



## PRESS RELEASE

### **12snap triumph again at Cannes: 2 Lions this time for Coca-Cola's „Message in a Bottle“ mobile campaign**

- **12snap raises its Cannes Lions tally to three, in just 2 years; wins all the Lions ever awarded for mobile marketing campaigns:**
  - **At the 51st staging of the “International Advertising Festival” in Cannes this week, pan-European mobile marketing and creative agency 12snap wins Silver and Bronze Lions**
  - **12snap receives these most highly-prized of all advertising awards in the “direct marketing consumer products (FMCG)” and “traffic building” categories, for their innovative “Message in a Bottle” campaign for Coca-Cola Germany**
  - **The agency tops their outstanding prior year result, when 12snap received the world’s first-ever Cannes Lion for a mobile campaign for Sony PlayStation 2**
- **12snap confirms its leading role in Europe in mobile marketing and maintains pole position in this rapidly growing advertising sector**

London, 25th June 2004. – Last year 12snap put one of its campaigns in front of a Cannes jury for the first time - and won a Silver Lion at the first attempt. At the 2004 ceremony on Tuesday night, in the Congress Centre at Cannes on the Cote d’Azur, the company managed to top last year’s extraordinary achievement, bringing home Silver and Bronze Lions for their “Message in a Bottle” campaign for Coca-Cola Germany.

“The award of Lions for this particular mobile marketing campaign, which was the world’s largest ever mobile marketing campaign at the time, provides an important push to this growing industry,” remarked Dr. Michael Birkel, CEO of 12snap, which is the clear market leader across the UK, Germany, Italy and Scandinavia.

“Mobile marketing has now reached a new level of sophistication: millions of mobile phones are turning into colour-display terminals – and so we are turning mass marketing into personalized, colour-based interactive entertainment,” adds Cyriac Roeding, co-founder and Chief Marketing Officer of 12snap. “This amazing recognition by Cannes, won in competition with the world’s largest agencies, shows the power of creative campaigns produced by 12snap.”

MD of 12snap UK, Martin Copus added: “Our colleagues in Germany are setting a very high bar – for us in the company as well as for the industry as a whole – in terms of what can be achieved with mobile marketing. Such a highly creative concept, combined with leading-edge interactive technology, this is what 21<sup>st</sup> century marketing is all about”.



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Coca-Cola's "Message in a Bottle" campaign ran in mid 2003. For the first time, the Coca-Cola Company combined its seven largest brands under a single umbrella mobile marketing campaign - heavily advertised on TV, in print and radio. Over 160 million bottle labels carried unique codes, which consumers could text in via mobile. In return, they received back to their handsets one of 150 different pieces of creative entertainment content, from wallpapers personalized with their own names, to mobile voice greeting cards from top music stars, to polyphonic ring tones.

Almost six million consumer entries from the campaign set new standards in terms of advertising, brand awareness and response rates via mobile. Coca-Cola recently announced in leading business magazines that it had won significant market share in Germany - especially for its smaller brands - with the campaign.

Cyriac Roeding, CMO of 12snap, is grateful to their client: "We deeply appreciate the strong faith Coca-Cola has shown in us to try out a completely new type of marketing, and it's only this trust that made it possible to achieve a result on such a grand scale".

### **About 12snap:**

12snap is one of Europe's leading mobile marketing and mobile CRM firms. Since 1999, 12snap has produced and implemented internationally acclaimed campaigns at its four European office locations - Munich, London, Milan and Stockholm - for top brands such as McDonald's, adidas, Sony PlayStation 2, Columbia, Wella and Cadbury's. With mobile marketing, 12snap has found the "missing link" between boosting sales and brand image. This has been analysed and proven repeatedly by leading internationally market research firms. For its clients in the media and telecommunications industries, 12snap has developed CRM and sales-increasing mobile entertainment and mobile applications. At the 50<sup>th</sup> anniversary of the world's most acknowledged creative competition in Cannes, 12snap became the first company to win a Silver Lion for a mobile marketing concept. The award was for a Sony PS2 campaign, which achieved substantial sales increase and brand-building effects simultaneously.

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