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Hello Kitty debuts on the iPhone

By [Giselle Abramovich](#)

January 22, 2009



The friendly feline

It took over 30 years, but Hello Kitty is now part of the expansive iPhone application party.

FunMobility created the application for Sanrio-owned Hello Kitty. Now fans of the loveable feline can personalize their iPhone's and take Hello Kitty wherever they go.

"I think that Sanrio is constantly reinventing its offering to be

relevant to a wider audience," said Adam Lavine, CEO of FunMobility. "Sanrio is also extending its reach into a new segment of people, reaching not only their existing fans, but possibly even new ones."

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FunMobility develops branded mobile applications. Its partners include carriers T-Mobile, Sprint, Verizon and AT&T. DreamWorks, the MLB and Primedia are some of its content partners.

FunMobility distributes applications and content direct to consumers through FunMo.com. It claims 2 million unique users a month visit the site.

The Hello Kitty application gives gaining access to over 50 wallpapers that can be matched to a person's personality or interests.

This isn't the first time that the friendly feline has pawed her way

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Mobile has the largest and most targeted reach potential of any promotional vehicle in use today.

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Hello Kitty first made her debut on mobile in July.

Sanrio announced an agreement with mobile FunMobility to make loveable characters Hello Kitty, My Melody, Badtz-Maru, Chococat, Deery-Lou, Tuxedo Sam, Little Twin Stars, Cinnamoroll and Pochacco available to mobile users.

With the first partnership, Sanrio character-branded wallpapers became available to major carrier storefronts via syndication.

With the success of the iPhone, it was only a matter of time before the brand in the found a new channel to entertain women and children of all ages.

The two companies also plan to announce a separate wallpaper application featuring Hello Kitty's favorite friends, which is expected in the coming months.

"Mobile helps Sanrio extend its brand because people are able to personalize their phones and its public so it is like wearing a T-shirt in the street – other people will most definitely see it," Mr. Lavine said.

"The application is geared towards women ages 18-34 who are well-educated and have a reasonable household income," he said. "This demographic overlaps with the type of user that is drawn to the iPhone."

Associate Editor Giselle Abramovich covers ad networks, advertising, content, email, media, messaging, legal/privacy, search, social networks, television and video. Reach her at giselle@mobilemarketer.com.

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