



Connecting Your Brand With The Well-Connected!™



BRIABE MEDIA POWERS MOBILE MARKETING CAMPAIGNS FOR BABY PHAT'S SEDUCTIVE GODDESS FRAGRANCE

FOR IMMEDIATE RELEASE

Contact:
Ben Bartlett
Briabe Media
310-694-3283
ben.bartlett@briabemedia.com

Los Angeles (8-7-08) Baby Phat's Kimora Lee Simmons is on a mission to share her ultra-sexy and glam secrets with women everywhere. So for the launch of its newest fragrance creation, Seductive Goddess, Baby Phat and its agency partner CoActive turned to Briabe Media, a leader in multicultural mobile marketing, to get their message in the hands of their target consumers via mobile marketing.

For the launch of Seductive Goddess, Baby Phat wanted a media channel strategy that could not only reach and engage its multicultural target audience; it also desired to cost effectively create an ongoing dialog with the target consumers to keep the brand top of mind. Thus, given that Seductive Goddess' multicultural target audience already relies heavily on their mobile phones to stay informed and in touch as a part of their daily lifestyles, for Baby Phat it made perfect sense to make mobile marketing a significant part of its media plans.

Briabe Media provided a comprehensive suite of mobile solutions that integrated tightly with the brand's other campaign elements while creating a level of ongoing interactivity with the target audience unavailable through other media channels. Briabe's solutions included an SMS text-2-win sweepstake, Briabe's Single-hand Branded Ringtone giveaway, bi-weekly beauty tips from Kimora Lee Simons via mobile alerts, and a Single-hand Mobile Website to tie the entire campaign together.

Multicultural marketers such as CoActive and Baby Phat recognize that the mobile marketing channel has rapidly become a powerful tool to break through the clutter of traditional media channels to engage their target audiences where other media fall short," said Briabe Media's VP of Development, Kerem Benli. "As a leader in multicultural mobile marketing, we are extremely pleased to work with these firms to execute innovative mobile campaigns that differentiate their brand's message from the clutter of their competitors."

To learn more about the campaign click here:

<http://www.babyphatfragrances.com/> or visit <http://seductivegoddess.mobi> from your mobile phone.

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www.briabemedia.com



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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.