



## Entertainment Industry Challenge:

**Promoters** want to: Build a list of loyal fans, increase ticket sales, create excitement for upcoming events and announce product releases.

**Talent** wants to: Promote their new album, create excitement around their upcoming tour and reward fans of their music. They also want to engage with fans in a deeper way and drive desired behavior around their content.

## The Solution:

- ✓ Brilliant Mobile provides talent and promoters with a tool that lets them communicate with their audience on the one device they have with them wherever they are: their mobile phone.
- ✓ Our Mobile Commerce Sites give your fans an easy way to buy tickets or products from their phone. For fundraising events, Mobile Donations offer your audience a chance to help the cause with one click.
- ✓ As a Permission based platform, consumers opt-in to receive messages that they value, unlike spam or junk mail.
- ✓ Increase participation on radio promotions and traditional marketing with a tractable call to action.
- ✓ Mobile Tix increase revenue, are cost-effective & green.



## Why Mobile Works:

- ✓ 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)



Another Brilliant Idea offers **Brilliant Mobile**, which provides solutions and services for interactive mobile marketing and commerce that helps drive traffic to Retail, 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. Office: 951-898-3727; <http://www.BrilliantMobile.com>

## Attract & Inspire Your Audience

- ✓ **Text 2 Join:** Create a Community that wants perception of Backstage Access, Value or VIP Status
- ✓ **Text 2 Receive:** Mobile Coupons, Promo Codes and Mobile Tickets 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 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