



# GO MOBILE WITH HCMN

Leverage our in-club media to reach mobile phone carrying "influencers" with interactive messaging that engages them

## Mobile is not a fad - it's real.



- In the US, there are twice as many mobile users than there are Internet users.
- 18-54 year olds, the primary health club member audience, spend more time texting on their mobile phone than talking.
- Mobile internet users will **double** in number by 2013 to surpass **one billion**.
- **Less than 5%** of people who sign up for continued mobile marketing SMS messages **opt-out**.

For this and more recipe ideas made with Jennie-O turkey text IDEAS to 44266

BEING WELL MEANS USING ALL THE RIGHT TOOLS.

Jennie-O Campaign

((( Health Club Media Network™ )))

The Leader in Reaching Active People  
(800) 468-2211 | [www.hcmn.com](http://www.hcmn.com)



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Mobile Advertising



Social Media Integration



Mobile Apps



Mobile Websites

## Key Benefits

- 1 to 1 Consumer interaction that extends well beyond the initial point of advertisement
- Increase immediate sales with strategies such as mobile couponing, branded mobile sites, mobile applications, and more...



## "Turn-Key" Solutions

HCMN provides its clients a full service solution to integrating a mobile component into an HCMN campaign; from concept and creative development through to analysis and metrics.

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