

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

[Virgin Mobile Wins 'Best Mobile Advertising'](#)

At the 2007 GMA's

[Virgin Mobile](#) and Qwikker have been awarded the title of 'Best Mobile Advertising' at the 2007 Global Mobile Awards in Barcelona at the 3GSM World Congress. Thus, Virgine Mobile beat several companies competing for the title such as Vodafone, Cingular, FOX Entertainment and others. Judges were very impressed by Virgin Mobile's Bluetooth hot spots that were created and executed by Qwikker, featured at the 2006 V Festival in Chelmsford, Essex. At the festival, nine areas were set up, each of the areas offering free music downloads of live performances demonstrating what an enjoyable experience music on mobile phones can bring. Jo Baker from Virgin Mobile said: "We are always looking to offer our customers innovative ways to access the best in mobile entertainment. The Bluetooth activity at V Festival was no exception. By creating the download areas we offered free content and showed customers just how great and unique music on your mobile can be." The success of the festival was outstanding, with over 30,000 mobile phones connecting to the service throughout the three days, and over 47 percent of the audience being reached. Participants at the festival were encouraged to use the service through posters, flags and stickers spread across the site. Also, 4,000 texts were sent out, informing the users on where to get free music. The V Fest is an annual rock festival in England, and started out as a means of promotion, sponsored by [Virgin Mobile](#) with Virgin Radio as the official radio. Due to the success of the V Festival campaign, Virgin Mobile and [Qwikker](#) took the crown for 'Best Mobile Advertising'. According to the judges, Virgin Mobile's campaign was 'Neatly composed and well executed with both brand and user benefit'.