



MULTICULTURAL MOBILE MARKETING OUTPACES GENERAL MARKET CAMPAIGNS IN CONSUMER RECALL AND BRANDS PLANNED ADOPTION

FOR IMMEDIATE RELEASE

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Los Angeles (2-15-07) Several studies in recent weeks have demonstrated that U.S. marketers are starting to understand the power and potential of mobile marketing as a mass media marketing vehicle. These same studies confirm what Briabe Media has been evangelizing for years, that multicultural audiences and marketers are leading the way in the adoption of mobile media.

“Multicultural marketers understand that the mobile marketing channel has rapidly become a powerful tool to break through the clutter of traditional media channels to engage their diverse, on the go consumer groups where other media fall short,” said Briabe Media’s CEO, James Briggs. “For several years we have witnessed Hispanics and African American audiences embracing their mobile phones and services at rates unmatched by other demographic groups. To consistently reach these groups in today’s cluttered media environment, brands simply need to embrace the mobile channel with the same fervor as their targeted consumers.”

The Mobile Advertising Report, recently published by GFK/NOP Research, found that one in three U.S. mobile phone users, or approximately *80 million individuals*, have seen or heard advertisements on their phones within the last three months. This same study also found that African Americans and Hispanics scored the highest percentage of advertising recall of all demographic groups. African American audiences scored the highest, reaching 56 percent, followed by Hispanics, 36 percent, and Caucasians, 27 percent.

Briabe Media suspects that the higher levels of recall by multicultural audiences are likely attributable to higher adoption rates of mobile marketing by multicultural marketers. In fact, a separate study by the Association of National Advertisers, confirmed that 38% of multicultural advertisers are already using mobile marketing versus 28% of general-market advertisers.

About Briabe Media, Inc.

Briabe Media is a full service, multicultural mobile marketing agency founded in 2005 by an experienced leadership team that has been connecting brands and consumers via interactive media for more than a decade. Our mission is to help marketers expand their reach by leveraging mobile platforms to deliver unique, engaging branded interactions. Briabe Media’s campaigns complement brands’ existing marketing efforts and bolster the success potential by delivering the right message, to the right consumer at the right time.

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