



Instant-In-Game-Advertising

- Mobile Marketing & Mobile Entertainment of Zelfi -



Zelfi – Mobile Platform

The Zelfi public limited company is a start-up located in Mainz being actively involved in the fields of Mobile Marketing and Mobile Entertainment by providing software products.

The development and the service of a Mobile Marketing platform is our core business. This innovative technology-platform forms a nodal point of mobile phone users, mobile phone software developers and advertisers.

Mobile Entertainment and adverts: a combined solution

The users of mobile phones are able to download gratis software from the Zelfi-website on their mobile. In return, they accept sales messages during the use – similar to short TV-ads with just one “spot” per provider.



Different to TV-ads, mobile phone advertising offers little spreading loss. Another advantage: By filling in their profile, e.g. their consumer buying habits, customers are able to benefit even more, because this offers the possibility of transmitting specific advertising information. This makes it possible to send ads which are actually informative and of interest for the customer. The combination of free entertaining software and rewarding adverts offers an additional benefit.





Mobile Marketing: flexibility in a mobile world is more important than ever

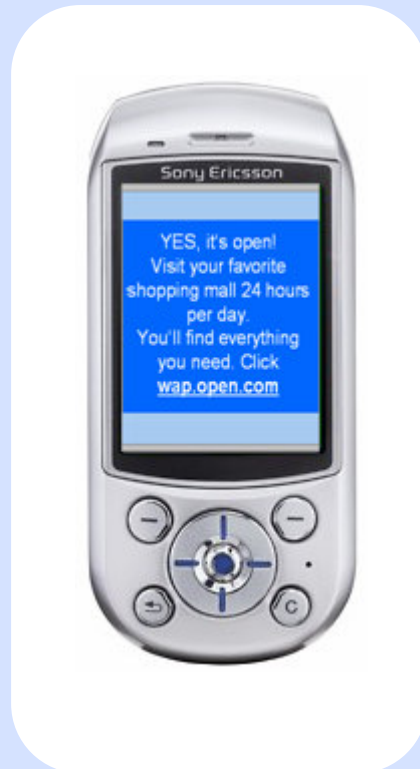


Mobile Marketing cleverly transferred

Mobile Marketing offers the extraordinary possibility to attract the customers' attention promptly and directly. With little spreading loss the sponsor transmits informative sales messages to the customer and at the same time benefits from a progressive, innovative and modern image.

Zelfi offers its sponsors all these **advantages** and additionally provides some specialities with the instant-in-game-advertising. The sponsor can make use of the webinterface to define different varieties for their campaign, providing a better control system for the advertising campaign with no extra fee.

- Zelfi realizes a quick transmission of an advertising campaign. A sales message can be sent in a short time and is able to reach the client on the same day. After a short registration, the sponsor simply fills in the advertising text on the Zelfi-website in a user-friendly webinterface.
- The period the sales message is about to be sent can be fixed exactly by the sponsor. Companies who want to reach a special target-group of who offer special products/services do not need an advertising control lasting 24 hours. Setting limits of sales messages being sent on particular days or times of day is an efficient and money-saving solution.



The possibility of filtering out for an efficient one-to-one-marketing



- Being a sponsor offers you the possibility to define the capacities of your advertising objective even closer with a demographical and geographical filter. You can take care of regional specific features.



- The maximum quantity of sales messages to a target-group can be defined precisely within the chosen period. Only those sales messages will be charged that were actually sent during this period.
- The choice of a maximum quantity of sales messages to single persons can also be chosen. Sometimes, more than just one contact are necessary to be memorized by a client, but too many contacts could be counterproductive. This has to be kept in mind as far as additional advertising campaigns in different media are concerned.
- The involvement of a WAP-link reduces media discontinuity and directs the user to the WAP-page offer at once.
- Zelfi's product offer will allow interactive Mobile Marketing consecutively. Via interviewing with a dichotomous mode of reply important information of the target-group about brand awareness, brand sympathy, moods or trends can be obtained easily and fast. Another rate allows up to 5 alternatives of reply.



Mobile Marketing Principle



Example:

If a Zelfi mobile game gets started, a first commercial break takes place after a minute, e.g. after a level has been played. The player gets informed that a data connexion is to be switched for a sales message transmission and that he/she has to agree to this.



In case the player agrees, a connexion (HTTP) with the Zelfi-database on the mobile platform will be established which recalls a sales message in real time suitable to the customer's profile. Then, this sales message will be sent to the mobile phone (GPRS) and displayed for at least 3 seconds before the player gets the opportunity to continue the game.

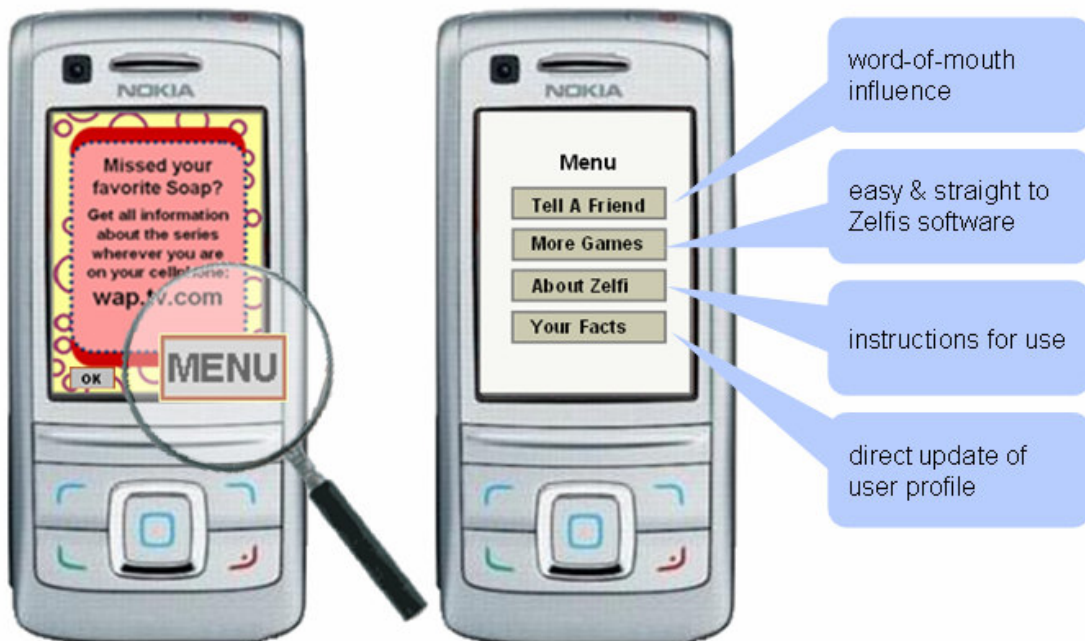
After the first commercial break, more sales messages will be sent at an appropriate position in 5-minute intervals, which could be put out by any sponsor.





Small costs and an effective use for customers and sponsors

A network provider can charge small fee of their customers for establishing a data connexion. However, this depends on the actual playing time and on the sending of sales messages. This does not have to happen with union rates being individually and flexibly adaptable. Usually, the sales messages' transmittal in a GPRS data type will be cleared by the network provider in a block of data (10kB), which include 5 sales messages at an average.



Different options are offered to the mobile user within the menu navigation providing transparency and user-friendly additional options.





Information and entertainment with interaction



Beside of the general sales message there is the opportunity to actively involve the client by carrying out a short interaction. Find out habits and preferences of your target-group before presenting them an interesting advert: This will not only attract the customer's attention, you can even get information about every single customer.



Your questions to the customers do not need to be linked systematically. They can introduce your advertising campaign in an attractive or unusual manner. Just call the customer's attention to a must-have and make him/her a suitable offer. Of course it is possible to design filtering questions to obtain significant information about the customer.





How to set in Mobile Marketing wisely and successfully



For which enterprises or branches can Mobile Marketing be useful?

All branches from the B-to-C-field can benefit from Mobile Marketing, if they are interested in a target-group thrilled by technology. There are so many mobile phone users nowadays; the target-group contains not only teenagers but also people of all ages. The concept of Zelfi public limited company is suitable to big companies as well as medium sized or small companies.

Realize your advertising targets by using Mobile Marketing

Mobile Marketing can support the impact of other advertising tactics and is therefore predominantly suitable to complete concomitant marketing activities. In general, Mobile Marketing also is a good idea when it comes to attract new customers, to promote customer retention and it even can support product launches or relaunches. There is also an extraordinary side-effect of Mobile Marketing events: The company's image as well as the brand managing can be influenced positively by this progressive, modern and innovative way to advertise.

Have we sparked your interest in innovative marketing?

Don't hesitate and contact us for more information! We will be pleased to help you!

Zelfi AG
Hechtsheimer Strasse 33
55131 Mainz
Internet: <http://www.zelfi.com>

Telephone: +49 (0) 6131-906 48 50
Telefax: +49 (0) 6131-906 48 53
E-mail: info@zelfi.com

