



Mobile Calendar

Boost your brand recall value

*Half the money I spend on advertising is
wasted, and the problem is
I do not know which half
- Lord Leverhulme*

Introduction

- Mobile Marketing has appeared as an **ideal way** of connecting with targeted audience. The **personal** nature of mobile makes it most **effective, appealing** and **affordable**.
- **Mauj** believes that mobile marketing can bring a paradigm shift **in the way your** brand can connect with its consumers. Our 150+ campaigns testify to this.
- We now bring you Mobile Calendars – the last word in **BRAND CONNECT**.



MAY

1 Wed	12 Sun	21 Thur
2 Thur	13 Mon	22 Fri
3 Fri	14 Tue	23 Sat
4 Sat	15 Wed	24 Sun
5 Sun	16 Thur	25 Mon
6 Mon	17 Fri	26 Tue
7 Tue	18 Sat	27 Wed
8 Wed	19 Sun	28 Thur
9 Thur	20 Mon	29 Fri

Mobile Calendar

- Maximum used application on mobile phone
- Daily necessity
- Simple and Helpful
- Birthday's, Anniversaries, important shows, meetings, travel dates, calls all are marked and stored
- Traditionally branding on calendars has been a preferred activity as it ensures 'year-round' eyeballs



Stand Distinct

- **Offer** something more to your consumers – get more engagement out of them
- **Added features** in a mobile calendar will enhance the daily activities for your users
- This application will not just raise an alarm but **also prompt** to send instant wishes
- Everytime it starts, your **brand** gets **visible**

“Imagine a FREE Brand RECALL every time the user uses this application”



Cut the Clutter

- Specific placements in the calendar – tailored to your tastes
- Every time the sender gets an alarm for his task the **brand name** is up on the **screen**
- OPTIONAL: The receiver too gets the glimpse of the brand
- Cleaner and defined **visibility** works better



“ Now you can easily reside on 1000s of your target audience handsets and achieve the desired OTS “



How effective would be a mobile calendar?

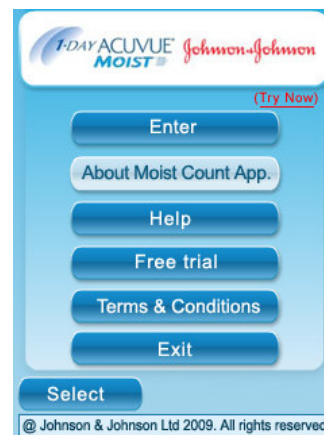
- **Missed out** on wishing an old friend on his birthday?
- **On time** wishes on Mom and Dad's 25th anniversary sounds appealing?
- Reminders needed for those training schedules or evening dates?
- Consumer will enjoy the **"I WISHED YOU FIRST"** tag while they use this application. No more 'Belated wishes only'

"More interesting is the application better is the usage value"

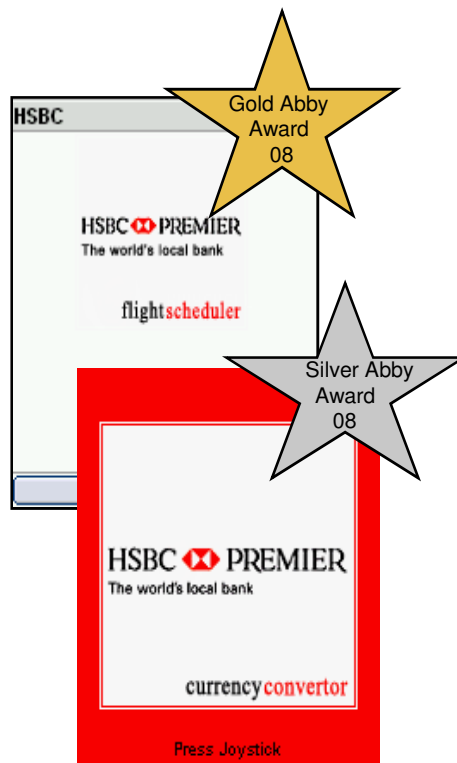
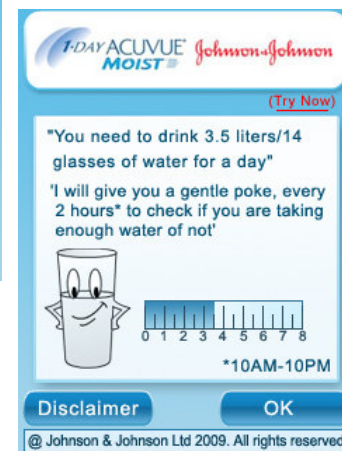


Successfully Executed Applications

- Some of our **successful** applications that made the communication easier for brands
- Consumers too enjoyed the **uniqueness**
- Mauj created and **executed** these applications and few of them were even promoted using our strong **ad networks**.
- Some also got us **recognitions** in famous award ceremonies



"Johnson & Johnson Acuvue Application 25000+ Downloads"



"Abby award winners for 2008"



"Over 150000 downloads for a simple product selector & store locator"

Call to Action

To get a branded calendar stored for yourself send your business enquiries at

- brands@mauj.com

