



## **STABILO launches mobile marketing campaign with 12snap in six European countries**

- **12snap implements international on-pack promotion on approx. two billion STABILO product packages.**
- **Comics as a special feature for mobile phones in the context of the „Comic Campus Campaign 2005“.**

Munich/Heroldsberg, 2nd May 2005. STABILO, trend and lifestyle brand among the writing utensils, initiates the biggest European Manga-Talent-Competition and uses mobile on-pack promotion for the first time.

During the campaign from 1<sup>st</sup> May until 30<sup>th</sup> November, comic fans find a code on all packages of STABILO-products. If the code is sent in via SMS, the customer receives one of sixteen different wallpapers to his mobile phone free of charge.

Mobile marketing specialists 12snap, Munich, were responsible for idea, concept, creation and technical implementation. Besides Germany, the STABILO campaign is launched in five further European countries at the same time: Comic enthusiasts in Finland, Austria, Switzerland, Italy and Spain can look forward to the entertaining content for mobile phones.

In addition to these mobile marketing activities, attention is generated by point-of-sale activities, PR in youth magazines as well as a cooperation with the internationally renowned comic publisher „EMA“.

### **About 12snap**

12snap AG is a non-public incorporated company founded in 1999 with headquarters in Munich and branches in Düsseldorf, 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 three 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.

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