

## **Briabe Media Launches Article Series to Help Brands and Agencies Demystify Mobile Marketing**

*Briabe Media, a full service mobile media agency, announced today the introduction of a monthly article series focused on simplifying mobile marketing for brands and media agencies.*

Los Angeles ([PRWeb](#)) October 31, 2006 -- Briabe Media, a full service mobile media agency, announced today the introduction of a monthly article series focused on simplifying mobile marketing for brands and media agencies. Through this series of informative articles, Briabe plans to provide brand and media agencies that lack experience with the mobile channel insights into the powerful roles mobile marketing could be playing in their media strategies. Additionally, Briabe will also use the article series to address many of the most common misconceptions about the channel in order to accelerate the integration of mobile into the marketing mix.

"Mobile marketing gives brands the power to reach more people more often than any other marketing platform," said Briabe Co-founder and President James Briggs. "Even so, in our meetings with some of the country's largest brands, media agencies, and entertainment firms we have learned that there remains a significant amount of confusion about the potential of the mobile channel and the most appropriate ways to integrate it into marketing strategies. If the mobile channel is going to live up to its potential it is the duty of mobile agencies, like Briabe, to invest in customer education initiatives. This article series is part of a number of initiatives that Briabe Media will be introducing over the next several months."

Briabe Media's first article, Focus On the Simple Truths of Mobile Marketing, gets to the basics of mobile marketing to help marketers sort through the hype and clutter to build a practical plan for building mobile into brand strategies.

To read the full article please click on the following link:

<http://briabemedia.com/pdf/SimpleTruthsofMobile.pdf>

About Briabe Media, Inc.

Briabe Media is a full service mobile media firm founded by an experienced leadership team that has worked in and around the mobile telecommunications space for more than a decade. Briabe Media's mission is to help brands leverage mobile platforms to connect with customers via unique, solutions and campaigns that complement their existing marketing efforts and expands their reach, revenue potential and most importantly their relevancy to the lifestyles of their target audience.

Briabe Media takes the pain and frustration out of reaching on-the-go customers for brands and content owners by managing the campaign from the initial concept development through the final reporting and analysis of metrics. Moreover, by working with Briabe, companies are able to leverage our technologies, partnerships and campaign tools while maintaining ownership of their valuable intellectual property and maximizing the monetization and mobilization potential.

[www.briabemedia.com](http://www.briabemedia.com)

Briabe Media, Connecting Your Brand With The Well-Connected!

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