



TAKE YOUR EVENT BRANDING MOBILE & PUT INSTANT BRAND ENGAGEMENTS IN EVERYONE'S POCKETS!

## Mobile Promo Codes

With Movent from Gold Media Group, you can use SMS promo codes (short codes) for event marketing & promotion to:

- Generate traffic & buzz
- Create multiple brand touch points
- Offer interactive mobile brand experience
- Collect consumer data
- Extend promotions to retail or online
- Lead generation & more...



Place short codes on event signage, sponsored billboards, on-site promo items, or use in pre-event communications.

The process is simple, & Gold Media Group will provide the infrastructure for code generation and distribution.

CONCERTS & FESTIVALS | TRADESHOWS | STREET MARKETING | SPORTING EVENTS  
BARS & NIGHTCLUBS | VIP TICKETING | OUTDOOR EVENTS | RACE TRACKS

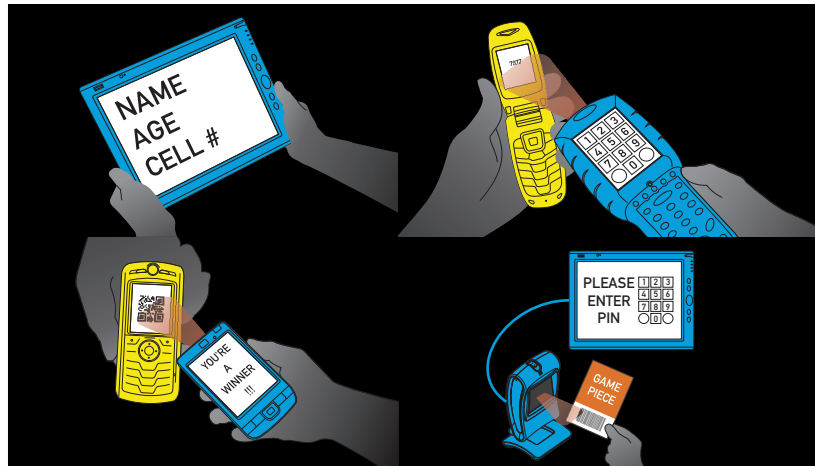
## END TO END SOLUTIONS

SHORT CODE SYSTEMS

CODE TRANSMISSION

&

DATA COLLECTION



Movent from Gold Media Group is simple to use, creates numerous interactive branding opportunities, and leverages the latest SMS marketing technology.



G O L D M E D I A G R O U P  
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# HOW DOES IT WORK?

## 1 SHORT CODE SYSTEMS

Gold Media Group provides the codes so you can add them to marketing materials, signage & promotional items. (SMS & Bar Codes).



## 2 DATA COLLECTION

The database of codes is placed on GMG servers for your event. Then we provide you data collection & scanning devices.



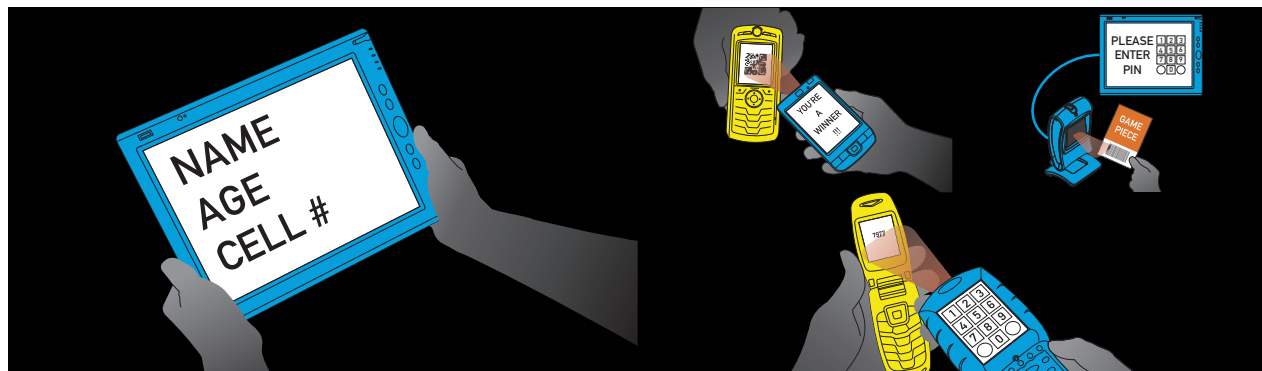
## 3 PROCESSING

Consumers then can text (SMS) the code to receive a barcode.



## 4 ACQUISITION

Then they bring the barcode to your booth or onsite rep to be scanned. You collect the data and add to lead list.



■ MULTIPLE TOUCH POINTS  
■ LEAD GENERATION

■ INTERACTIVE EVENTS  
■ MOBILE BRANDING