



Connecting Your Brand With The Well-Connected!™



## BRIABE MEDIA LAUNCHES SINGLE-HAND™ SMS MOVIE ENGAGE, MOBILE MARKETING TOOLSET FOR MOVIE PROMOTIONS

FOR IMMEDIATE RELEASE

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**Los Angeles (8-11-08)** Today's moviegoers are increasingly media-savvy and frequently on the go when choosing their entertainment sources. To help studios and movie marketers keep up with these consumers in an uncluttered media environment, Briabe Media today announced the launch of its Single-Hand™ SMS Movie Engage offering. Single-Hand™ SMS Movie Engage is a comprehensive mobile marketing suite designed specifically for movie marketing and engaging consumers when they are on the go.

Briabe Media's Single-Hand™ SMS Movie Engage allows movie marketers to cost effectively combine text messaging and rich media content to develop a differentiated movie marketing experience that engages moviegoers when they are most receptive to the message. Campaigns can include video, mobile web, phone calls and branded mobile content such as ringtones and wallpapers.

"Today's movie audiences are on the go and desire real time access to their information and entertainment choices wherever they are," said Briabe CEO, James Briggs. "Most movie campaigns do an excellent job generating initial awareness of their movies, but given the fast pace of today's theatrical release cycles marketers can't afford to waste one impression. Creative mobile campaigns can lift a movie's marketing campaign out of a cluttered media environments and into the uncluttered hands of its target audience for repeat reminders to go see the movie.

For more information, please contact us at: [sales@briabemedia.com](mailto:sales@briabemedia.com) or 310-694-3283.

Download our one sheet at:

[http://www.briabemedia.com/documents/SingleHand\\_SMS\\_Movie\\_Engage.pdf](http://www.briabemedia.com/documents/SingleHand_SMS_Movie_Engage.pdf)

About Briabe Media, Inc.

Briabe Media is the leading U.S., multicultural mobile media agency. 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 expand their reach, revenue potential, and most importantly, their relevancy to the lifestyles of their target audience.