



Acision and OgilvyOne form mobile marketing partnership
by [Nikki Sandison](#) Brand Republic 20-Feb-08, 16:50



Fetherstonhaugh: to deliver targeted mobile marketing

LONDON - Acision and OgilvyOne have formed an alliance to enable mobile operators and brands to deliver targeted digital marketing and advertising.

Acision specialises in mobile data services and can enable real-time extraction of information about individual mobile subscriber's behaviour.

The company claims that more than half of all global text and multimedia messaging traffic is generated through its platforms.

By combining their services, Acision and OgilvyOne say they will be able to provide advertisers with complete brand engagement over multiple channels, while assuring control, brand protection and mass market level revenues for carriers.

Brian Fetherstonhaugh, chairman and CEO of OgilvyOne, said: "It is crystal clear that the big opportunity for telco operators is to leverage their data assets.

"This needs to be done with insightful targeting, intelligent messaging, and an extremely sensitive view of the customer experience."

Rory Buckley, CEO of Acision, said: "While ideas for advertising are often focused on the simple process of sending unwelcome brand messages to a consumer, the real potential lies in the targeting and delivery of marketing communications both for the operator themselves and for third party brands -- addressing churn and opening the opportunity for new revenue models.

"Working with OgilvyOne, we are now in a position to offer support for the complete mobile marketing value chain; from an understanding of today's mobile subscriber, through the technology, right into the brand strategy."

For further information please contact Acision: contact@acision.com