



## **ASX Release**

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### **Mobile Embrace, Gillette and MediaCom Partner to Launch Next Generation Mobile Advertising Experience**

Mobile Embrace Limited, (ASX: MBE), Australia's leading integrated mobile and digital communications company has partnered with Gillette and MediaCom for the Australian launch and showcase of the next generation in mobile advertising - full screen highly interactive advertising for smart phones.

The technology allows consumers to click on a banner advertisement on their phone that expands to full screen, offering an engaging and entertaining touchscreen interactive experience. This is achieved utilising the new HTML5 technology.

The campaign, introducing Gillette's new Fusion ProGlide Razor, utilises the benefits of Smartphone interactivity via a full screen interactive display enabling the consumer to 'shave' the touchscreen with a virtual shaver to reveal other engaging elements including five video challenges, the Fusion ProGlide TV commercial, a link to the Gillette Australia You Tube channel and product information.

HTML5 technology, unlike traditional banner ads that drive consumers to external mobile websites, allows consumers to click on the banner and interact with a full engaging experience without leaving the mobile website.

Peter Birch, MD 4<sup>th</sup> Screen, the mobile advertising arm of Mobile Embrace Limited said: "We are excited to be working with Gillette and MediaCom and to be leading the mobile advertising market utilising the latest technology. Mobile advertising is experiencing high response rates and our focus is on increasing them further. HTML5 is another market leading tool that is enabling us to do just that."

The Gillette Fusion ProGlide Razor mobile campaign utilises HTML5 technology, high quality banners, and a custom built Mobile web site all developed by Mobile Embrace. The campaign will run within Mobile Embrace's publishing network.

"Increasingly brand advertisers are looking to us for our innovative ad formats and creative executions. Our formats offer impact, involvement and information in an instant to a receptive user and with the growth of our mobile advertising publisher network where ads can be placed we have been able to target this on premium sites such as Shazam and Fox Sports," said Mr Birch.

**Mobile Embrace Limited** ABN: 24 089 805 416

Level 10, 100 William Street, East Sydney NSW 2011 Australia

**T** +61 2 9360 3385    **F** +61 2 9360 2775    **W** [www.mobileembrace.com](http://www.mobileembrace.com)

**About Mobile Embrace Limited**

Mobile Embrace Limited (ASX:MBE) is Australia's leading integrated mobile and digital communications company.

The company enables businesses to embrace the mobile opportunity, to reach further than ever before, to engage existing customers and to find new customers via the mobile phone with highly interactive mobile solutions.

Mobile Embrace makes it simple for its clients to integrate mobile into their business with fully integrated mobile messaging, publishing, and advertising platforms and services.

Combined with mobile marketing, mobile application development and mcommerce technology and services, these proven and robust platforms support high volume, seamless mobile enablement and customer acquisition solutions for business.

For more information see [www.mobileembrace.com](http://www.mobileembrace.com)

Chris Thorpe  
CEO  
Mobile Embrace Limited  
+61 2 9360 3385  
[Chris.Thorpe@mobileembrace.com](mailto:Chris.Thorpe@mobileembrace.com)

Media Enquiries  
Michael Mullane  
Cannings  
+61 2 8284-9990  
[mmullane@cannings.net.au](mailto:mmullane@cannings.net.au)