

i-lincc{

Your link to the new marketing landscape



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Please visit www.i-lincc.com
for further information.

The traditional concepts of above-the-line and below-the-line marketing have become obsolete. Today there is no line. Digital affects all of us.

Dan Rosen, head of mobile at AKQA says: “You need to do mobile differently. Internet is for search, mobile is to find. Users are in a different state of mind when on PC compared to using their mobile.”

When potential customers are at their most receptive, i-lincc carries fresh, up-to-date information accessible from anywhere, anytime.

i-lincc in the new marketing landscape

The global credit crunch has wreaked havoc with marketing budgets, and today many clients insist on not only getting more bang for their buck, but cleverer marketing strategies too.

But how wisely do you spend your marketing budget? Mass media like television, radio, newspapers and magazines deliver a huge audience, but not necessarily a targeted one. The new media explosion has caused tremendous audience fragmentation - so much so that the traditional advertising model, which was largely built on the currencies of reach and frequency, has become outdated.

Marketing in the 21st century

The blogosphere, mobile, instant messenger, search portals, social media and video sites have quickly become the new mainstream media, offering us a whole new range of advertising formats we need to learn about. The traditional concepts of above-the-line and below-the-line marketing have become obsolete. Today there is no line. Digital affects all of us. It has caused a true paradigm shift, turning consumers into the engaged citizens of a new digital democracy, and this has changed the face of marketing forever.

Classic marketing instructed us to look at product features, find a single consumer benefit, and promote this to our target audience. But in a world where most product advantages last less than six months, this strategy is losing relevance. A far more powerful strategy is to look at the customer journey. Do you know how customers shop for your category? Do you know who influences their purchases, and where and when their purchases happen?

Marketers need to understand the full range of possibilities in reaching people. Instead of interrupting people, today we want to “intercept” them and make contact when they are most receptive to engaging with us as they go about their day.

Mobile marketing

This is where mobile marketing comes in. The mobile telephone is the most ubiquitous communication device today, and what better and simpler way to interact with consumers?

A recent study conducted by the Mobile Marketing Association confirms growing acceptance worldwide for this form of marketing. The study found that one in four mobile users in the U.S. and Western Europe express strong or moderate interest in mobile marketing.

Interest levels are even higher in the Asia-Pacific and Latin American markets, where roughly one-half and two-thirds of mobile users respectively express strong or moderate interest.

i-lincc will soon become an essential marketing tool in the new media landscape, because it not only allows marketers worldwide to communicate directly with their potential customers, but also consumers to interact in a very personal way with a brand.

Emma Jenkins, head of interactive marketing for Proctor and Gamble noted: “There needs to be the right channel for brands to communicate with consumers.”

i-lincc

Enter i-lincc, an innovative global platform that enables advertisers, publishers, broadcasters and consumers to interact in a direct, simple and user-friendly way by using existing mobile infrastructure.

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How does it work?

By adding a unique readable tag or i-lincc code, e.g. **f1BMW130**, to any object or form of media, advertisers, publishers and product owners can get consumers to interact with their brand by simply entering the i-lincc code in the application they have previously downloaded on their smartphone.

This gives the consumer access to the additional information he or she requested (product specifications, prices, schedules or store information) in his or her own language. The same process can generate high-quality sales leads for the advertiser.

For example: an up-and-coming fashion designer manages to get his fashion range broadcasted to a global audience on Fashion TV. When an i-lincc code is displayed on the screen potential buyers in Warsaw or Johannesburg simply need to enter the i-lincc code in the application and in return, they'll each get a list of shops that stock the clothes in their respective cities.

Another example: BMW registers the i-lincc code **f1BMW130**. They use this code in an advertising campaign on TV, radio, billboards and in print. The consumer sees the i-lincc on a billboard and enters it into the application on his or her phone. The information linked to this code is then sent to the consumer, whether it is a product specification, audio, video or any other media file.

An i-lincc can be used as a key component of any campaign, or simply to provide richer and more detailed information. It can be used:

- On outdoor billboards and signage,
- In print ads and advertorials,
- In television ads and movies,
- In radio spots and general radio programming,
- In online ads and websites,
- On products,
- In social media.

i-lincc is a common denominator across all media, traditional and digital, and will help to improve CRM as well as marketing and brand communication.

i-lincc requires no upfront investment, no hardware, no software coding, no maintenance cost.

In the near future, other devices will be able to access i-lincc via alternative bearers such as USSD and SMS through our international dialing code, +8831000.

How do I get an i-lincc?

All you have to do in order to acquire an i-lincc code is to register on our website, www.i-lincc.com. This code can then be displayed prominently in an advertising campaign.

Depending on your budget and needs, you can choose between branded i-lincc codes (such as the BMW example above), or randomly generated numbers, e.g. A3G986.

Much like internet search engine marketing, i-lincc offers pay-per-delivery advertising and various tools to enable efficient marketing spend. Geographic and language information is available, enabling you to provide relevant content to the consumer. All usage is recorded to make analytical information available to the i-lincc owner.

What can i-lincc do for my business?

Introducing i-lincc to your potential consumers will promote engagement with your brand, and enabling the service involves no up-front investment, no hardware, no software and no maintenance costs. i-lincc is a common denominator across all media, traditional and digital, and will help to improve CRM as well as marketing and brand communication.

The big picture, platform convergence, media fragmentation and the advance of digital are no longer merely buzz phrases. Today, these transformational trends are a reality, and i-lincc is providing consumers with a dizzying array of new ways to find information, entertain themselves, communicate with others and build communities of interest.

i-lincc will have a far-reaching effect on consumer behaviour in all its forms, and in turn on any business which concerns itself with understanding or talking to consumers.