

PRESS RELEASE

Coca-Cola Christmas trucks on tour in Germany with mobile bluetooth hot spots and free mobile phone specials

Munich, 24th of November – The Coca-Cola Christmas trucks are once again on tour in Germany. This year they are loaded with mobile phone specials for Christmas. During the ninth tour of the traditional Coca-Cola trucks, the visitors receive for the first time mobile phone content to their display – direct and free via mobile bluetooth hot spots (beamZone™). The Coca-Cola Santa Claus as coloured wallpaper, the exclusively branded mobile game or the Jingle Bells ring tone – easily downloaded to the mobile phone via bluetooth. In this marketing campaign Coca-Cola combines the popular entertainment world of the Christmas trucks with modern mobile communications tools. The delivery concept and the creation of the mobile phone specials have been developed by the Munich-based specialists for mobile marketing and entertainment, 12snap.

“With the integration of a bluetooth activation in our Christmas truck tour, we consequently continue our direction towards digital and personalised communication with our target group”, comments Alex Pesjak, Coca-Cola Portfolio Director, the implementation of beamZone™. The concept used in the Christmas truck campaign has already been tested successfully by 12snap during the “Soundwave Tour 2005” for the CokeFridge promotion. During the Splash and the Chiemsee Festival there was an average download rate of two to three mobile phone specials per visitor. A research at the YOU fair in Essen about the user acceptance of mobile specials via bluetooth shows similarly positive results.

“We anticipate a great potential for growth of the bluetooth technology in marketing applications for branded mobile specials”, said Alexander Klose, Director Operations at 12snap in Germany. “The bluetooth based delivery of mobile content via beamZone™ is independent of the network, cost-effective for Coca-Cola to implement and ideally designed for the application of mobile communication especially at events such as the Coca-Cola Christmas truck tour”, said Klose.

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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