



Radio Industry Challenge:

Radio Stations and Networks want to build a list of loyal fans, increase listening audience, create excitement for upcoming events, increase sponsors' sales, and distribute station news. They also want to directly communicate to an audience who want to hear their message.

The Solution:

- ✓ Brilliant Mobile® provides a tool that lets you communicate with your audience on the device they have with them wherever they are 24/7: their mobile phone.
- ✓ As a Permission-based platform, consumers opt-in to receive messages that they value, unlike spam/junk mail.
- ✓ Brilliant Mobile® can help market your project to our double opted-in entertainment database (**over 20 million consumers**) or will target specific segments based on geographic, demographic, psychographic and ethnicity data.
- ✓ Our Mobile Commerce Sites give your fans an easy way to buy tickets or products from their phone. Mobile Tix® increase revenue, are cost-effective & green. Single Click Transactions make continuity sales simple & profitable!
- ✓ Increase participation on radio/TV/print promotions and traditional marketing with a call to action that is tracked.

Why Mobile Works:



- ✓ There are 246 Million Mobile users in the U.S. today.
- ✓ In May 2010, 160 Million Mobile Users sent a text message to another phone, and 85.5 Million are Mobile Internet users.
- ✓ Over 98% of existing mobile phones owned by US customers are text-capable and over 80% of US Mobile users actively use texts on a regular basis.
- ✓ Texts have a 94% Immediate Open rate.
- ✓ 28 million Americans have unlimited mobile packages on their cell phone service. (2008:Nielson)

Attract & Inspire Your Audience

- ✓ **Text 2 Join:** Create a Community that wants real or a perception of Backstage Access, Value or VIP Status
- ✓ **Text 2 Receive:** Mobile Coupons, Promo Codes and Mobile Tix® will drive traffic to events, websites & retail locations.
- ✓ **Text 2 Win:** Everybody loves to Win, Increase your opt-in and conversion rates building your database
- ✓ **Text 2 Vote:** Increase participation, gain insights on your ideal customer
- ✓ **Text 2 Remind:** Send out auto-reminders to increase attendance or sales on events/releases
- ✓ **Text 2 Screen:** Create Buzz, Excitement & Build Momentum on Digital Screens @ Concerts & Events
- ✓ **Text 2 Go:** Administrator can send texts to target lists from their phone while at concerts & events!

More Brilliant Features

- ✓ **Brilliant Merge:** Personalized IM, Emails & Texts: "Hey John, looking forward to seeing you..."
- ✓ **Mobile Business Cards:** Save a tree, text instead!
- ✓ **Online Sign-up Pages:** Give your audience the choice of how to communicate with them!
- ✓ **Facebook Widgets:** Expose your promotion and gather fans from over 500 million users!
- ✓ **Brilliant Social:** Instant Multi-site Updates broaden your reach with one click!
- ✓ **Mobile Optimized Websites:** Give your audience access 24/7 from their mobile device!
- ✓ **Brilliant Analytics:** Prove ROI and measure results for campaign analysis

Brilliant Mobile® provides solutions and services for interactive digital, mobile marketing and mobile commerce options that help drive traffic to Retail, Movies, Theaters, Restaurants, Events & Websites. Standard Carrier rates apply, but Brilliant Mobile does not charge end-user for SMS service.

Text MaryBarnett to 69302 for a Mobile Business Card; Text BrilliantMobile to 69302 for a sample SMS.
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