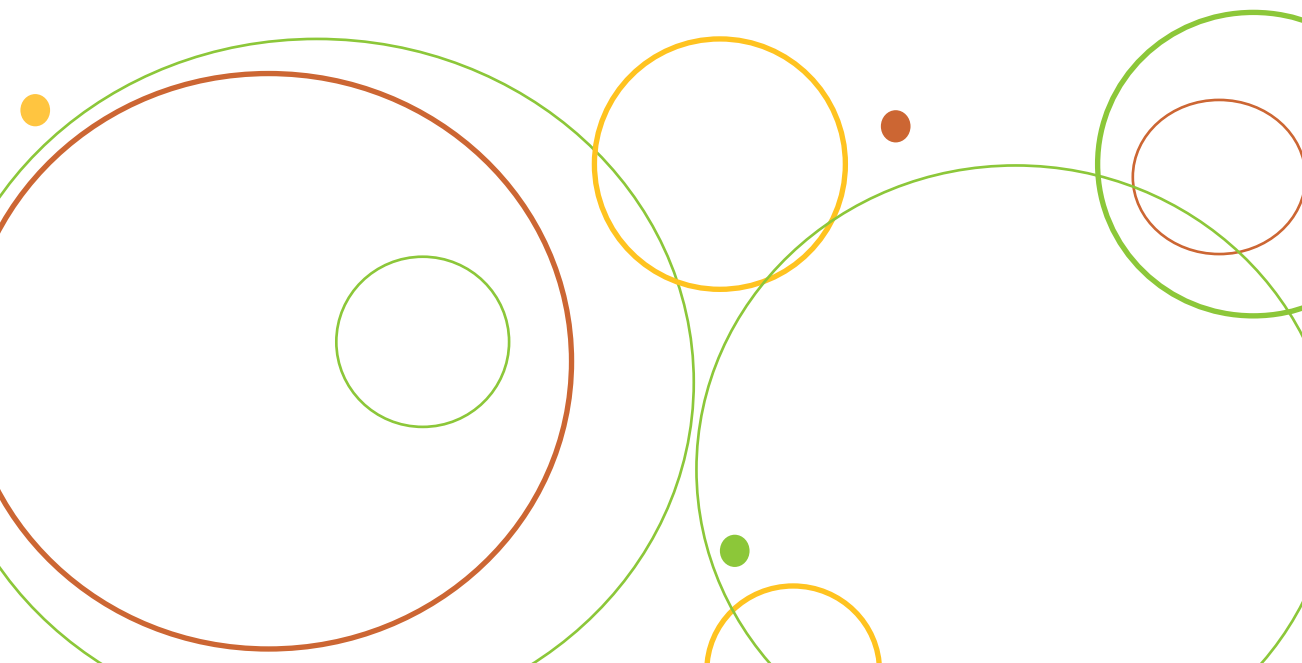


i-lince { See.Send.Get

Your link to the new marketing landscape



i-lincc: your link to the new marketing landscape

The global credit crunch has wreaked havoc with marketing budgets, and today many clients insist on getting more bang as well as cleverer marketing strategies for their buck.

But how wisely do you spend your marketing budget in any case? Mass media like television, radio, newspapers and magazines deliver a huge audience, but not necessarily a targeted one. The new media explosion has caused tremendous audience fragmentation - so much so that the traditional advertising model, which was largely built on the currencies of reach and frequency, has become outdated.

Marketing in the 21st century

The blogosphere, mobile, instant messenger, search portals and video sites have quickly become the new mainstream media, offering us a whole new range of advertising formats we need to learn about. The traditional concepts of above-the-line and below-the-line marketing have become obsolete. Today there is no line. Digital affects all of us. It has caused a true paradigm shift, turning consumers into the engaged citizens of a new digital democracy, and this has changed the face of marketing forever.

Classic marketing instructed us to look at “product” features, find a single consumer benefit, and promote this to our target audience. But in a world where most product advantages last less than six months, this strategy is losing relevance. A far more powerful strategy is to look at the customer journey. Do you know how customers shop for your category? Do you know who influences their purchases, and where and when their purchases happen?

In the same way, it used to be that retail was a “place,” but now consumers create their own paths. Marketers need to understand the full range of possibilities in reaching people. Instead of interrupting people, today we want to “intercept” them and make contact when they are most receptive to engaging with us as they go about their day.

Mobile marketing

This is where mobile marketing comes in. The mobile telephone is the most ubiquitous communication device today, and what better and simpler way to interact with consumers? A recent study conducted by the Mobile Marketing Association confirms growing acceptance worldwide for this form of marketing. The study found

that one in four mobile users in the U.S. and Western Europe express strong or moderate interest in mobile marketing. Interest levels are higher in the Asia-Pacific and Latin American markets, where roughly one-half and two-thirds of mobile users respectively express strong or moderate interest.

i-lincc

Enter i-lincc, an innovative global platform that enables advertisers, publishers, broadcasters and consumers to interact in a direct, simple and user-friendly way by using existing mobile infrastructure.

i-lincc is fast becoming an essential marketing tool in the new media landscape, because it allows marketers worldwide to communicate in a targeted way with their potential customers. Conversely, it allows consumers to interact in a very personal way with the brand.

How does it work?

By adding a unique visible tag, or i-lincc code, to any object or form of media, advertisers, publishers and product owners can get interested consumers to interact with their brand by simply sending a text message with the i-lincc to this global number: +8831000.

This gives the consumer access to the additional information he requested, whether it be product specifications, prices, schedules or store information in his own language. In addition, it generates high-quality sales leads for the advertiser.

For example, an up-and-coming fashion designer manages to get his fashion show broadcast to a global audience on Fashion TV. In the corner of the screen is an i-lincc code. Potential buyers in Warsaw and Johannesburg simply need to sms the i-lincc code to +8831000 and in return, they'll each get a list of shops that stock the clothes in their respective cities.

Another example: BMW registers online to acquire the i-lincc code “BMW130”. They then use this code in an advertising campaign on TV, radio, billboards and magazines. The consumer sees the i-lincc on, for example, a billboard, and sms's “BMW130” to +8831000. The information linked to this code will then be sent to the consumer, whether it is a website URL or any other media file.

An i-lincc can be used as a key component of any campaign, or simply to provide richer and more detailed information. It can be used:

- On outdoor billboards and signage
- In print ads and advertorials
- In television ads and movies
- In radio spots and general radio programming
- In online ads and websites
- On products
- In social media

How do I get an i-lincc?

All you have to do in order to acquire an i-lincc code is to register on our website, www.i-lincc.com. This code will then be displayed prominently in an advertising campaign.

You can choose between branded i-lincc codes (such as the BMW example above), or randomly generated numbers, e.g. A3G986, depending on your budget and needs.

Much like internet search engine marketing, i-lincc offers pay-per-click advertising and various tools to enable efficient marketing spend. Geographic and language information is available, enabling you to provide relevant content to the consumer. All usage is recorded to make analytical information available to the content owner.

What can i-lincc do for my business?

Introducing i-lincc to your potential consumers will promote engagement with your brand, and enabling the service involves no up-front investment, no hardware, no software and no maintenance costs.

i-lincc is a common denominator across all media, traditional and digital, and will help to improve CRM as well as marketing and brand communication.

The big picture, platform convergence, media fragmentation and the advance of digital are no longer merely buzz phrases. Today, these transformational trends are a reality, and i-lincc is providing consumers with a dizzying array of new ways to find information, entertain themselves, communicate with others and build communities of interest.

i-lincc will have a far-reaching effect on consumer behaviour in all its forms, and in turn on any business which concerns itself with understanding or talking to consumers. So much so that i-lincc is fast becoming known as the next marketing currency.

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