

Israel's Largest Mobile Operator Cellcom Has Launched an Ad-Funded Games Service Powered by innerActive's Technology

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Tel Aviv, Israel, April 18, 2007 -- Israel's largest mobile operator, Cellcom has launched an ad-funded mobile games service powered by innerActive's technology. The new innovative service offers the subscribers free games downloads, sponsored by top brands such as: Nokia, McDonalds, Diadora, Samsung, Adidas and Walt Disney.

The mobile game service offers Cellcom's mobile users the opportunity to download (free of charge) mobile games, in exchange for exposure to advertisements within the games. The dynamic ads are injected into the games as Product Placement and appear at different media areas within the game as part on the environment, using innerActive innovative technology.

"The digital coupons and Product Placement methods used in the trial have proven themselves with high conversion rate among our clients," said Adi Cohen, VP Marketing of Cellcom. "The trial confirms also our view about the importance for the advertising to be an integral part of the content, and proves that when you offer the consumer very targeted and relevant campaigns, you get a high ROI for the advertisers."

"innerActive's platform enables mobility, availability and personalization in advertisements that reach the end-user in the most segmented manner," said Ilan Grinboim, President & CEO of Nokia Israel. "Using the Product placement allows me to be a part of the whole user experience and thus present him relevant offers."

The campaigns were built by leading advertising agencies such as McCann Digital, Saatchi & Saatchi, BBDO and others, over innerActive's Web Campaign Management - the InFlare™. The dynamically inserted ads are targeted and segmented in real time according to user profiles, and generated – among other - upon users' behavior and responses.

"We were very excited to test our new technology solution with the leading cellular operator in Israel to empower the quality of experience of the Israeli mobile community," said Ziv Elul, innerActive Co-Founder and VP Marketing and Sales. "Cellcom subscribers responses to the service so far exceed our expectations. It supports our new advertising model of providing mobile user with relevant, non-intrusive ads insertion during the content usage," Added Offer Yehudai, Co-Founder and VP Innovative Products.

"InnerActive's mobile advertising solution enables to create a new intuitive dynamic media solution, after a fast and easy implementation," said Eran Aviv, Joint Managing Director of MobiltyZone, one of the mobile game provider for this service. "There is no doubt that this kind of mobile based advertising service is a promising new channel for solid income for us."

About innerActive

innerActive is a privately held company, founded at 2005, specializing in mobile advertising over rich-media content. The company consists of a mixed team of technology, advertisers and content providers in order to support its advertising network. InnerActive's platform enables scalable and dynamic product placement solutions for rich media mobile content as well as digital coupons management, according to the users' profile and interaction with the content. For more information about innerActive please visit at www.inner-active.com

About Cellcom

Cellcom (NYSE: CEL) is the leading Israeli cellular company. Cellcom entered the market in 1994 and today provides services to more than 2.8 million subscribers representing approximately 34% market share. Cellcom operates UMTS/HSDPA, GSM/GPRS/EDGE and TDMA networks. Cellcom also offers landline transmission and data services to business customers and telecommunications operators and, since July 2006, offers landline telephony services to selected businesses.

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