

Mobile Marketing Forum: How New Zealand businesses can take advantage of this increasingly popular channel – learn from three leading experts

- **Mobile is the new mass medium; what marketers need to know – Eric Hertz, CEO, 2degrees**
- **Three golden rules of mobile marketing – Brian Hawker, CEO, HooHaa**
- **Using the latest mobile marketing technology to drive engagements – Ghanum Taylor, Mobile Media Director The Hyperfactory**

1. Mobile is the new mass medium; what marketers need to know.

Eric Hertz, shares his experience at the leading edge of US mobile marketing; Eric is the former CEO of Seattle-based Zumobi, the mobile marketing specialist behind the American Idol mobile app. Now as CEO of 2degrees, Eric gives his insights into the future of mobile marketing in New Zealand.

- Mobile - the 7th mass medium
- Advertising on mobile; surpassing other digital channels
- Pushing the boundaries with mobile
- The next generation of mobile web

Eric Hertz, Chief Executive Officer, 2degrees www.2degreesmobile.co.nz

2. The three golden rules of mobile marketing: choice, control and consideration. Using mobile as broadcast media and engagement tool - the glue between multi-medium campaigns.

- Getting your brand in hand; how to ensure consumers interact with your message
- Understanding how mobile marketing fits into your business
- Measuring mobile marketing
- How to use mobile in a multi-channel campaign

Brian Hawker, Chief Executive Officer, HooHaa <http://comtxt.co.nz/>

3. How are global brands using the latest mobile technology to drive audience engagement?

- Integrating mobile into campaigns
- Case studies from leading brands successfully leveraging the uniqueness offered by mobile marketing including:
 - 42 Below
 - Guinness
 - Fanta
 - The United Nations

**Ghanum Taylor, Mobile Media Director, The Hyperfactory
www.thehyperfactory.com**

