



**FANCHARGE**

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## **FANCHARGE WINS 2010 MEFFYS AWARD FOR BEST AD CAMPAIGN**

Santa Monica, CA (July 6, 2010) – Fancharge has won the Mobile Entertainment Forum’s coveted Meffys award recognizing the year’s best ad campaign. The Mobile Entertainment Forum (MEF) honored Fancharge’s innovative Go! Go! Lions campaign, which promoted the Seibu Lions, one of Japan’s top professional baseball teams. Fancharge, is a Santa Monica, Calif. based start-up that provides a suite of advanced mobile fan engagement solutions tailored to the live sports industry. The Meffys awards recognize excellence in the global mobile and media industry and were presented in a variety of categories at the sold-out 7<sup>th</sup> annual MEF gala dinner held in London on June 21<sup>st</sup>.

“The Lions’ campaign was a great example of what our platform can do for teams and fans,” said Fancharge Co-founder and CEO Giles Richter. “We activated and motivated customers in new ways via social media and viral communication and triggered a much higher level of engagement and transaction than the Lions or their partners had seen in previous campaigns. We also added significantly to a greater understanding of their customers and what they wanted. The fans also loved it –earning meaningful incentives they could share, a more exciting connection to their favorite team, and a reason to stay more engaged in the future.”

During the Go! Go! Lions campaign, Lions fans and customers registered via the Fancharge platform to receive a wide range of customized incentives and rewards delivered to their phones, which they could share with friends and family before, during and after the game. Special offers on merchandise, food and beverage, and tickets could be redeemed in and around the venue using mobile coupons. Fans in the crowd interacted with street teams and mascots, and also participated in a celebrity-hosted mobile promotions and contests within the venue, and happy winners picked up prizes ranging from signed baseballs to team uniforms at the end of the game. The campaign was also integrated into the on-air broadcast of the live game to reach listeners outside the stadium. (For more detail, check the Lions Baseball Case Study at [www.fancharge.com](http://www.fancharge.com)).

The "Meffys," the Emmys of the mobile industry, recognize innovation and accomplishment in a number of categories globally. The MEF Ad Campaign award recognizes superior creativity and the best use of the mobile platform, campaign effectiveness, quantifiable business benefits, increased brand awareness, statistical evidence, and viral impact.

### **About Fancharge**

Launched in 2009 in Santa Monica, California, Fancharge provides a suite of advanced mobile fan engagement solutions tailored to the live sports industry. It provides fans with added value and incentives accessible via their mobile phones, in or outside of venues, and provides teams with a unique channel of communication to their customers, which in turn translates into better retention, increased ticket and merchandise/F&B sales, sponsorship, and ad ROI. Fancharge is fully customizable to fit the branding and other requirements of any team, venue, or league.

For more information, visit [www.fancharge.com](http://www.fancharge.com) or contact [info@fancharge.com](mailto:info@fancharge.com).