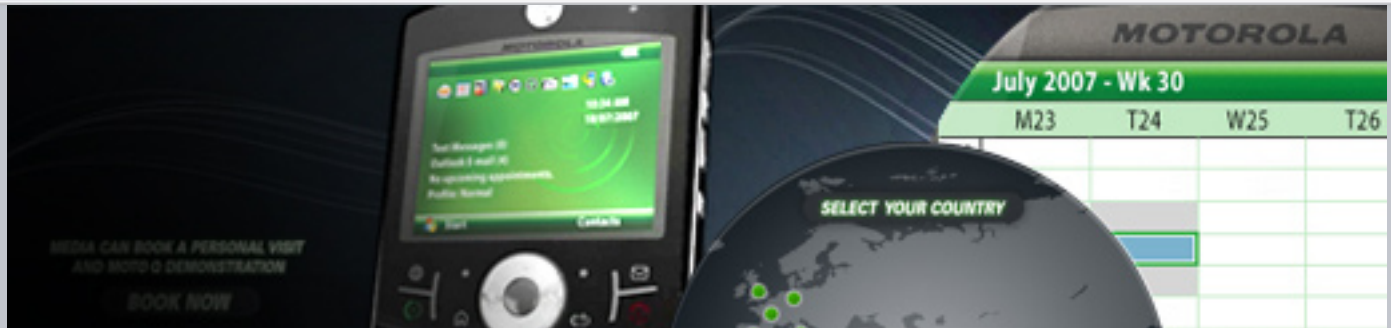


## MOTO Q MEDIA ZONE

MOTOROLA MOBILE DEVICES, EMEA



### Objective

To generate positive reviews of the MOTO™ Q family of handsets in local markets across the EMEA region. From prior experience, we understand that the best way to optimise phone reviews is to provide media with a hands-on personal session with new phones to guide them through the phones functions and benefits and immediately answer any questions they may have. Our research proves that this is especially true of smartphone devices.

### Campaign

The Sauce Agency developed an online MOTO Q Media Zone specifically designed to introduce media to the MOTO Q family of devices. It portrayed all the elements of MOTO Q, offering media access to materials such as fact sheets, images and easy to understand how-to-guides, as well as giving them a first-hand experience in using the phones. With ease being all important, through the MOTO Q Media Zone, media could book an available time that suited them for a hands-on demonstration of MOTO Q at their own desktop with a Motorola representative. The MOTO Q Media Zone acted as the first example of the devices' ease of use by allowing media to book in their own appointment using the MOTO Q calendar interface online.

Targeted media were initially sent an introductory email in which they were directed to the MOTO Q Media Zone. Once they clicked on the link, they arrived at an area containing a replica of the MOTO Q9h interface. Media could then book their own appointment into the calendar section of the phone, which replicated MOTO Q9h calendar functionality.

### Result

The MOTO Q Media Zone was rolled out to nine local markets across EMEA including Morocco, Turkey, Dubai, Kenya, Tanzania, Nigeria, South Africa, Uganda and Russia with quotes from media including:

“MOTO Q9h – Who needs a Blackberry?”

“The MOTO Q 9h is more than just a device – it’s a statement of power and personality.”

“Featuring an iconic form factor, the svelte, sleek design of the new MOTO Q 9h provides a rich and seamless product experience.”

“Blending functionality and entertainment in one unique device, the MOTO Q 9h offers the complete user experience.”

“The Qwerty MOTO Q 9h is a sleek device packed with power, functionality and offers a cool design that satisfies the appetite of gadget lovers, business professionals and even fashion conscious consumers.”