Brandtone to help Unilever engage with millions in South East Asia via mobile

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Brandtone, the leading developing world mobile marketing business, has brokered an agreement with global FMCG company Unilever that will see it engage with millions of customers in South East Asia, on a one-to-one basis, in some of the regionâ€™s least accessible areas.
The deal, which builds on a global partnership between Brandtone and Unilever, will enable Brandtone to deploy in Thailand, Vietnam and The Philippines; fuelling the businessâ€™ international expansion and opening up the companyâ€™s consumer engagement platform to Unilever and its brands.

The two businesses first began working together in the region last year. Since then, Brandtoneâ€™s work with Unilever has seen its promotional campaigns for Sunlight and Magnum in Indonesia become among its most successful mobile engagements to date.Â These successes have paved the way for todayâ€™s announcement.

With the penetration of smartphones in South East Asia still as low as 20% in some markets, Brandtone campaigns are free for consumers and are both device and network agnostic - working equally well on feature phones and smartphones; ensuring all consumers can participate.

Donald Fitzmaurice, CEO, Brandtone, said: â€œWhen we announced our expansion into Indonesia almost a year ago, even we could not have predicted the scale of demand from brands for mobile-first data-led marketing strategies â€“ nor how receptive consumers themselves would be.

â€œThe region as a whole is at a tipping point in terms of embracing its economic development and embracing global brands, so it is the perfect time for our clients to use the power of mobile and big data to build ongoing relationships with consumers.â€•

Commenting on the announcement, Rahul Welde, Unilever, VP, Media, Asia, Africa, Middle East, Turkey and Russia said: â€œSouth East Asia is a hugely exciting market for our brands because its consumers are highly aspirational, and increasingly open to technology-led innovations. It is the ideal environment for mobile engagement to flourish â€“ allowing our brands to engage in long-term, one-to-one dialogue with millions of consumers at scale.â€•