

*Did you know that Crazy4Media Group will participate in a new Canal Sur Television programme? If you want to know more about these the "Crazy" projects, please continue reading our bulletin!*

## NEWS | Crazy4Media

*Crazy4Group have participated in a new television programme, "Andalucia.es", we were invited as speakers during BAC 2012 and IGB Spain, and we are launching our first Mobile Marketing Executive Seminar with Greatminds next week in Madrid. Read all about it below...*

### **CRAZY4MEDIA PARTICIPATED IN "ANDALUCIA.ES" A NEW CANAL SUR TELEVISION PROGRAMME**



The Crazy4Media Group participated in the new TV programme on Canal Sur, "Andalucia.es" which airs on Sunday mornings. Tom Horsey, a founding partner of Crazy4Media and Javier Correro, Sales Manager for Froggie talked about the mobile marketing solutions offered by the Seville group. It also included an interview of Sevilla Football Club, one of Froggie's customers, by the channel.

### **CRAZY4MEDIA PRESENT IN BAC 2012 AND IGB SPAIN**



The Seville group participated again in the new edition of Barcelona Affiliate Conference. During the show, Crazy4Media gave two talks, the first, "10 tips on how to maximize your mobile advertising spend" by Tom Horsey, CEO of Crazy4Media, where he gave tips to help maximize an advertiser's mobile display ROI. In the second

intervention, also by Tom Horsey, “*An introduction to behavioral marketing on PCs and mobile devices*”, we outlined the importance of targeting according to a user’s past behaviours when interacting with our sites and campaigns using a PC or a mobile device.

BAC 2012 is considered one of the most complete and interesting event for gambling affiliation.

## MOBILE MARKETING EXECUTIVE SEMINAR BY CRAZY4MEDIA AND PULPILLO & BRAZO



Mobile Marketing is a discipline that has changed radically in a short period of time. Smartphone devices and the applications that run on them allow us to enter in an unlimited world, where the main common characteristic is obviously mobility.

Crazy4Media and Pulpillo & Brazo will give a professional seminar covering the main aspects of mobile marketing in Madrid on the 31st of October. This Seminar is highly practical, and each module is based on real case studies, allowing the participants to learn from real world experience. We’ll analyze how to fit mobile marketing into a company’s overall marketing actions, including how to choose the best, and most effective overall strategy.

More information and registration:

[http://www.formacion.greatminds.es/index.php?option=com\\_content&view=article&id=85:marketing-movil&catid=35:contenido&Itemid=1](http://www.formacion.greatminds.es/index.php?option=com_content&view=article&id=85:marketing-movil&catid=35:contenido&Itemid=1)

## NEWS | Creafi Online Media

*Creafi Online Media have participated in the 2012 editions of eShow Madrid and Adtech London, and will be participating in Adtech New York. Please visit us on Booth 2024!*

### CREAFI ONLINE MEDIA PRESENTS DURING ESHOW MADRID 2012



visiting the show.

The online advertising company, Creafi Online Media, participated in the 2012 edition of eShow Madrid, the 26th and 27th of September, with more than 12.000 attendees

During the show Creafi Online Media showed the attendees how Creafi provides high quality online media solutions to advertisers and publishers globally through their world class online technologies and expertise. In the same way, they showed the global interactive marketing solutions offered by the Crazy4Media group, in particular those related to audiovisual marketing and streaming solutions.

## *CREAFI ONLINE MEDIA CELEBRATES THEIR NEW LONDON OFFICE DURING ADTECH LONDON, SEPTEMBER 2012*



Once again, the Crazy4Media Group was present with a stand during Adtech London thanks to the participation of Creafi Online Media. This year was particularly exciting as Creafi was celebrating the opening of their London (located in Charlotte Street), and their Malta (located in Valleta), offices, both of which opened on the 1st September. To celebrate this, the company took part in the pub crawl organised by the event, as well as giving away \$1000 of highly effective online display advertising in a prize draw.

## *COME AND VISIT US ON BOOTH 2024 DURING ADTECH NEW YORK IN NOVEMBER 2012!*



Will you be attending Adtech New York on the 7th and 8th of November? If so, please come and visit us on Booth 2024. We'll be exhibiting as Creafi Online Media, and with the presence of Creafi's CEO, the COO and the CCO, as well as the usual support staff, there will be a huge amount of knowledge and experience on the booth, making a visit well worth it! The company will be presenting their new behavioural targeting solutions, their mobile advertising possibilities, as well as their video and display capabilities. Not only that, but if you are interested in any of the other services provided by the group, such as mobile marketing and audiovisual marketing, then there will be people on hand to discuss those with too.

Last but not least, we will be repeating the \$1000 draw that was so successful in Adtech London. What more reasons do you need?! Don't forget, come and visit us on Booth 2024.

## NEWS | Froggie Mobile Marketing

*Froggie Mobile Marketing has new codes on offer in South Africa. Contact us today to discuss rates and conditions.*

### *NEW BILLING SOLUTIONS IN SOUTH AFRICA - EXPANDING TO NEW TERRITORIES OR JUST LOOKING FOR AN ALTERNATIVE SOLUTION?*



Are you looking for alternative billing solutions in South Africa? Look no further! Froggie has new codes on offer in South Africa with great access and reliability. We have short codes available on various tariffs which can facilitate a large variety of services for anything from chat and entertainment, through to adult communication services. We offer complete solutions tailored to a company's specific needs. Contact Froggie account manager today to discuss rates and conditions.