

TheTMSway co-founder spoke on New Media Plan at Casbaa Convention

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Given the expertise on the rapid changes of today's advertising world, TheTMSway co-founder, Frederick Saurat, spoke on a panel in one of Casbaa Convention's conference sessions 'The New Media Plan: A Roadmap to 2012'.

The panel discussion was staged on October 30 at the Casbaa Dome in West Kowloon, Hong Kong where Mr. Saurat delivered bold outlooks on the essential changes to current advertising and where would it lead in the next decade.

TheTMSway, a mobile applications development company, shares a revolutionary marketing solution that bridges the advertisers and media to the digital generation through direct pull marketing (media to mobile) platform. TheTMSway new platform is one of the arising propositions today that surprises advertisers and media in terms of leveraging marketing results.

Likewise, quick introductory snapshots to an arising first-rate conversation in social media was presented in the session with mobiles largely on focus and SMS 3.0 advertising relatively tackled. This is a revelation to promotions on demand (POD), friend recommendations, and free SMS video.

TheTMSway joined Coca Cola, Star TV Group, TNS Media Research, and M&C Saatchi on the New Media Plan panel.

About TheTMSway

TheTMSway (www.theTMSway.com) is the provider of TMS Factory, a Media to Mobile platform to connect with the NorMobs (Normal Mobile Users). The platform offers to build Mobile rebound campaigns and to display direct access to the Mobile offers in all Media (Print, Web and Social) via the customization of Cross Media widgets.

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