



ACAPPELLA
AD LABS

SERVICES PORTFOLIO
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INTRODUCTION

Acappella Ad Labs is an *Online Publishers Association*-nominated* niche digital advertising agency with focus on the mobile internet platform.

Mo·bile In·ter·net

(mō'bal ĭn'tər-nĕt')

Noun. Refers to gaining access to the Internet using a lightweight, handheld device.

This brief is accompanied by “*A Pocket Full of Advertising*”, an article written by Ulrico Grech-Cumbo, explaining mobile’s importance and advantages in the world of advertising.

* Finalist for “Best Innovation Using Mobile” in the 2008 OPA Bookmarks Awards



SERVICES

All of the subsequent services are offered as consultation to form an end-to-end advertising campaign strategy on the mobile platform.

1. Ad Network Campaigns →

Using dynamic strategies in targeting, scheduling and artwork through multiple mobile-web ad networks, Ad Labs facilitates design, implementation and management of campaign strategies, assessing and adapting them in real-time for maximum bang, minimum buck. Instant execution, instant eyeballs.



2. Community Campaigns

Mobile communities are proverbial media beasts. They're squirming with potential customers that already understand mobile. The right product or service innovatively placed in the right community can yield astounding results.

We find them, and we feed them.

← 3. WAP Sites

A WAP (Wireless Access Protocol) site is mobile's version of a website. It's your point of interaction with Johnny Buyer. It can be a brand awareness platform; it can be a full community. It's where you engage.

Collect information about your potential customers; build a database. For a given campaign, Ad Labs will tell you what should be on your site and how it should be structured to achieve your aims. Rich branded content, click-to-call, polls and subscription to services. Ad Labs will blueprint it, build it and drive people to it.





4. Video & audio editing, encoding for mobile

Mobile content needs to be fruity and zesty like sherbet. With punchy editing and smart encoding, you'll have just that. Data does cost the end-user money, so it's important to minimise file sizes while maximising quality of video or audio content that you want your customers to see or hear.

5. SMS campaigns

Not just limited to sending a bulk SMS. Best practice on call-to-action, SMS tagging solutions, smart product placement.

6. Java Applications

Want users to download a program to their phone for easy access? Highly interactive, visually rich and customisable.

7. Analytics →

Most of our team have BSc. Engineering degrees as a result of excessive numberlust. Using internal programming and two web-based independent analytics systems, Ad Labs measures objective achievement. ROI, conversion rates, exposure, call-to-action response, target market demographics and sociographics. Fully customisable analytics for each client that prove your money is being spent efficiently – like no other medium can.





Comparison between Six Mass Media (excluding 'recording')

Media	Personal	Interactive	Portable	Flexible	Geo Reach	Trackable	Viral
Magazine	No	No	Yes	No	Yes	No	No
Outdoor	No	No	No	No	No	No	No
Radio	No	Yes	Yes	No	Yes	No	No
TV	No	No	No	No	Yes	No	No
Internet	No	Yes	No	Yes	Yes*	Yes	Yes*
Mobile	Yes	Yes	Yes	Yes	Yes	Yes	Yes

* potential exists in the medium, but local market isolation is very large



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