

4355 readers

BY FEEDBURNER

## • Archives

Select Month

## • Advertisement

### **Mobile Marketing**

Understand Why Mobile Commerce Will Rewrite the Rules of Marketing.

[www.FirstData.com/WhitePaper](http://www.FirstData.com/WhitePaper)

### **Google Mobile Ads**

Learn how to display ads on Google's mobile web results.

[adwords.google.com](http://adwords.google.com)

Ads by Google

## • New

[Conversations With...](#)

## • Categories

- [3G](#)
- [Agencies](#)
- [Android](#)
- [Android Market](#)
- [Announcements](#)
- [apple app store](#)
- [augmented reality](#)
- [Best Practices](#)
- [BlackBerry](#)
- [Broadband](#)
- [Content Publishing](#)
- [Conversations With...](#)
- [Daily Roundup](#)
- [Developer](#)
- [Emulation Testing](#)
- [Featured](#)
- [General Foo](#)
- [Google Mobile](#)
- [idle screen marketing](#)
- [In The News](#)
- [iPhone](#)
- [Legal](#)
- [Licensing](#)
- [Marketing Strategy](#)
- [Mergers And Acquisitions](#)
- [MMW Gear](#)
- [Mobile 2.0](#)
- [Mobile Advertising](#)
- [mobile analytics](#)
- [mobile apps](#)
- [mobile barcodes](#)
- [mobile bloggers](#)
- [Mobile Browsers](#)
- [Mobile Commerce](#)
- [Mobile Conferences](#)
- [Mobile Devices](#)
- [Mobile Directory](#)
- [Mobile Feeds](#)
- [Mobile Fun](#)

- [Mobile Internet](#)
- [Mobile Jobs](#)
- [Mobile Mail](#)
- [Mobile Marketing](#)
- [Mobile Music](#)
- [Mobile Networks](#)
- [Mobile News](#)
- [Mobile Partners](#)
- [Mobile Payments](#)
- [Mobile Prices](#)
- [Mobile Productivity Technologies](#)
- [Mobile Resources](#)
- [Mobile Search](#)
- [Mobile Security](#)
- [Mobile SEO](#)
- [Mobile Shopping](#)
- [Mobile Social](#)
- [Mobile Software](#)
- [Mobile Spam](#)
- [Mobile Technology](#)
- [Mobile TV](#)
- [Mobile Websites](#)
- [Mobilize](#)
- [Monthly Roundup](#)
- [Predictions](#)
- [Privacy](#)
- [Proximity](#)
- [Rant](#)
- [Rumors](#)
- [SMS / Text](#)
- [Starter Kit](#)
- [symbian](#)
- [Trusted Networks](#)
- [Under The Radar: Mobility](#)
- [Unified Communications](#)
- [Unlocked Phones](#)
- [Video](#)
- [Video Search](#)
- [Virtualization](#)
- [Webcasts](#)
- [White Papers](#)
- [WiMAX](#)

## • Resources

- [Michael Essany](#)
- [MobHappy](#)
- [Mobi Enthusiast](#)
- [Mobile Diner](#)
- [Mobile Mandala](#)
- [Mobile Marketing by mobileStorm](#)
- [Mobile Marketing Magazine](#)
- [Mobile Marketing Profits](#)
- [Mobile Open](#)
- [Mobile Stance](#)
- [Mobile Zeitgeist](#)
- [MoBiz](#)
- [My Link Blog](#)

## • Meta

- [Register](#)
- [Log in](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.org](#)

- [Home](#)
- [About](#)
- [Contact](#)
- [Newsletter](#)
- [Resource Guides](#)
- [RSS Feed](#)

•

## Current Article

### [North Face Takes It Outside with Mobile Marketing](#)

Posted by [michael](#) on Feb 25, 2010 in [In The News](#), [Marketing Strategy](#), [Mobile Advertising](#), [Mobile Marketing](#), [SMS / Text](#)

The North Face, a trendy maker of some of today's most fashionable outerwear and other outdoors gear, is gearing up for its first ever location-based mobile [marketing](#) campaign.

For the duration of the campaign, The North Face will [target](#) text messages to potential customers in close proximity to a store carrying North Face apparel. For now, the campaign is in effect for shoppers in New York, San Francisco, Seattle and Boston. Additionally, the text alerts will only reach customers who have already opted in to receive such messages from company.

Although this campaign is the first of its kind for the apparel maker, The North Face has previously dabbled in the mobile channel with some degree of success. Last year, in fact, The North Face introduced "Snow Report 2.0," a free iPhone weather app targeted toward skiers and snowboarders.

If the latest endeavor proves successful, look for The North Face to continue ramping up their mobile marketing endeavors in the coming year – a year in which mobile [advertising](#) is predicted to account for an estimated \$561 million of all advertising dollars spent.

The LBS campaign for The North Face was created by Placecast, a location-based mobile ad company in San Francisco.

[Share This](#)

21

tweets

retweet

[Trackback URL](#)

## 2 Comment(s)



1. [Larry Lee](#) | [Feb 25, 2010](#) | [Reply](#)

I'm thinking Brenda should see this to pass along.

2. [Ron Frecker](#) | [Feb 25, 2010](#) | [Reply](#)

Great, another service which annoys people with meaningless offers "Come and see our new clothing in store". Yeah wow, i'm sure we will all drop our bundles to get there immediately, just because we drove by the store.

## 1 Trackback(s)

1. [From Placecast Debuts ShopAlerts Location-Based Advertising Following Successful Pilot Programs : Mobile Marketing Watch - The Pulse Of The Mobile Marketing Community | Feb 25, 2010](#)

## Post a Comment



Name (required)

E-mail (will not be published) (required)

Website



Submit Comment

Notify me of followup comments via e-mail

## • Advertisement

- Interested in advertising? [Contact us](#)

## • Recent Comments

- [Jubaloo Mobile — Mobile Marketing Agency & Mobile Media Placement](#) on [ChaCha Leverages Its Massive Q&A Database For Local Business Listings, Partners With Localeze](#)
- [Justin Bieber](#) on [Just How Big is Twitter?](#)
- [Jade](#) on [What Happened To Proximity Marketing?](#)
- [Elvie](#) on [67% Of The World's Population Are Mobile Subscribers](#)
- [fapturbo](#) on [MMA U.S. Best Practices Forum](#)

## • Recent Posts

- [Apple Talks Acquisition Strategy At Shareholder's Meeting, Still Wants iPhone All To Itself](#)
- [r2integrated Develops Unique Quadrant To Predict The Future Of Your Brand's Mobile Apps](#)
- [RainedOut Serves Up Mobile Marketing For The Sports Industry, Partners With Omniler](#)
- [The TCPA Strikes Mobile Marketers Again](#)
- [QderoPateo Launches "Blu-Pons" Bluetooth Proximity Marketing & Media Solution](#)


## • Twitter

- [Apple](#) Talks Acquisition Strategy At Shareholder's Meeting, Still Wants iPhone All To Itself: At the annual Apple s... <http://bit.ly/cePZEz> 1 day ago
- r2integrated Develops Unique Quadrant To Predict The Future Of Your Brand's Mobile Apps: r2integrated, an internet... <http://bit.ly/9iJLA1> 1 day ago
- : When one mobile advertising platform just isn't suited for your industry, look to advertising platforms focused ... <http://bit.ly/9BAiO7> 1 day ago
- The TCPA Strikes Mobile Marketers Again: The following is a guest post from Simon Vella, CEO of InvolveMobile... If ... <http://bit.ly/cUNKZA> 2 days ago
- QderoPateo Launches "Blu-Pons" Bluetooth Proximity Marketing & Media Solution: QderoPateo, a unique [startup](#) that g... <http://bit.ly/9VsONP> 2 days ago
- [More updates...](#)

Get Our Mobile Version

enter your mobile number

Send to Phone

Powered By 



•  
•  
© Copyright [Mobile Marketing Watch](#) 2007. All rights reserved. Powered by [WordPress](#). [Blog Design](#).  
[XHTML](#).