



## News Release

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## Who's calling? Ask Privus Mobile. Who's Privus Mobile? Ask M/C/C.

*M/C/C runs the marketing show as agency of record for mobile Caller ID provider*

**Dallas – Sept. 3, 2008** – An incoming call on a mobile phone has always been a toss-up – either you have the calling name stored in your contacts list, or a mysterious 10-digit number appears. Privus Mobile ([www.privusmobile.com](http://www.privusmobile.com)) changed all of that when it introduced its true Mobile Caller ID service, which displays incoming callers' names on a user's smartphone (even if they're not already in the contacts list). Privus Mobile knew it had a great service, but the company also knew it would take a smart marketing program to launch its service and make its messages cut through the clutter of the overflowing mobile application market. That's when the incoming-call experts called out to another expert, selecting M/C/C ([www.mccom.com](http://www.mccom.com)) as its marketing communications agency of record.

“There aren't any services that compete directly with Privus Mobile, but we were still faced with competing for attention in a very crowded market,” said Privus Mobile President Greg Smith. “We turned to M/C/C because the agency has a ton of experience launching new products and services, and its background working with other companies in the wireless industry gives M/C/C an edge, which ultimately gives us an edge.”

M/C/C has created a comprehensive integrated marketing communications program for Privus Mobile. The agency began by conducting a market research study on consumer interest in mobile Caller ID services and used the findings to help develop the Privus Mobile name, brand, messaging, visual identity and other materials.

The marketing program M/C/C developed for Privus Mobile also included a strong public relations launch initiative that used traditional PR tactics combined with social media monitoring and outreach to garner some key coverage in traditional and new media outlets such as *The New York Times* and CNET's *Crave* blog, respectively. In addition, M/C/C has completed a consumer-friendly redesign of the Privus Mobile Web site and is developing an advertising campaign that will take advantage of digital media to increase Privus Mobile awareness.

“Your service might be wonderful, but if you play in a noisy market like Privus Mobile, you need to rise above that noise with smart, targeted marketing communications – the kind of marketing communications M/C/C has been providing for its clients for more than 20 years,” said Mike Crawford, president and founder of M/C/C. “M/C/C has put together a soup-to-nuts marketing program for Privus Mobile to help drive success for a service that’s really going to make a difference in people’s lives by helping them better manage who they talk to and when.”

#### **About M/C/C**

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C’s clients dominate their industries, including Alienware, CapRock Communications and CommScope Enterprise Solutions. The agency’s mantra of “living the unexpected” has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C’s Web site is <http://www.mccom.com>.

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