

Google picks Sponge as official partner for GetMo scheme

Submitted by: Flannel Communications

Thursday, 9 August 2012

Google has chosen mobile marketing agency Sponge as one of its official partners for the recently launched GetMo scheme.

GetMo was launched by Google earlier this year to encourage UK businesses to recognise the need for developing a mobile strategy, due to the rapid growth of consumers accessing the internet via their phones.

Sponge (<http://www.spongegroup.com>), which is the UK's longest running and most successful mobile marketing agency, is one of 17 mobile specialists recommended by the scheme for businesses wanting to create a mobile website, app or implement a wider strategy.

www.howtogomo.com details why businesses should be looking to create a mobile website and offers best practice tips. It also provides a tool that gives the ability to test an existing website to see how it looks on a mobile phone.

Case studies of companies optimising their websites for mobile demonstrate how to build an effective site.

"Given there are eight million people in the UK accessing the internet from their smartphones daily*, the case for simple and easy to use mobile websites is clear," said Alex Meisl, Chairman of Sponge. "Google's scheme aims to help companies connect with their customers effectively, however they choose to access a site."

Sponge's clients include AutoTrader, adidas, Barclays and Coca Cola. Sponge Co-founder and Chairman Alex Meisl is also Chairman of the UK Mobile Marketing Association.

*comScore, September 2011

About Sponge

Sponge (www.spongegroup.com) is a full service mobile marketing agency specialising in helping brands and retailers create innovative mobile marketing campaigns, high-end mobile websites and apps and one to one customer communication strategies. Multi-award winning Sponge supplies ideas and technology to companies including Coca-Cola, McDonalds, adidas, Barclays and AutoTrader. Sponge was founded ten years ago and is the UK's most successful and longest established mobile marketing agency. Co-founder Alex Meisl is also chairman of the Mobile Marketing Association, the mobile industry trade body.

For further information please contact:

Claire Armitt
flannel
01273 779449

claire.armitt@no-flannel.com