

SBW Paris

Press release  
Campaign

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**Limited edition Renault Twingo by Nokia**  
**Renault plays the mobile game with SBW/FollowCom**

**Paris, 17 October 2007** – What media other than the mobile could be better adapted to the launch of the limited edition Renault Twingo by Nokia? Strengthened by its previous collaborations with SBW/FollowCom (formerly CellCast Interactif), Renault is playing the game of a large-scale mobile campaign to launch the first limited edition of the New Twingo and hereby tested the complete mobile marketing chain.

*“It’s the first time in France that a brand has set up a mobile marketing tool on such a large scale: Bluetooth, Web to mobile, SMS+ games, mobile promotions site, Renault is banking on mobile marketing”, said Paul Amsellem, general director of SBW/FollowCom.*

Step 1: 29/30 September, an interactive Stade de France!

2 exceptional concerts. 160,000 spectators were invited to activate their Bluetooth.

Everyone had the opportunity to receive an animated wallpaper with the Twingo by Nokia.

Premium gift: VIP passes for the concert (SMS+ game).

43,000 mobiles activated their Bluetooth, i.e. 25% of the spectators.

Step 2, 15 October to 31 December: Renault will invite consumers to continue the adventure via a mobile promotions site supported by a publicity campaign on mobiles.

On Renault.fr, internet users are invited to enter their mobile number, they will then receive a clickable link to connect to the mobile internet site Twingo by Nokia (available on the portals of three operators and on Gallery until the end of December). On the menu: competition (Nokia 6110 telephones to be won until 15 November), information, animations etc.

A space buying campaign on the three operator portals will support the visibility of this mobile promotions site.

**About SBW**

An incontrovertible player in French mobile marketing (formerly CellCast Interactif), it is now an international network of independent agencies present in Paris, Los Angeles, Miami and Montreal and recorded as one of the top five in mobile marketing worldwide. This move was initiated by the acquisition of CellCast Interactif by SilverBack Media in 2006, followed by the appointment of Paul Amsellem (founder of PhoneValley, co-founder of the MMA, founder of CellCast Interactif –now SBW Paris) to head the group, in charge of development and strategy. SBW strengthened its position in July 2007 by acquiring FollowCom, an interactive marketing agency. A facilitator in the revival of the media world, SBW is setting new perspectives for mobile marketing and interactivity. SilverBack Media, an independent English group is listed on PLUS Markets in London and the Deutsche bourse in Frankfurt, Germany.