

Leveraging Yahoo! for an Integrated solution: Mobile & Internet

The Objective

Offering enriching content to Motorola handset users and building a relevant community interested in mobile products.

Motorola needed to initiate a close and continuous interaction with the Indian mobile phone consumer, especially the Motorola handset user, by extending 'marketing solutions to the mobile device via the Internet'

Yahoo! India solution

Research shows that till late 2002, there was a significant overlap between Internet users and mobile users in India. Yahoo! India mobile, launched in early 2001, was effectively reaching out to such consumers by transmitting personalized and enriching content to their mobile phones. In the process, it had established a considerable, active user-base across the nation.

Leveraging this audience, Yahoo! India proposed replicating this success story for Motorola India and hence Motozone was launched in early 2003. It is an online destination for all current and prospective Motorola handset users, to access rich mobile applications for their mobile device or to send the same to another mobile user.

The basics of the zone are well in line with Motorola websites worldwide while incorporating India specific flavoring. The zone has a constant presence on the Yahoo! India mobile homepage, apart from frequent media placements on the homepage of Yahoo! India. Ongoing media (online as well as off-line) from the client during events and festivals are used to create spikes in user interaction.

Result

Motozone is the first ever India-specific initiative by a mobile phone manufacturer of this nature. Motozone is now a property, which is regularly visited by the online Motorola handset user. Latest mobile content applications are showcased to support the Motorola product portfolio. As part of synergizing on ground and online initiative a Motozone pamphlet now goes out with every Motorola phone sold in India. The content downloads are steadily growing as more and more Motorola phone owners become aware of the zone.

The zone is used to communicate the latest product launches as well as tactical on-ground promotions.



motozone.yahoo.co.in



Yahoo! India Mobile