



Your Movie Audience Is On The Go And Well Connected.

Do your current strategies cut through the clutter to connect with them when they are most receptive?

Today's moviegoers are increasingly media-savvy and often making their entertainment decisions while on the go. In today's cluttered media environment differentiating your movie's marketing campaigns is a must to capture these consumers' attention and engage them on their terms.

Properly executed mobile campaigns can provide movie marketers the needed tools to cut through the clutter of static, traditional media campaigns via differentiated, interactive campaigns that keep movies top of mind and in the hands of the target audience.





SINGLE HAND™ SMS MOVIE ENGAGE

Briabe Media's Single-Hand™ SMS Movie Engage is a comprehensive, SMS messaging toolset that allows movie marketers to optimize their movie's marketing experience for mobile consumers while building excitement for the movie via repeat interactions up to and after the movie appears in theaters.

All Single-Hand™ SMS Movie Engage campaigns include access to Briabe Media's text messaging engine for campaign opt-ins, weekly alerts and other standard mobile interactions with the target mobile audience.

Additionally, customers are also able to select rich media campaign components to build the campaign that best fits with their movie's target demographics, plot, or desired marketing experience. Our rich media campaign components include all of the following:

-  **Movie Content Giveaways**
Ringtones, Wallpapers, Games
-  **Movie Video Promotions - Trailers**
-  **Movie Mobile Websites and Landing Pages**
-  **Phone Callout Programs**
Via Pre-recorded Messages
-  **Mobile Media Buys and Creative**
-  **Campaign Reporting and Analytics**



Whether consumers are looking to buy tickets, searching for information on a pending release, or just looking for a fun distraction, Single-Hand™ SMS Movie Engage can deliver the differentiated media experience you require to get your movie campaign in their hands and drive them to the theater.