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Milk Goes Web Mobile With New Interactive Video Site



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Addictive Mobility powered Milk's Get a Load of Milk campaign by converting their eight second commercials for the mobile environment. The mobile web campaign attracts teens with videos they can view quickly and share with friends on their video enabled cell phones, easily accessible on the go. The mobile site utilized viral marketing with the Send to a Friend feature.

Toronto, ON (PRWEB) April 10, 2008 -- Milk's Get a Load of Milk campaign gained popularity through quick and random eight second commercials that debuted in movie theatres and television sets in late 2007 and now debuts on the mobile web.

Launched April 2008, the six week mobile web campaign attracts teens with videos they can view quickly and share with friends on their video enabled cell phones - on the go and in school when they don't have access to their personal computers.

The mobile site www.gomilk.mobi, powered by Addictive Mobility, reflected the original website of www.getaloadofmilk.ca but created it for the cell phone environment. Website visitors could enter their mobile phone number and receive a text message directing them to the mobile site, which was easier for them instead of typing up the address in their phone keypad.

Key Features:

- Two versions of site: one for high end phones with intensive graphics and user interface and one for lower end phones showing a lighter version. The site detected which version to send to the user's phone to optimize user experience.
- The site was designed to minimize steps for the user. To select a video, users select a number on their cell phone keypad instead of scrolling through the eight featured videos.
- High end phones, such as the new Sony Ericsson K85i Rogers Vision phone, are enabled for video ring tone downloads.
- Viral marketing: users were able to use the Send to a Friend feature, which sends a text message to the mobile phone number entered so the referred person has access to the mobile address easily.

The client was able to collect a trusted database of members. Visitors to the mobile site could choose to Subscribe to Alerts so that any new updates would be sent to their phone through text message.

Mobile Advertising execution consisted of banner ads placed on airG's community wap sites. The ads were posted as banners in the community chat lounges inline with other posts as well as prominent mobile blog sites.

This mobile site production was created by Addictive Mobility and managed by Due North Communications for the Dairy Farmers of Canada.

AddictiveMobility™, a subsidiary of addictiveTECH Corp, is an interactive mobile technology company specializing in mobile social media products and solutions powered through advanced technology. Our development team consists of seasoned professionals with experience in publishing, new media and mobile technology development and patents. We have 10 years of experience in the youth market and our combined efforts as a team allow for a unique and innovative approach to social media and social networking strategies.

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