

MIKE ZITT INC SUCCESS STORY



CLIENT PROFILE

Jumtap: a targeted mobile advertising network reaching 95 million mobile users in the U.S. and 142 million mobile users worldwide.

CHALLENGES

Deliver a unique mobile advertising experience for top brands in an emerging media market.

Develop network and device compatibility for iOS and Android platforms.

SOLUTION

Deliver groundbreaking creative

Same day response time to creative RFPs

Innovative technology solutions on a brand new platform

REACHING A MOBILE AUDIENCE

In early 2010, smart phone advertisement was still an untapped market. No standards existed and there were few examples of truly good creative executions. Jumtap, a targeted mobile advertising network, needed to deliver exciting mobile advertisements to their clients for this emerging media market.

Mike Zitt Inc. was quick to respond to Jumtap's request to help establish mobile design and interactivity standards in order to provide their clients with custom interactive rich media ads. We conceptualized creative on hundreds of RFPs for Jumtap's clients from around the globe.

We conceptualized and produced the first successful rich media ad on the Jumtap network for Dunkin' Donuts called "Frost". Many other customized and highly creative interactive ads were designed and developed for additional brands like Lexus, Bose, Ace Hardware, Honda, Blackberry, Comedy Central and P&G. Each ad broke new ground and moved the clients into the mobile universe.



The mobile device universe is quickly becoming Smartphone centric, increasing 55% year-over-year. Google is the top platform representing 35% of the Smartphone audience.

Source: IDC Worldwide Quarterly Mobile Phone Tracker, June 9, 2011.



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