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## **MuchMusic Video Awards get phenomenal response to text-to-win contest powered by Adenyo**

*MMVAs use Adenyo's mobile contest solution to raise interactivity with fans and extend MuchMusic brand cross-media*

**Toronto, Ontario – July 2, 2010** – Viewers of the 2010 MuchMusic Video Awards leapt at the chance to win \$10,000 in an interactive mobile contest powered by mobile marketing software developer Adenyo. More than 82,000 text message entries were received during the two-and-a-half hour duration of the trivia contest, demonstrating the popularity of mobile marketing as a medium for interaction with fans and the robustness of Adenyo's mobile marketing software solution.

Toronto's Queen Street West lit up on June 20 with 10,000 on-site attendees and nearly 1,000,000 watching the broadcast live – making this the most successful broadcast of the annual event. Nearly 10% of viewers participated in the mobile trivia contest, adding to the excitement of the highly popular event and driving audience interaction with the MuchMusic brand.

A national, cross-carrier campaign of this magnitude normally requires a three-to-four-week turnaround however Adenyo created and executed the campaign in just two weeks. They quickly and cost-effectively developed, tested and hosted the SMS messaging platform on which the contest ran and provided MuchMusic with valuable customer data and campaign analytics in real time.

"The partnership with Adenyo for the 2010 MMVAs was extremely successful," said **Brad Schwartz, Senior-Vice President, General Manager, Much MTV Group, CTV Inc.** "The volume of responses shows how effective mobile initiatives are in reaching MuchMusic's tech-savvy audience and creating additional excitement for viewers."

During the live broadcast, MuchMusic asked MMVAs viewers a trivia question for a chance to win \$10,000. Viewers were prompted to send their trivia answer via text keyword to short-code 777888. A random winner was selected from correct trivia answers and awarded the cash.

"We were thrilled to be able to provide MuchMusic with the messaging platform to power its MMVAs contest, showcasing the interactivity and dynamism of mobile marketing as an extension of the MuchMusic brand," said **Sean Erjavec, Vice President, Sales at Adenyo.** "The volume of entries and the short development time gave Adenyo an opportunity to prove the scalability and robustness of our software and our capabilities as a service provider."

### **About Adenyo**

With operations in North America and Europe, Adenyo enables agencies, brands and mobile operators to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Adenyo powers four technologies through its integrated mobile marketing software platform - mobile marketing and ad serving, mobile storefronts, mobile coupons and payments, and mobile analytics - and has delivered thousands of successful mobile campaigns for the world's most demanding organizations, allowing brands to capitalize on the unique opportunities that only mobile can deliver. For more information, please visit: [www.adenyo.com](http://www.adenyo.com).

### **About the MMVAs**

MuchMusic gave fans the experience of a lifetime by putting them as close as possible to their favourite artists and celebrities at the 2010 MUCHMUSIC VIDEO AWARDS. This year included an all star line-up of Katy Perry, Justin Bieber, Drake, Hedley, Marianas Trench, Down With Webster, Adam Lambert, Ke\$ha, and co-host Miley Cyrus. Past years have seen kick-ass performances by Lady Gaga, Avril Lavigne, Black Eyed Peas, City and Colour, Kelly Clarkson, Nelly Furtado and Timbaland, Rihanna, Simple Plan, Kanye West, Billy Talent, The Killers, Kardinal Offishall and Akon, Alexisonfire, Classified, New Kids On The Block, Britney Spears, Hedley, Fergie, and many more. At the MMVAs, the audience is the priority; Much gives them the best seats in the house, whether a foot from the stage or a foot from a television, computer, or mobile phone.

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