



P R E S S   R E L E A S E

## Aral and 12snap rock the mobile web!

**München, June 3<sup>rd</sup>, 2009** – In collaboration with technology provider Netbiscuits, the Munich Mobile-Online Agency 12snap has developed a mobile portal, that brings the latest sales promotion to life. In line with the slogan “Stopping for gas at Aral: That rocks!”, the site provides information about the loyalty program and a mobile sweepstake. Until July 5th, 2009, customers can take part to win an iPod Shuffle or one of the latest “Fetenhits” CDs. That’s not all: At the mobile internet site [fetenhits.aral.de](http://fetenhits.aral.de), customers can prelisten the “Fetenhits” songs via their mobile phone.

12snap is responsible for the concept and the design of the campaign that makes stopping for gas at Aral more exciting.

### **About 12snap**

12snap is an expert in developing and implementing innovative marketing and customer loyalty solutions as well as entertainment and utility applications for the digital media and in particular mobile phones. Founded in 1999, 12snap utilizes the creative and technological opportunities inherent in mobile phones to create award-winning campaigns and marketing programs.

12snap is the only mobile marketing company in the world to be awarded 4 Lions at the prestigious Cannes festival. At the Mobile Marketing Awards 2007, the Munich based agency received a “Sim” in silver, as well as the o2 Grand Prix for the most innovative mobile campaign. The company was placed in the “Red Herring” ranking among Europe’s 100 most innovative technology companies and received several further international prizes.

Being one of the pioneers and leading European providers of mobile marketing, 12snap serves clients like Adidas, Coca-Cola, Ferrero, Lufthansa, McDonald’s, MTV, Unilever and Vodafone.

The Munich-based company has branches in Dusseldorf and Helsinki. For further information about 12snap visit [www.12snap.com](http://www.12snap.com) and [blog.12snap.com](http://blog.12snap.com).

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