

# South Africa shines at 2010 Global Mobile Marketing awards

LOS ANGELES, US: Out of hundreds of submissions from received from companies across the world, South Africa won three global and four regional awards at the sixth annual Global Mobile Marketing Awards, hosted by the Mobile Marketing Association (MMA), on Wednesday, 17 November 2010, at the Mobile Marketing Forum in Los Angeles.

This year, for the first time, the MMA handed out a Lifetime Achievement Award to Louis Gump, VP of mobile, CNN. Gump was recognised as an outstanding leader who has dedicated the last several years to ensuring the success of mobile marketing for the industry worldwide.

"Louis continues to be a champion for mobile marketing and through his efforts, we as an industry have benefited from the tireless hours and dedication he has given to the industry and the MMA," said Greg Stuart, MMA CEO. "On behalf of the MMA, and the mobile marketing industry, I'd like to congratulate Louis on this award and thank him for his dedication."

Gump has been an active member of the MMA and has served as global chairman, board member and treasurer of the MMA.

## All the winners

Category	Region	Winner
Branding	North America	Crispin Porter + Bogusky BK King's Phone
Branding	Central & Latin America	Bluemessaging, SMS Cinema Guide
Branding	EMEA	Mobile Dreams Factory & CLANMO, 2010 IKEA Interactive Catalog
Branding	Asia Pacific	Affle & Maruti Suzuki, Sports Sponsorship Goes Mobile
Branding	Global	Affle & Maruti Suzuki, Sports Sponsorship Goes Mobile
Cross Media Integration	North America	OMD; Dockers; DraftFCB, Shazam It
Cross Media Integration	Central & Latin America	Queen Mbb, Follow the Queen
Cross Media Integration	EMEA	SilverstoneCIS South African Government Communication 2010, South African Government 2010 FIFA Soccer World Cup Mobile Communications Platform
Cross Media Integration	Asia Pacific	Madhouse Inc., Pepsi Music Revolutionary on Mobile
Cross Media Integration	Global	SilverstoneCIS South African Government Communication 2010, South African Government 2010 FIFA Soccer World Cup Mobile Communications Platform
Direct Response	North America	MS&L Group; maurices, maurice's Mobile Style Club
Direct Response	Central & Latin America	ADDCEL, Mobile Platform for Govenor Candidate
Direct Response	EMEA	Mobitainment South Africa, Surf Pick a Box
Direct Response	Asia Pacific	Cherrypicks, HKTDC 720 Mobile Marketing Innovation
Direct Response	Global	Mobitainment South Africa, Surf Pick a Box
Product/Services Launch	North America	The Hyperfactory, Trojan C Fire & Ice
Product/Services Launch	Central & Latin America	Future Group, Nestlé Receitas
Product/Services Launch	EMEA	Mr Price Group Financial Services
Product/Services Launch	Asia Pacific	The Hyperfactory, Clinique 3-Step Product Launch & Sampling Campaign
Product/Services Launch	Global	Future Group, Nestlé Receitas
Promotion	North America	appssaw, Powermat on MyTown

Promotion	Central & Latin America	Inalambria, Texaco Unbeatable Promotion
Promotion	EMEA	Coca-Cola Great Britain, Gimme Credit C Every Pack Gets 50p Mobile Credit
Promotion	Asia Pacific	conmobile, The North Face Red Flag Campaign
Promotion	Global	Inalambria, Texaco Unbeatable Promotion
Relationship Building	North America	The Orange County Transportation Authority, Text4Next
Relationship Building	Central & Latin America	AndinaTech, Mobile Survey Platform: Collecting Data For Excellence Purposes
Relationship Building	EMEA	Mr Price Financial Services
Relationship Building	Asia Pacific	Cherrypicks, MTR Mobile iPhone Application Campaign
Relationship Building	Global	Mr Price Financial Services
Innovation	North America	The Hyperfactory, Intel Work Smarter - USA
Innovation	Central & Latin America	Ginga Mobile, Carefree
Innovation	EMEA	Mobilera, Cometto Multiplayer Interactive Wall Projection Mapping Game
Innovation	Asia Pacific	Aircel Ltd, Aircel Pocket Internet
Innovation	Global	Ginga Mobile, Carefree
Social Impact	North America	Mobile Giving Foundation, Mobile Giving and Haiti
Social Impact	Global	Mobile Giving Foundation, Mobile Giving and Haiti
Academic of the Year		Alcatel-Lucent, Alcatel-Lucent Market & Customer Insight Mobile Advertising Quantitative Study
Individual Achievement		Melis Turkmen Etem
Overall Excellence		Kraft Foods
Lifetime Achievement		Louis Gump, VP Mobile, CNN

As the MMA's highest honors, the awards recognise companies and their campaigns for spearheading the adoption of the mobile channel for marketing purposes. Said Paul Berney, MMA CMO, "We congratulate this year's winners and finalists on their outstanding achievements, and look forward to their continued success as they help advance the mobile marketing channel's evolution in the years to come."

Each year, the MMA's highly anticipated awards ceremony serves as the conclusion of the MMA Mobile Marketing Forum ([www.mobilemarketingforum.com](http://www.mobilemarketingforum.com)). Winners are selected by the MMA Awards Selection Committee, comprising global industry leaders from wireless carriers, technology and content providers, agencies and industry publications.

For more, go to [www.mmaglobal.com](http://www.mmaglobal.com).

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