

Cannes Festival Hattrick: After 2003 and 2004, 12snap received its third successive top creation lion

- **At the 52nd “International Advertising Festival”, the internationally most important performance competition of the advertising industry, 12snap snapped up a bronze lion in the “Commercial Public Services” category for its Rocky campaign.**
- **Perfect Hattrick: After a silver lion in 2003 for the “Mobiler Wunschzettel“, Sony PlayStation 2, a silver and bronze lion in 2004 for the „Fanta Flaschenpost“ promo, 12snap now receives the fourth of the much-sought after Lions Direct for the third year in a row.**
- **With this, 12snap once again impressively confirms its roles as a trailblazing specialist for innovative marketing and entertainment in the area of mobile telephones.**

Cannes/Munich, 7 July 2005. – One...two...three times: That 12snap was the only German mobile specialist to scoop up three successive lion awards at the “International Advertising Festival” in Cannes is quite an extraordinary accomplishment. A dream became reality exactly two weeks ago when the Lions Direct were handed out at the Palais des Festivals. The Munich-based marketing and entertainment specialist for mobile telephones has received accolades for excellence in advertising since the year 2003, with the category having been established for the first time in 2002. This makes 12snap the only German participant with such an impressive success history. “It was quite amazing already that we were immediately successful when we first entered the competition in 2003. It is a wonderful experience to be a winner in Cannes every year since. We are very proud of our achievements and this award and but also consider it to be a challenge to continue development on this high level”, recapitulates Dr. Michael Birkel, CEO of 12snap AG.

12snap received its fourth lion in three successive years – this year in bronze and for the Rocky campaign. The Belgian advertising agency “These Days” played a decisive role and was responsible for the Internet launch of the campaign as well. Rocky the reindeer was the core element of the campaign. During the campaign, participants were able to use the Java-based “Rocky Cam” application to combine photos of themselves with those of the reindeer in different poses, attach messages and then send them as MMS messages to friends and acquaintances. Almost eighteen percent of the target group at which the campaign was aimed downloaded the “Rocky Cam”. The judges thus based their decision on the extraordinary high response to the Rocky campaign.

A total of 171 German entries were received in Cannes this year. The most striking development in Cannes is the great performance (shortlist and awards) of digital marketing specialists such as 12snap and the special units of large agencies with Springer & Jacobi and others. “This development illustrates the trend towards the cross-medial integration of online-based and mobile sales channels used to reach customers”, comments Birkel.

About 12snap

12snap AG is a non-public incorporated company founded in 1999 with headquarters in Munich and branches in Düsseldorf, New York, London, Milan, Stockholm and Vienna.

12snap is an expert in innovative marketing and entertainment for mobile phones and is currently the only mobile marketing company in the world to be awarded four Lions in Cannes among several further international prizes. The company utilises the creative and technological opportunities of mobile phones as the most advanced and personal communication medium of everyday life by efficiently combining its know-how in mobile applications, mobile loyalty, and mobile marketing.

In the mobile marketing area, 12snap creates and implements national and pan-European mobile marketing campaigns for international brands. The mobile loyalty business unit offers customer loyalty programs for companies and brands. The mobile applications business unit is the centre for development and software at 12snap. It sells and licenses a wide spectrum of mobile solutions to satisfy the demands of the current growing market and the new uses of the third mobile phone generation (UMTS): from dynamic video services and multiplayer games to personalized messaging applications.

The company has a total of 75 employees. As one of the leading European suppliers and a pioneer of mobile marketing, 12snap provides their services to companies such as McDonald's, MTV, Coca-Cola, Ferrero, Wella, adidas, Unilever and Gillette.

This year, 12snap was named as the only German company in the mobile industry to rank in the Red Herring 100 most innovative technology companies in Europe

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