

Dynmark report permission and trust essential to SMS marketing survival

Agency discussion paper reveals transparent engagement vital to the medium's future

LONDON, UK, June xth 2010: Permission and trust are the essential criteria of successful marketing campaigns conducted through the medium of mobile text (SMS) and multimedia (MMS) messages, and non compliant campaigns risk the commercial future of the medium.

This is the key finding from *Inside The Message*, a study of creative marketing agencies by mobile messaging services provider, Dynmark International. In-depth discussions with figureheads from agencies including Ogilvy, Gyro HSR and Essence Media, revealed candid views on existing mobile marketing practices, their strengths and their weaknesses.

Dynmark CEO, Oscar Jenkins, commented: "Despite its superior reach, commercial messaging is vying with other forms of mobile media like never before. Messaging is no longer the only form of mobile marketing and the industry has to be extremely careful about how it is deployed, or consumers could be turned off for good.

"The agencies canvassed had no direct allegiance to specific technologies, which allowed them to give us candid views: how much budget they allocated to mobile, how effective campaigns work today: where the potential is and what the pitfalls are."

Mobile messaging remains a sensitive and inflammatory form of marketing, full of advertising small-print requirements and regulatory codes of practice – the breach of which can lead to serious penalties.

But by closely engaging with those who use the medium on behalf of major brands every day, Dynmark has discovered that considerable untapped potential remains. "You can do more with MMS and SMS messages now," Jenkins said. "As a mobile call to action, a link to download an application or access online content, they are unbeatable."

In addition to sample group questionnaires, Dynmark's independent research involved in-depth agency discussions covering:

- agencies' current use of mobile through brands
- active mobile billing ratios – within the context of other media spend
- projected mobile billing ratios
- commentary around the practice of mobile marketing
- regulatory obligations
- creative scope and technical limitations

Download *Inside The Message* here
URL..

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Notes to editors

Dynmark International Ltd

1. Dynmark International Limited is a leading mobile messaging application developer and provider of mobile data solutions through its divisions Dynmark Direct, Dynmark Mobile and Dynmark Ads.

2. Please visit <http://www.dynmark.com> for further information.

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