

Briabe Launches Spanish Language and Diversity Mobile Marketing Practice for Brands and Media Agencies

Briabe Media, a full service mobile media agency, announced today the launch of its Spanish language mobile marketing practice to help brands and agencies reach on-the-go Hispanic consumers.

Los Angeles (PRWeb) December 29, 2006 -- Briabe Media, a full service mobile media agency, announced today the launch of its Spanish language mobile marketing practice to help brands and agencies reach on-the-go Hispanic consumers. With the introduction of this new practice, Briabe Media becomes the first US based agency with a dedicated product team for Spanish language and diversity oriented mobile campaigns.

“Mobile marketing is quickly becoming one of the most attractive channels for reaching Hispanic and African-American audiences,” said Briabe Co-founder and COO, Leonard Abeyta. “Thereby setting the stage for businesses to markedly improve the success of their targeted marketing efforts through unique campaigns that communicate with their customers as they desire to be communicated with.”

Studies indicate that Hispanic and African Americans are the fastest adopters and consumers of mobile technologies. Fifty-two percent of Hispanic and forty-eight percent of African American cell phone owner’s text messaged in the past month, much higher than the overall average of twenty-nine percent. Additionally, staying connected is particularly important to Hispanic Americans. When surveyed, 64% agree with the statement "I'm the kind of person who likes to be in touch all the time," compared to the national average of 54%.

Today most Hispanic advertising dollars are reserved for television to the tune of \$2.4 billion this year on national and local TV, up nearly 15 % from 2005. One significant shift that is likely to affect allocation of advertising budgets is the move to one-on-one, lifestyle-oriented marketing, which seeks to engage consumers on their own terms to enhance their experience with brands. As a result, we are witnessing a noticeable shift in ad spending in favor of interactive medias such as online and mobile marketing.

Companies looking to leverage the power of the mobile marketing channel to connect with on-the-go Hispanic and African Americans need look no further then Briabe Media. As the only US Hispanic and African American owned mobile marketing agency Briabe Media is uniquely positioned to deliver impactful and cutting edge mobile campaigns that engage diverse consumer groups. Moreover, Briabe Media has a history of delivering highly innovative and creative mobile marketing campaigns for some of the country’s largest brands and media companies.

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 their technologies, partnerships and

campaign tools while maintaining ownership of their own valuable intellectual property and maximizing the monetization and mobilization potential.

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