**IMMEDIATE RELEASE**

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**Madmaker is a confirmed vendor for Google’s GetMo UK launch**

*Madmaker - the do-it-yourself mobile ad maker powered by Boost Advertising is included on confirmed list of vendors*

**London, UK – March 14, 2012 –** Madmaker™, the do-it-yourself mobile ad maker, is a confirmed vendor for Google’s newly launched GetMo initiative in the UK. GetMo is a Google-led initiative dedicated to helping UK businesses ‘Get Mobile’ by providing them with the tools and resources they need to make their digital presence more mobile friendly.

Madmaker™ allows businesses and brands to mobile enable their marketing campaigns in "less than 5 minutes". The tool allows marketers and brand owners to create an interactive mobile campaign site with no previous technical or design skills required. The tool is powered by Boost Advertising, part of the Boost Communications group, with mobile web and marketing experience since 2000.

- ‘As mobile marketing is evolving, we are seeing great examples of marketing campaigns from superbrands targeting large markets,’ comments Carine Zeier, the Managing Director of Boost Advertising. ‘It seems like the mobile is still a ‘big brand, big bucks kind of game. We wanted to make a tool that opens for smaller and more targeted campaigns, something that fits the mobile as a marketing channel perfectly.’

Many marketers of different sizes have expressed their desire to go mobile with their campaigns. However, brands find that the only way to do this is to pay for custom build at their agencies, or sign up a new specialty agency - as their old ones often do not deliver creatives fitted for the mobile. This is a time consuming and expensive route to go for most brands, and as a result, they often end up not including the mobile as part of their marketing mix.

- ‘Marketers are becoming more and more comfortable with using do-it-yourself (DIY) tools, continues Zeier. ‘An example is the success of tools like Tweetdeck and Hootsuite, which allows users to control their social media channels in one dashboard. Because of this DIY trend, we believe marketers are ready and comfortable with using a tool like Madmaker™.’

Madmaker™ is a good way of opening up SMEs to mobile, as it provides a cost-efficient, effortless and quick way for small and frequent niche campaigning. The result is more targeted offerings, which benefits both the business and the consumer.

‘The mobile as a marketing channel is up-close and personal, and the message marketers spread through mobile must be relevant to the consumer. That is what Madmaker™ is all about,’ concludes Zeier.

Madmaker by GetMo UK can be accessed here: [www.getmo.uk.madmaker.com](http://www.getmo.uk.madmaker.com)

**About Boost Advertising**

[Boost Advertising](http://www.boostadvertising.com) is part of the [Boost Communications](http://www.boost.no) Group, a preferred supplier of mobile web and marketing solutions since 2000. Boost Communications works with some of the leading media companies, mobile operators and advertisers across the globe. Boost Advertising was spun off from Boost Communications in 2010, as the mobile marketing space started to sky-rocket.

Boost Advertising is headquartered in Oslo, Norway, and has R&D hubs in Trondheim, Norway and Lutz, Poland. We offer the market’s easiest to use self-serve mobile campaign creation tool, called Madmaker™. The solution is web-based and is therefore accessible from anywhere in the world.

The group’s management team and board members are seasoned mobile, web, media and marketing professionals with experience from companies like Opera Software, Telenor, TV2, Fast Search & Transfer (acquired by Microsoft in 2008), McCann-Ericsson and Leo Burnett.

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