

By: ~~February 2007~~ Rebarary Cescu, Communications News Editor

I-Play Teams Up with McDonald's

For burger campaign

I-Play and McDonald's have announced an agreement through which they will run a direct-to-consumer Filet-O-Fish campaign throughout the US. By texting 'FOF' to the 37438 shortcode, customers will be able to download free content such as wallpapers, ringtones and mobile game demos. The nationwide campaign also includes a dedicated web site, bilingual national TV, radio spots and web banner ads. It was created by Moroch Partners, that has provided integrated advertising and marketing for McDonald's for quite some time now, as well as several other world renowned brands. I-Play has partnered with Moroch and McDonald's before, on the Midnight Gaming Championship that was produced by the Video Gamers League and Affinity Sports Marketing. I-play CEO David Gosen said: "I-play understands the importance of being able to deliver premium content to a discerning consumer. Mobile is the best platform available to reach people on the go, and we're excited once again to be working with McDonald's to help them extend the reach of their promotions and serve a targeted, niche audience." Jerome Elenez, McDonald's Dallas region marketing director, said: "I-play has an excellent industry reputation not only for developing exciting games and mobile content, but also for creating and executing successful consumer mobile marketing campaigns." McDonald's has also recently teamed up with [NTT DoCoMo](#) in order to promote the mobile operator's IC-card based e-cash phones in McDonald's outlets. Among the burger chain's 1.4 billion annual customers, NTT DoCoMo subscribers will be provided discount coupons, email offers, mobile phone games, wallpapers and ringtones. With every service going mobile lately, McDonald's is also following the trend and forming partnerships with companies from the mobile industry.