

Media release
For immediate release

Mnet Group delivers on Oroton's mobile campaign

8 March 2010, Sydney: Mnet Group, Australia's leading mobile marketing company has partnered with fashion house Oroton to launch a mobile site as part of an integrated retail, print (*marie claire*) and mobile campaign. The national campaign achieved solid results, seeing almost half of the respondents instantly interacting via the Quick Response (QR) Code or SMS Request Service, which was eight times above the industry average.

"As a leading luxury fashion company, it was a natural attraction for Oroton to want to be part of what's next and what's new. Mobile is definitely the new interactive advertising platform that conveniently fits in your pocket." Said Mnet Group's Sales Director of media & brands, Kristy Manson.

Mnet Group launched the campaign for Oroton in October 2009 using the Quick Response Codes; two-dimensional barcodes that commonly store contact information and mobile web URLs, to allow their customers to have immediate interaction with the new mobile site.

This site allowed customers to view the new Oroton Summer 2009 range, enter a competition, learn more about the strategy behind the brand, and view exclusive video footage from the runway.

Oroton customers and *marie claire* readers were engaged in the campaign with 30% entering the competition from the mobile site, with an equal split of consumers arriving at the site via the QR Code and 50% via the SMS request service.

"This interactive campaign allowed our customers to engage with the Oroton brand across traditional channels including retail and print as well as an innovative mobile strategy. The results of the campaign showcased that our consumers were responsive and engaged by this new method of communication for our brand," Said Janine Garner – Group Marketing Director, Oroton.

Multiple '*traditional*' advertising channels were used with call-to-action campaigns running in *marie claire* magazine and selected Oroton store windows, encouraging consumers to scan a QR Code or SMS the code word 'Oroton' for a chance to win.

“This overall campaign between Orotan and marie claire effectively demonstrated how brands can utilise new technology for their consumers and work together to deliver impressive results,” Susie Loxton, Marketing Director, marie claire, said.

Mnet Group offers brands and retailers the opportunity to communicate with consumers through mobile channels demonstrating that they are innovative and at the forefront of consumer trends.

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For more information on the Mnet Group or for interviews with Kristy Manson from Mnet Group, please contact:

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About Mnet Group

Mnet Group represents the conclusion of the recent merger of Mercury Mobility and Mnet Corporation. The companies were both established in 2001 and have longstanding, experienced executive and employee expertise in delivering successful Mobile solutions.

Both companies are leaders in the mobile content and mobile marketing & professional services industries respectively and the merged entity provides the breadth and depth of capabilities across the Mobile Industry ecosystem for local and international customers.

The companies are pioneers in, and have helped shape, the local Australian mobile industry and both are built on a number of deep client relationships that span many years. Each company has an outstanding track record of working with these clients to deliver market-leading innovation in mobile. For Mercury Mobility and Mnet Corporation, technical capability has been matched by exceptional customer service and insight, supported by full-time in-house research and development staff.