



Value for Agencies

1. "It's fairly simple. In a world of diminishing returns, the brand that invests early in understanding the new channel reaps **disproportionate advantages.**"
- Greg Stuart, Global CEO, MMA in conversation Forbes.com
2. Be at the forefront of the mobile innovations that will allow you to **leapfrog your competitors** and help meet your clients marketing objectives.
3. Critical education to facilitate the development of mobile strategies and effective campaign implementation that will support your clients in being **'brand ready'** for mobile
4. **Same Budget. Better Results.** Access to ground breaking research to understand the impact of a \$ invested in mobile. **SMoX research** will transform how you and your brand clients allocate budget.
5. With a new mission focused on the marketer, agency members will have **access to leading brand members** who are making innovation through mobile a priority
6. Gain clarity over the partners that will **support your growth and sales objectives.** Attending MMA events and meetings will put you in the room with industry leading publisher, network and enabling technology partners.
7. Gain the recognition your great work deserves and enter the annual **Smarties™ Awards** program, delivering global, regional and country specific programs as well as over 20 categories allowing to showcase the successful integration of mobile within your clients marketing mix.
8. Your clients need to be part of the MMA's **MM25** marketing leadership groups. These select working groups provide the leadership from your brand clients an opportunity to collaboratively navigate their way to a path of sustained innovation, a journey that should be taken with you by their side.
Nominate them today!
9. With over 450 mobile marketing campaign case studies available in the MMA's new **Case Study Hub**, you will garner insights and inspiration that will be the jumping off point for sustained excellence in your own campaigns. Delivering results, creativity, strategy and execution, this is a resource like no other.
10. **It's just more fun working with a partner that has your back**