



It's not enough to just reach people, you want to
be dropped right into the palm of their hands

AND have their brand loyalty dropped right into yours.

MediaWorx
A complete interactive digital infotainment service.

Do you remember to dot your i's and cross your t's? We do. FYI:

- Remember, you MUST advertise the start and end date of your campaign in and on all media.
- For SMS, please note that you have to show the tariff of the SMS shortcode wherever it is advertised. "SMS's are charged at RX.xx per SMS, free SMS's do not apply".
- For IVR, "Calls are charged at VAS rates, free minutes do not apply" must be advertised on all media.
- Only 3-5 working days are needed for standard SMS services to be developed, tested and then... we go LIVE!
- Tip: Keywords are vital. These identify each unique campaign developed. Must be longer than 2 characters.
- We'll put 2gether a reply SMS 4 ur campaign; 160 characters incl spaces and punctuation.
- We only Bulk SMS out to a consenting database – no bad vibes here. 😊
- Remember, an Opt Out SMS is required. A 50 cent number will be used.
- Only 5 working days for standard IVR services to be developed and tested, then it's showtime.
- For USSD campaigns, sessions are billed at 20c per 20 second timeslot up to a maximum duration which is dependant on the network.
- We insist on approving all artwork before going to print, preventing a mistake where it can cost plenty to reprint. We're here to cover your back.
- We present a post campaign analysis so that you can measure all media results at the end of each promo. BONUS!
- Remember, proof of payment is required before airtime vouchers or SMS top-ups can begin.
- Also, we offer full research capability and prize selection.
- We adhere to the WASPA code of conduct and need you to do so as well.
- Our legal department is more than happy to help you with your rules and T&C.

Reach an entire market individually, with interactive technologies that use the established telecom networks to engage consumers with a whole range of brand activation services.

So what exactly is a Wireless Application Service Provider (WASP)?

With 37 million, and growing mobile users in South Africa alone, there is a huge opportunity to reach consumers through telecommunications. By using the channels of IVR, SMS, MMS, USSD and MOBI, MediaWorx offers a host of technologies that allow you to interact with the individual on a mass scale, access the massive flow of consumer responses and manage the resulting database to increase your brand's presence in the market by building on the relationship established.

MediaWorx runs on the established FoneWorx infrastructure. This AltX-listed technical marketing company has a proprietary technology platform with innovative systems that offer swift and rock-solid performance:

- 3008kb/s network connectivity
- 400 SMS per second capability - 1.4 million per hour
- More complex mobile interaction - variable responses & keyword combinations
- Redundancy systems for data security
- Network-independent inter-connective agreements with all networks (Vodacom, MTN, Cell C, Virgin)

With these technologies and foundations, MediaWorx offers interactive platforms for:

- Competitions: SMS, MMS, IVR, USSD
- Voting services: SMS, IVR
- Multimedia: MMS, MOBI
- Viral Marketing: Vmail
- Database: Names, Regions, Stores

With the access and response levels afforded, these services are ideally suited for companies involved in FMCG, Advertising, Electronic Media and Corporate communications.

Africa Offering

MediaWorx has relationships in many African countries constituting connectivity to nearly 100 networks throughout the continent. Because of this we are now able to offer Promotional, Voting and Competition services into these countries... let MediaWorx develop and launch a service that will give your client the best results.

How all the bits and pieces work:



SMS

We take the humble text message and turn it into a lively multi-info data carrier

Short Message Service



- **SMS In:** For competition and subscription services, uses short-code KEYWORD.



- **SMS Out:** Bulk message-pushing to a database of numbers from a central point, for one-to-one marketing.



- **SMS-Revolutions:** A web-based client interface, where you can set up, manage and send bulk messages to the database at your leisure with a credit top-up account.

MMS

With a fuller experience in images, video and sound, it's a bigger brand impact

Multi Media Service



- **MMS Out:** Deliver your brand activation in style with full multimedia capability delivered right to the user, the door is wide open on mobile execution.



- **MMS-In:** A fresh avenue for your market to engage with you, allowing the user to send in Images as part of competitions and activations.

Fulfillment

Ensuring your campaign is completed all the way to the giddy winning customer



- **Prize Centre:** Secure storage, swift processing and sure delivery of customer's prizes through our prize centre facilities.



- **Winner Validation:** a checking system for customer details, data and campaign parameters to ensure complete verification.

USSD

Have an ongoing conversation with your target market, without a single phone call

Unstructured Supplementary Service Data



- **USSD:** Set up an open chat session with the consumer on their mobile, so run competitions, ask questions and engage more substantially.

Vmail

Spreading the word on a fuller platform, this is a powerful viral marketing tool



- **Vmail:** One-on-one marketing for a wide audience on an alternative channel of contact, with bulk email sending with less networking costs.

We host one of the largest independent platforms, with extra goodies for a complete solution

IVR

Interactive Voice Response

- **IVR:** Ideal for competition and information lines, the Interactive Voice Response provides an automated attendant to reduce costs and improve customer service.



- **Studio:** We have an in-house professional recording studio for your IVR voice artist to increase turnaround time and reduce admin.



- **Dicon:** If you have a call centre, let it generate money for you by connecting to your main hunting number. This is offered to clients who supply telephonic support and are now able to earn a share of the revenue paid out by the networks.



- **Fax-on-Demand:** Let your fax machine be an information gatherer as and when you need it. Speak to a consultant about using this simple and easy to use service.



With 10-million-plus mobile Internet users out there, there's a whole lotta surfing going on

MOBI

- **Mobi Sites:** For a far more interactive experience, we develop and host online websites for mobile handsets.



- **Web Design:** For those fancy-phone users and PC access, full website development.



- **Hosting:** For efficiency and cost effectiveness, we provide hosting for all online elements we develop.



Hello, how can we help, yes that's right, any way we can...

Call Centre

- **Call Centre:** Our Call Centre Services are offered to assist your clients and consumers should they be having difficulty entering a competition, downloading airtime or wanting to track the delivery of a prize.



What else can we do for you?

Bespoke Services

- **Bespoke Services:** We are proud of the fact that we are able to offer all the above services, but should there be a service that you need and can't find in our offering, please chat to your consultant about us developing these services for you.

HERDBUOYS
EKAPA



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ZOOM ADVERTISING



www.foneworx.co.za

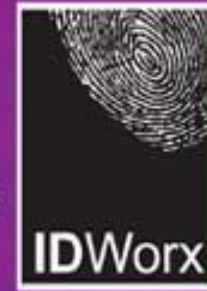
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CarbonWorx:
Plant a tree and leave a legacy.....go to www.carbonworx.co.za



IDWorx:
Identification protection in one solution.....go to www.foneworx.co.za



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BizWorx:
Document dissemination and business applications in one solution.....go to www.foneworx.co.za

