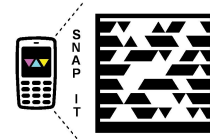
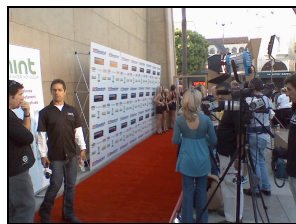


Reaching the Teen Market



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Fun Facts

Tidbits

Programs

160 Commerce Drive Rochester, NY 14623-1154

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What's new about the Teen Market?

Steve Largent, president and CEO of CTIA—The Wireless Association, recently observed, “Teens are a pivotal segment of wireless users. As the first generation born into a wireless society, how they use their cell phones and what they expect of these devices in the future will drive the next wave of innovation in our industry.” According to findings from the Nielsen Company’s “Mobile Kids Insights” report “profiling the mobile activities and preferences of U.S. “tweens” (ages 8–12)—a population segment of 20 million young consumers who represent a significant opportunity in the competitive mobile marketplace:

- 46% of tweens use cell phones.
- On average, kids have their own cell phones between 10 and 11.
- 55% of teens with a cell phone text.
- 65% of teens with a cell phone are on a family plan.

Youth are also leading the charge in the area of mobile video, one of the fastest growing sectors of the mobile industry. “According to data compiled by Nielsen for the third quarter of 2008, more than 100 million U.S. consumers—42 percent of mobile subscribers—have video-capable cell phones. An estimated 10.3 million of those mobile consumers are watching TV/video on their cell phones” (a 14 percent increase over the previous quarter):

- 65 percent of mobile video viewers are under the age of 35 compared to 35 percent for total mobile subscribers.
- 32 percent of mobile video viewers are between 25-34 years old.
- 18 percent of mobile video viewers are teens, an avid and engaged mobile video segment.
- On average, teens watch 22 mobile video sessions per month and spend 15 minutes per session viewing mobile video.
- Over half of teens (54 percent) report watching video on their cell phones in bed. That’s 1.5x more likely than average viewers.
- 64 percent of teens report watching programs to completion, the highest portion of any age group.
- Teens are watching an average of 11.7 channels a month on their cell phones.
- Teens are also more interested in seeing more user-generated content in the future than average viewers.

Milton Ellis, a vice president and senior consultant at Harris Interactive, a digital market research company, has addressed the potential of mobile devices for marketing to teens directly:

"No other advertising medium approaches the personal relationship consumers have with their mobile devices.... This relationship needs to be respected, but can be leveraged by marketers through robust segmentation and personalization. The key is to gain consumer interest by baiting the hook and providing them with something traditional advertising cannot. Our research indicates that teens will be strong early adapters to this advertising, with adults not far behind"

Teen Marketing Programs

Mobile Marketing Programs



- Evolution tech group builds a bar code that allows anyone with cell phone and camera to snap the code and go automatically to a web URL.
- For a look at what we can do, snap above and see the fun.
- Use for sweepstakes entries.
- Use for video posting.
- Use for anything ...just interact.

Prom King and Queen Programs

- Who are the most popular kids in school? Why the Prom King and Queen of course.
- Studies show that teens follow the cool kids, who have the cool products.
- Evolution researches and finds the cool kids and works with their parents to allow them to carry and use your products.



Teens at the Mall

Evolution has access to over 200 malls across the nation

- Events and Tours
- Sampling
- Sponsorships
- Signage
- Advertising
- Pop Up Retail
- Point of Purchase
- We can even partner with your favorite Teen retailer in the mall.



Teens at the Movies

Evolution has access to over 500 Theatres;
But remember it's not the theatre, it's the movie.

- Lobby Tabling Demos.
- Lobby Display Signage.
- Exit Sampling.
- Danglers.
- Vehicle Motor Display.
- Event Marketing.
- Video Game Demonstration.



Retail Gaming Stores

- Sample your product or game, where the hottest games are purchased
- Set up an interactive area.
- Run in store Gift with purchase programs.
- Reach your target at the point of purchase.
- Sampling opportunities.



Teens at the Beach

Evolution can create promotions for you at beaches across the country.

- Sample distribution.
- Event Marketing.
- Parking Lot displays.
- On the Beach comfort areas.
- Sponsored Games on the Beach.

