



# Value for Brands

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 with Forbes.com
2. Be at the forefront of the mobile innovations that will allow you to **leapfrog your competitors** and help meet your marketing objectives.
3. Critical education to facilitate the development of mobile strategies and effective campaign implementation that will support you 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 allocate budget.
5. With a new mission focused on the marketer, the MMA is laser focused on providing the support that will **transform your marketing mix** and competitive edge
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 agency, publisher, network and tech enablers.
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 marketing mix.
8. Join the **MM25** marketing leadership groups. These select working groups provide the marketing leadership from your organization an opportunity to collaboratively navigate their way to a path of sustained innovation and success.
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**