



Case Study:

LINKME MOBILE, COTY PRESTIGE, AND CLEAR CHANNEL MALLS PARTNER TO TRANSFORM THE WAY CONSUMERS INTERACT WITH ADVERTISING

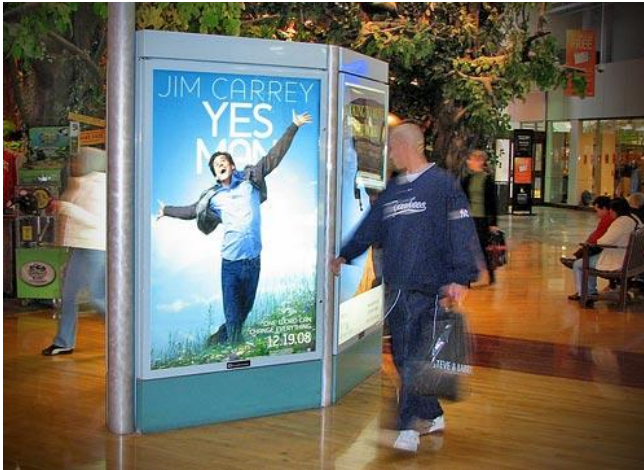


Background: In September 2009, LinkMe Mobile partnered with Coty Inc., the world's largest fragrance company, and Clear Channel Malls, the global leader in providing unique and innovative in-mall advertising, to evaluate the effectiveness of employing LinkMe Mobile's patented image recognition technology in promoting and driving in-store sales of Coty Prestige's wildly popular Harajuku Lovers fragrances, created by pop star Gwen Stefani. This partnership focused on transforming traditional marketing into real and measurable engagement and conversion opportunities by enabling consumers to interact directly with in-mall advertising displays in a retail environment.

Strategy: Each Harajuku Lovers display included a Call-To-Action (CTA) in the upper right hand corner of the image. This CTA instructed consumers to take a photo

of the ad with their mobile phone and email their picture to a specified email address to "Receive a Free Sample." Participating consumers received a coupon response sent directly to their mobile phone. Within the body of the message, consumers were instructed to present the displayed coupon at the fragrance counter of the Macy's department store in the mall to instantly receive a free deluxe Harajuku Lovers fragrance sample set. Two versions of the backlit advertising display were used – one provided a CTA in a more pronounced typography and positioning (e.g., the "test" CTA was just above the image and presented in bright pink lettering) – and a second "control" CTA used standard black typography that appeared within the frame of the advertisement. The purpose of providing two different CTAs was to determine how bolder, more pronounced, messaging affects consumers' interest in interacting with the displays. In total, three to four link-enabled Harajuku Lovers advertisements were placed into backlit advertising displays (similar to the one pictured below) within each mall in eleven select Top-10 DMA Clear Channel malls

across the country. The goal of this test campaign was to entice consumers to engage with in-mall advertising – ultimately purchasing product and driving retail traffic sales.



Results: This four-week campaign during September 2009 reached approximately 12 million mall visitors across four Top 10 DMA's in Los Angeles, New York, Philadelphia and Miami. A consumer survey was created to evaluate the effectiveness of the campaign, and distributed to respondents selected randomly. Survey data indicate that a

staggering 25% of participants who snapped on the backlit advertisement and received the mobile coupon **made purchases after receiving the free deluxe Harajuku Lovers fragrance sample set** – 7% made purchases over \$20.00 and 18% made purchases over \$40.00. This conversion rate is more than 4 times that seen through a recent in-mall campaign, in which Bluetooth was used to deliver mobile coupons to consumers as they neared the location of participating retailers. An additional 7% of survey participants said they would be making future purchases solely due to the product introduction made via this LinkMe Mobile promotion. Data also show that 75% of respondents were more attracted to the test CTA using a bolder Call-To-Action. In fact, multiple survey participants indicated they would have preferred a CTA that was "larger with a bigger font." Respondents also described the importance of eye-catching graphics within the advertisement to elicit their interaction with future campaigns.

The range of age in consumers who interacted with the campaign was fascinating – as young as 15 and up to 54 years old. In rating their overall experience, consumers chose "A Fun Way To Use Phone!" and "Ease of Use" as the two best aspects of the promotion. The majority of survey respondents (82%) opted-in to be part of the LinkMe Mobile User Group to test future products and participate in upcoming campaigns. Further, 64% of respondents indicated their desire for future link-enabled promotions using their mobile phones – and a whopping 86% of survey participants said they would recommend LinkMe Mobile campaigns to friends and family.

Overall, the survey findings strongly support the view of Clear Channel Malls President, Alan High, describing LinkMe Mobile's ability to influence consumer behavior through its technology:

"LinkMe Mobile's technology effectively enables each advertisement to better engage the consumer – offering our advertising partners a powerful new tool to influence behavior and purchase decisions."

About LinkMe Mobile: LinkMe Mobile (linkmemobile.com) – the global leader in mobile image search technology – transforms static advertisements into interactive touch points (without the use of disfiguring bar codes) by linking consumers to additional content (e.g., mobile coupons, product information, targeted promotions) specifically tailored to influence consumer behavior. Advertising need no longer be just about impressions, as LinkMe Mobile’s revolutionary, patented image recognition technology engages consumers in an innovative one-on-one brand conversation, thus providing brands and retailers real-time metrics about who is seeing their ads and interacting with them.

About Coty Inc.: Coty Inc. (coty.com) is the largest fragrance company in the world. Founded by Francois Coty in 1904, Coty Inc. is a recognized leader in global beauty with annual net sales of nearly \$4 billion. With an unrivaled portfolio of notable brands, Coty delivers innovative products to consumers in 90 markets worldwide. One of Coty's top-selling Prestige brands today is the Harajuku Lovers (HL) fragrance line from music icon Gwen Stefani of No Doubt. The five HL scents and their pop-culture-character bottles are inspired by Gwen Stefani "G" and her four backup dancers, "Love, Lil'Angel, Music, and Baby."

About Clear Channel Malls: Clear Channel Malls (clearchannelmalls.com), a division of Clear Channel Outdoor (clearchanneloutdoor.com), is the leading provider of unique and innovative mall advertising – with a presence in 49 of the top 50 Designated Market Areas (DMAs). Clear Channel Malls is pioneering an evolution in Mall Media by enhancing understanding of how mall shoppers interact with advertising. Offering a wide range of products that inform, engage, interact and entertain shoppers, Clear Channel Malls helps advertisers deliver greater impact and higher awareness, turning shoppers into buyers. Clear Channel Outdoor is the world’s largest outdoor advertising company with close to one million displays in 49 countries across 5 continents – operating close to 200,000 advertising displays in the United States alone.

** For additional information about how LinkMe Mobile’s patented image recognition technology brings marketing campaigns to life, please contact:

Chris Strachan, SVP Business Development
Email: chris.strachan@linkmemobile.com
Tel: 650.815.6710



*Your world connected.*TM

www.linkmemobile.com & www.discoverlmm.com