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Blugrapes Uncovers Detailed Consumer Marketing Insights from their SMS Interactive Solution

Singapore, 30th June 2009 – A marketing consultancy firm, specializing in marketing optimization services and solutions, has uncovered detailed consumer marketing insights from consumers who use its proprietary SMS (Short Message Service) interactive solution to respond to brands. The company, *Blugrapes*, optimizes marketing using a suite of digital solutions, including custom mobile and social media marketing services. To date, more than 70,000 unique consumers in Singapore have used the *Blugrapes* proprietary SMS interactive solution, which has handled more than a quarter million transactions. As a result, the company is confident of the reliability of its data and the insights gleaned from it, due to the sheer size of the base it is extracted from.

Analysis from *Blugrapes* shows that when SMS is used as a response mechanism to complement traditional marketing tactics and campaigns, leads can be captured 24 hours each day. As much as 8.8% of total acquired leads come from 12am to 8am, which would have been lost without this SMS component.

The company's data also strongly supports that SMS is already very widely accepted as a medium for consumers to interact with brands. 87.1% of the consumers who responded are from 10 to 39 years old, with a median age group of 20 to 29 years old.

The SMS medium can be easily integrated into most existing marketing campaigns such as print, radio, TV and online. Marketing campaigns with SMS interactivity work harder for advertisers by capturing more leads and allowing deeper insights into consumer demographics and behaviourgraphics. This medium also offers high levels of accuracy when capturing consumer contact information and reporting live campaign performance data. The real-time information, pertaining to how consumers are responding to the marketing campaigns, then allows for ad-hoc optimization of marketing campaigns to improve marketing ROI (return on investment) and effectiveness.

About Blugrapes

Blugrapes was founded in 2006 as a marketing consulting company that provides marketing optimization services and solutions to maximize the returns on marketing. Amongst its suite of other services and solutions, it manages a regional interactive SMS solution that has been used by more than 70,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies to improve marketing effectiveness and returns. It has helped marketers from a number of Fortune 500 companies including Coca-cola, Hewlett-Packard, Intel, Lenovo and many other companies in the consumer marketing industry.

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Media Enquires

Name: Ryan Lim

Tel: 9757 4016

Email: ryan@blugrapes.com

Name: Madeline Woon

Tel: 8118 5224

Email: madeline@blugrapes.com

Blugrapes company website –

<http://www.blugrapes.com>

Link to related reports and charts –

http://www.blugrapes.com/PR/Blugrapes_SMS_Usage_Profiling_Report_v090701.pdf