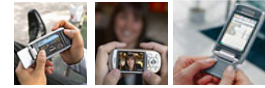


# SPONGE

from concept to handset



## Sponge knows mobile

Sponge is a full-service mobile solutions provider. Established in 2002, Sponge has grown to become the UK market leader in promotional mobile marketing, and is now bringing its creative and technological excellence from that domain into anything that uses the mobile channel.

Our team of 23 is recognised as being one of the best in the industry, featuring highly skilled, highly experienced account managers, consultants and developers, with a deep understanding of, and care for, the mobile channel.

It's sometimes a dirty word, but our *solution*-based approach has seen us run SMS, MMS, WAP, IVR, email, and web services and has helped the company to win major business from clients including Northern & Shell (widely recognised as one of the UK's most demanding and challenging print clients), Walkers Crisps (Europe's largest ever mobile campaign), Coca Cola (who have been an ongoing client, with 64 different campaigns over 4 years, through almost all of the Coca-Cola agencies), Vodafone (we are a Tier 1 supplier to their Target programme), in addition to clients through the Vodafone partnership that include Barclays and Otto.

We believe that consumers should be the number one priority in every activity that we do. We help our clients to deploy strategies and tactics that result in informed and happy consumers who are in control of the relationship with brands.

Sponge helps brands to do mobile – properly.

## Psychology not just technology

When you engage Sponge you can expect genuine expertise drawn from real-world experience, technology that handles some of the largest mobile services in Europe and first class account handling.

It's often about marketing, but it's not all about marketing. Mobile is now an integral part of a multi-channel approach to overcoming many different business challenges. This might end up being a sales promotion, but, equally, it could be the use of mobile in customer self-service that puts money on the bottom line. We'll work with you to devise an effective mobile strategy that achieves business objectives and concentrates on the psychology, as well as the technology, of mobile.

Our approach to using technology is to deploy only the simplest and most appropriate technology that will make an activity or service successful. There are very few areas of mobile technology that Sponge has not deployed in one form or another as part of a campaign or service for a client. We have considerable expertise in the do's, and perhaps more importantly, the don'ts, from mobile CRM to international marketing campaigns with millions of participants.



*"Sponge have over-delivered on every aspect of this promotion. They have added value and have been very professional in how they have operated. I thoroughly recommend them."*

**Debbie Simmons, The Big Kick**



**Audi**

*"BBH Content have a lot of experience working with mobile agencies, and we select only the best partners. Sponge deliver high quality, practical and effective mobile solutions that we can deliver to our clients with confidence. Furthermore, their attitude to our projects is always friendly, professional and efficient. Sponge come highly recommended."*

**Richard Powell  
BBH**



*"Sponge helped us dramatically increase The Sun's mobile revenues with the launch of new and innovative services. They also managed to maintain high quality account handling whilst working to tight deadlines, unlocking significant new mobile opportunities for us."*

**Simon Ashley, Commercial Manager  
News Group Newspapers**



*"Putting together a Pan European sales scheme for an organisation such as TaylorMade-adidas Golf has always been a challenge. Sponge delivered a practical and effective solution to a logistical problem; they have been professional and efficient at every step of the way and seamless support across our 8 European territories"*

**Matt Johnson, TaylorMade adidas  
Golf**



*"By working with Sponge, we are driving creative, and high-quality applications"*

**Scott Spreen, NEC**