacturer and model.

Making Mobile Work For Your Brand

Diverse Ad Options To Match Your Needs

Briabe Mobile offers advertisers a variety of mobile specific calls to action in both standard and rich media formats that take full advantage of the unique capabilities of mobile phones to get immediate, quantifiable results.

These include all of the following:

- **Click-to-Video:** Leverage the power of video to entertain, inform or reinforce your marketing message.
- **Click-to-Call:** Drive consumers directly to your call center for immediate sales opportunities.
- **Click-to-Download:** Keep your brand in front of consumers longer via branded content and applications.
- **Click-to-Win:** Sweepstakes and giveaways are among the most powerful mobile engagement vehicles.
- **Click-to-Locate:** Help consumers quickly and easily find your nearest location to conduct a transaction.
- **Click-for-Coupon:** Mobile coupons allow brands to deliver the right offer at the right time to drive immediate response.

Extensive Inventory Options

Reach Your Entire Audience

By working with the top mobile operators, publishers and mobile ad networks we are able to afford our clients access to the most extensive source of mobile advertising inventory in the industry. Moreover, by working closely with inventory providers on behalf of our clients, we are able to ensure that our mobile ad campaigns reach the target consumers through channels that are consistent with the client's brand image while also achieving the desired performance.

Our partners include:

Publishers:



Carriers:



Partners:



Top Tier Clients

The Winning Formula

Due to our unique approach to mobile advertising we are pleased to count some of the nation's most valued brands and agencies as our clients and partners:

Customers:



CONTACT

Let Us Help You Connect With Your Well-Connected Audience.

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Briabe Mobile follows the MMA creative guidelines, please see below for detailed information by section:

Standard Mobile Creative Guidelines for Display

Banner Type	Example Handsets	Creative Specifications*
iPhone Optimized Banner	Apple iPhone / iTouch	<ul style="list-style-type: none"> • 320x50 pixels *Exceptions: 300x50 for Sudoku, Webworks & Currency • <10 KB for basic banners • <15 KB for enhanced banners • .gif, .png, .jpg
X- Large Banner	Palm Treo 700p, Nokia E70, Apple iPhone/iTouch, Google G1	<ul style="list-style-type: none"> • 300x50 pixels • <10 KB for basic banners • <15 KB for enhanced banners • .gif, .png, .jpg
Large Banner	Samsung MM-A900, LG VX-8500 Chocolate	<ul style="list-style-type: none"> • 216x36 pixels • <6 KB for basic banners • <9 KB for enhanced banners • .gif, .png, .jpg
Medium Banner	Motorola RAZRs, LG VX-8000, Motorola ROKR E1	<ul style="list-style-type: none"> • 168x28 pixels • <4 KB for basic banners • <6 KB for enhanced banners • .gif, .png, .jpg
Small Banner	Motorola V195	<ul style="list-style-type: none"> • 120x20 pixels • <2k KB for basic banners • <3 KB for enhanced banners • .gif, .png, .jpg
Text or Call-to-Action for banners	Any	<ul style="list-style-type: none"> • Text, accented characters • 24 characters X-Large • 18 characters Large • 12 characters Medium • 10 characters Small
Other	Rich Media & Animated banners	Please contact your sales representative for additional information

● *Please Note: Size may vary depending on the publishers and ad units selected for the campaign. Please contact your Briabe Mobile representative for further details.*