



## **Briabe Media Releases Tips For Targeting African Americans With Mobile Marketing Whitepaper**

FOR IMMEDIATE RELEASE

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Los Angeles (5-15-08) Briabe Media is pleased to announce the availability of our latest multicultural mobile marketing whitepaper – Tips For Targeting African American Consumers with Mobile Marketing. It is our experience that the mobile marketing campaigns that perform best are those where the mobile campaign strategies are most tightly aligned with the mobile lifestyles and behaviors of their target audiences. With this whitepaper it is our aim to assist marketers who are new to mobile marketing in improving the success potential of their campaigns by helping them to identify the mobile strategies most likely to resonate with their target audiences. To receive a copy of this exciting tool you can obtain it at our website by following this link: <http://www.briabemedia.com/infocenter>

Mobile marketing is rapidly becoming a powerful tool to break through the clutter of traditional media channels to reach and engage consumers where other media fall short. In fact, the mobile channel is shaping up to be one of the most effective media channels for reaching multicultural segments, including African Americans. Even so, most marketers are still getting familiar with this channel. As the first U.S. multicultural mobile agency, Briabe Media has a history of developing and executing successful targeted marketing campaigns. A great deal of our success can be attributed to properly matching the right mobile technology with the right target audience to get the most out of a campaign.

“For several years now we have known that African American consumers have embraced their mobile phones as multimedia devices at rates unmatched by other demographic groups,” said Briabe Media's CEO, James Briggs. “To consistently reach these consumers in today's cluttered media environment, marketers must embrace alternative media such as mobile and understand how to properly integrate them into their targeted media plans. It is our goal to continue to assist with this effort.”

### **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.