



# Product Sales Guide 2011

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# TALKING THE TALK

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## From Interruption To Engagement

In a world of split second attention spans, meaningful dialogues are key to boosting brand affinity and recall. MXit encourages participation by sparking consumer dialogue about the product or brand being advertised.

It's a platform that allows advertisers to be current and responsive, offering the flexibility to plug into any existing campaign or to create something fresh.

With the benefit of millions of users and the scientific accuracy of measurable statistical data, this is how to chat smart and connect with the "Instant Generation".

**“MXit encourages participation by sparking consumer dialogue about the product or brand being advertised.”**

# SPLASH SCREEN

## ADVERTISING

### Small Ad. Big Splash.

A splash is a static, full colour ad displayed each time a user logs in (if they are part of the selected target market). It creates an impact. And the design can be customised to incorporate your brand identity. The message is displayed for approximately 5 seconds and unlike other mobile ads, it does not implement spam techniques by constantly bombarding users with advertising.



### Benefits

- There is a strong and focused call to action
- Engage a user without associating your brand with spam
- Clutter free. A user receives only one ad message per day, which can be reviewed
- Ads are targeted at relevant users
- Create brand awareness within the MXit community
- Put your message in the user's pocket
- Provide an additional media channel to complement existing campaigns
- Advanced splash screen options offer an immediate "call to action" with an instant response to the ad being viewed

**Splash campaigns can target the entire MXit community according to campaign duration, budget and total number of screens displayed.**

### Advertising Guidelines

The following are guidelines to help you create effective ads that generate sales with measurable results.

- The largest MXit user base is between 15 and 35 years old
- MXit can target any age group from 13 to 100 years old
- Advertising to any market requires sensitivity and ethical responsibility
- The MXit Business Partner Policy prohibits the advertising of drugs, tobacco, gambling, pornography and explicit sex

# ADVANCED SPLASH

## SCREEN ADVERTISING

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Advanced Splash ads allow your brand's app to be automatically added to the user's contact list when clicking 5, or on touching the splash ad if they are using a touch screen handset.

### Splash Screen Format Specifications

- Images should be bold with clear, concise text.
- Avoid using colour gradients, especially for backgrounds - this prevents pixelation when resizing images for various phone models.
- Flat colour and vector designs work well.
- Sans Serif fonts are preferred.
- Images need to be a minimum size of 352(w) x 416(h) pixels.
- Images should have a preferred resolution of 150dpi but no less than 75dpi.
- Images should be supplied in .psd format (a layered Photoshop file), or in high resolution JPG format in the minimum sizes.
- Artwork is required at least 3 working days prior to the start of the campaign.
- Bookings must be scheduled in advance.



**MXit has a global registered user base of tens of millions – with the majority of these users residing in South Africa and Indonesia – and boasts tens of thousands of registrations every day.**

When MxIt loads, your ad appears here



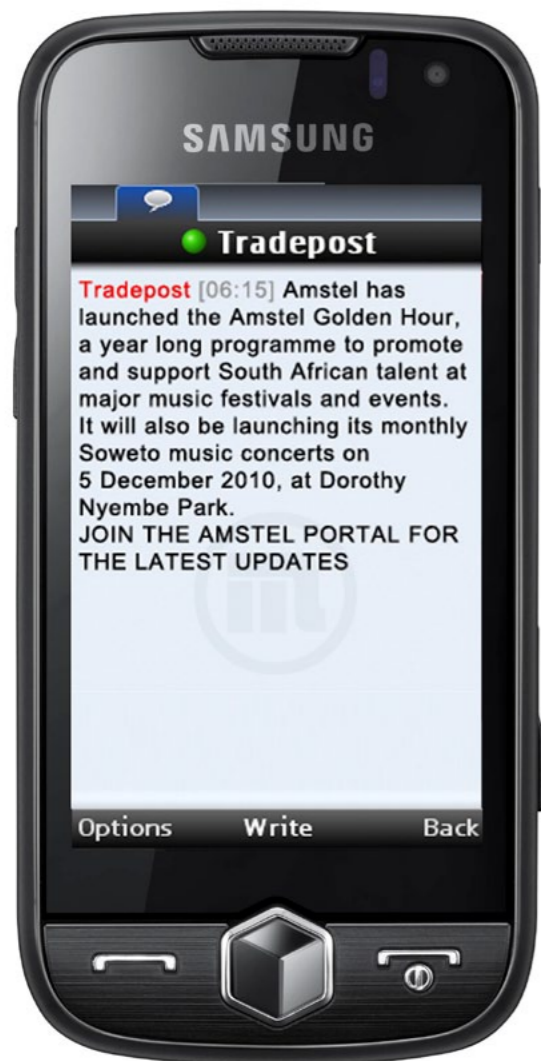
# BROADCAST

## MESSAGES

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### Messages With Meaning

A broadcast message is a text message that is displayed in MXit. The user reads the message while navigating through MXit. On the day that a broadcast message is booked, all users who log into MXit on that specific day will get the message. MXit boasts millions of logins per day, offering an extensive reach for your brand.



### Tradepost messages

Once a user logs in, a yellow envelope is displayed next to the Tradepost icon in their contact list indicating that a new message has been received. The envelope remains there until Tradepost is opened and the message viewed. All messages run for 24 hours, from 12:01 am to 11:59 pm. The maximum character count for a message is 200 characters. No premium-rated SMS campaigns can be advertised or displayed in the copy.

### Apps messages

Once a user logs in, a yellow envelope is displayed next to the app's name in their contact list indicating that a new message has been received. The envelope remains until the app is opened and the message viewed. All messages are booked for 48 hours, from 12:01 am to 11:59 pm the following day. The maximum character count for a message is 200 characters.

This can be used to update and alert app subscribers to fresh content and news within the app.

For quality control all messages are approved by our brand department to ensure we maintain consistency and that the tone is relevant to the target market.

# BANDIT

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## Just One Click Away

The Bandit is a MXit app used for competitions, surveys, awareness campaigns and content. When a MXit user clicks on the Bandit they are presented with six main interactive categories:

1. **Mega Giveaways** – interactive competitions
2. **Hot Trends** – “what’s hot and happening” and awareness campaigns
3. **Bandit Celebs** – hot app on MXit
4. **Backpack** – selection of downloadable content
5. **Hall of Fame** – previous competition winners
6. **Rules** – The fine print

## The Bandit Competition

Bandit competitions are run in the Mega Giveaways section. Competitions run for 2 weeks, and up to 5 competitions can run concurrently. The entry fee is 50 Moola and a minimum prize value is R2500 per competition with a maximum of 5 winners.

Advertisers are required to provide copy with a maximum of 150 characters which has to be approved by our brand department. No premium-rated SMS campaigns can be advertised or displayed in the copy.

Prizes must be delivered to the MXit office in Stellenbosch before the competition start date.

MXit assumes responsibility for despatching all prizes unless a prior arrangement has been made with the client.



# HOSTED CONTENT

## AND MOBI APPS

### Your Brand's App. Your Branded Content.

Create your very own branded space on MXit with an app. MXit users add it as a personal contact on MXit in their contact list; and you then provide your product/brand information and content via this platform. Splash advertising campaigns can be run in conjunction with this option, directing users to your app for brand engagement, voting, competitions, polls, text based content and downloads.

Content can be structured to complement existing media channels, increasing traffic through the campaign and ultimately creating interaction with your brand. If you choose to list your app, it will appear under TradePost in the relevant category.

### App Format Specifications

- The app name should be short and punchy but still recognisable.
- A short introductory message should be provided which would guide the user's decision on whether they want to add your app as a contact. So keep it enticing and the tone funky - e.g. "Hey girls, for the coolest downloads, hottest horoscopes and all-round awesomeness, add Seventeen as a contact now!"
- All copy must be sent to MXit for prior approval. This applies even if the advertiser is writing the XML file for the app.
- If MXit is required to write the XML file, we will provide an Excel template for you to complete, indicating the app's navigation levels and copy.
- Copy must be clear and concise. Advertisers can give the app a test run and, if necessary, make changes before going live.
- The name and final copy are required 1-2 weeks before the campaign breaks, depending on the complexity of the app.
- If the advertiser is providing the XML document, billing codes must be supplied and the frequency of updates and demographic information required must be stipulated.
- Bookings must be scheduled in advance.

### What are Apps?

Apps are branded spaces within MXit where you can provide information and content to MXit users. This can be done in any number of ways from polls and competitions to voting and downloads. This is your space to present your product or brand and engage with interested users.

MXit offers two main types of apps, namely a *hosted app* and a *mobi app*. These are explained in detail in the table below.

### So what's the difference?

| Hosted Content App  | Mobi App   |
|---|--|
| MXit hosts your content.  | You host your own content, e.g. on a mobi website. (Hosting can be offered through our selected partners. More information available from your MXit Account Manager)                 |
| Content is semi-dynamic (new data is fetched periodically i.e. every hour). Data is cached.   | Content is fully dynamic - as if accessed by a normal browser.   |
| Suitable for brands with small sites or very little content where dynamic behaviour is not required.  | Suitable for brands with very dynamic and potentially large sites.   |
| MXit manually uploads any rich content such as wallpapers, skins, tracks, etc.  | You manage your own content through your mobi app.   |
| The following can be loaded on this app:<br>Text (information)<br>Skins<br>Wallpapers<br>Ringtones (max size 1.5MB)<br>Video clips (max size 1.5MB)<br>Feedback forms (for voting or surveys) | The following can be loaded on this app:<br>Text (information)<br>Wallpapers<br>Ringtones (max size 1.5MB)<br>Video clips (max size 1.5MB)<br>Feedback forms (for voting or surveys) |
| Client must use the MXit custom XML specification. No standard tools are available.   | Mobi apps are based on standard XHTML and developers can use standard development tools.   |
| Bandwidth used by the user's handset is less.   | More data/bandwidth is used by the user's handset to view the app thereby costing more money.  |
| After the app has been approved deployment into MXit can take up to 48 hours.   | After the app has been approved deployment into MXit can take up to 24 hours.  |
| Billing can be done.  | Billing can be done.   |

# CONTENT ON MXit

**Yours To Own. And Yours To Share.**

## Skins

When your brand has a Hosted app on MXit, a 'skins' menu item is created within the hosted app and MXit users can download branded skins to customise their MXit look. With mobi apps branded skins are not available within the app itself but can still be made available for download from our 'skins' area in Tradepost.

In both cases, brands can decide to sponsor skins, making them free to the user, thereby creating additional brand exposure



## How does Tradepost storage work?

Any brand related content such as skins, wallpapers, ringtones, etc can be stored under Tradepost if you do not wish to have a dedicated app for your brand.

### Skins Format Specifications

- Images must be supplied in .psd format (a layered Photoshop file). No other format will be accepted as the images need to be adjusted to ensure legibility when the skin is applied.
- Please ensure the full image is visible and no elements of the original designs are lost when viewed on a mobile device.
- Images need to be a minimum size of 352(w) x 416(h) pixels.
- Images should have a preferred resolution of 100dpi.
- Avoid using colour gradients or fades. Solid colours ensure that the skins blend more effectively to the application.
- Artwork is required 1 week prior to the campaign going live.
- Bookings must be scheduled in advance.

### Wallpapers

Wallpapers add spice to a mobile phone and take brand exposure offline beyond MXit. A 'wallpaper' menu item is created for wallpaper downloads within a hosted app, but not for the mobi app option. These wallpaper downloads can still be made available from within Tradepost.

### Wallpaper Format Specification

- Images can be sent through in .JPG format.
- Images need to have a resolution of 100dpi.
- Images need to be a minimum size of 352(w) x 416(h) pixels.
- Please ensure images are of a good quality and not stretched, pixelated or distorted.

\* (Files exceeding 3MB take too long to download and, at a cost of up to R2/MB, are expensive to the user; so please reduce the size of your file as much as possible.)

# HOSTED CHAT ZONE

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## Everyone's Talking. About YOUR Brand.

A Chat Zone is a collection of chat rooms where members of the MXit community can engage in conversations about your brand. Create a virtual world that suits your brand's personality by hosting a Chat Zone of up to 20 rooms with a maximum of 10 users per room, at any time.

### What Are The Benefits?

- Themed rooms can be created for specific campaigns where branded and non-branded virtual items can be sold
- Popular personalities can chat with users in real time
- Moderator status is available and will permit you to enter your brand's Chat Zones (even when they're full) and spark consumer dialogue and encourage users to openly chat about your brand

“Popular personalities can chat with users in real time”