



**MARKET FORCE:** Mnet's Horden Wiltshire and Barry Porter at their Adelaide offices with examples of their software applications.

**Picture:** NIGEL PARSONS

# Mnet, Telecom NZ go upwardly mobile

**MEREDITH BOOTH**

**MOBILE** technology company Mnet Group has signed a mobile marketing agreement with Telecom New Zealand to provide the carrier with a range of services. Under the deal Mnet will create and host mobile ban-

ner ad campaigns across Telecom New Zealand's mobile portal, analyse the carrier's customer behaviour and provide tactics and strategies to help the carrier increase customer interaction across the Telecom NZ mobile portal. Mnet chief executive

Horden Wiltshire said the agreement extended on the company's long-standing ties with Telecom NZ. "It formalises the great work we have been doing together with Telecom over the last 12 months, on campaigns like the highly effective 'Where's Wally' activation," he said.

"These have been very successful campaigns, thanks to the mobile marketing systems we've developed over nine years. In such a dynamic medium, we can provide end to end control of branded content, marketing inventory, site and application production and technology,

which delivers coherent and effective marketing to all mobile devices." Telecom New Zealand is the country's largest telco with five businesses - network operator Chorus, Telecom Wholesale & International, Telecom Retail, IT services provider Gen-i and AAPT.