

Mobile, smart and trendy

In order to promote the new Samsung D820, seven successive full colour mobile phone adverts have been designed by Infectiousagent Communications, specialists in viral and mobile communication, using the Mxit community platform. Because of Mxit's youth orientation, the communication style is based on subtle branding, rather than hard product-sell, as Generation Y is advertising savvy and can decode subtle marketing easily. According to Infectiousagent, after running for only 72 hours and with 20 000 views, over 10 450 hits to the forwarding URL have been reported. The campaign closes 20 April 2006.

For more, visit: <https://www.bizcommunity.com>