

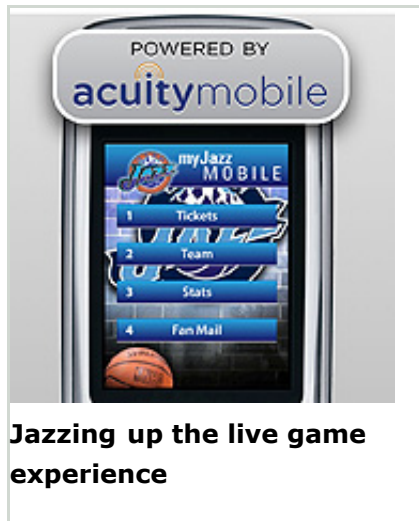
# Mobile Marketer

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

## Utah Jazz NBA team engages fans via mobile

By [Giselle Abramovich](#)

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Utah Jazz, the NBA's Salt Lake City, UT-based team, is offering fans myJazz Mobile, an interactive platform with mobile news, information and offers.

Utah Jazz tapped Acuity Mobile to power the mobile initiative which starts at the end of October.

"The Jazz wanted to provide fans with a targeted and relevant mobile offering," said Alan Sultan, president and founder of Acuity Mobile, Greenbelt, MD. "The team wanted to make sure this offering targeted fans on a one-to-one basis to ensure that the type of content and applications is targeted to each fan's interests.

"They also wanted a comprehensive solution for all the types of content they are offering, from one provider," he said. "We are able to serve them in all the avenues of mobile they are using."

Fans will be able to sign up for myJazz Mobile on the official team Web site, at <http://www.nba.com/jazz>, or at home games at [EnergySolutions Arena](#).

Members will then gain access to a free array of real-time information, such as game alerts, stats, scores, and team and player news.

Fans will also get special offers such as discounted merchandise, all delivered directly to their mobile device.

The [myJazz Mobile program](#) will initially roll out as a text-messaging campaign, with full mobile Web functionality, including a custom application, available later in the season.

During home games, Jazz fans, known as passionate and knowledgeable in terms of basketball, will also be able to participate in a variety of contests and promotions.

In partnership with [AT&T](#), fans will be able to respond via text to trivia questions from arena video monitors.

Additional features, including in-game seat upgrades, special events and other promotions will be unveiled continually throughout the season.

Acuity Mobile provides complete mobile marketing services for enterprises.

These marketing services can be rapidly deployed and are future-proofed.

It's product, eMAP, which features the patented Embedded Mobile Advertising Platform, is unique because it enables the delivery of targeted content such as advertisements, coupons, offers and news directly to any mobile device based on the end-user's interests and location.

"Mobile is changing the in-game experience," Mr. Sultan said. "I think it is personalizing it a lot and making live sports events more interactive by giving fans in stands the ability to interact with others and with the team via contests and quizzes.

"Also, giving fans the ability to buy concessions from their seats via mobile and order tickets to games right from their handsets raises the convenience level," he said. "Mobile is the only mechanism that can do these sorts of services."

*Associate Editor Giselle Abramovich covers ad networks, advertising, content, email, media, messaging, legal/privacy, search, social networks, television and video. Reach her at [giselle@mobilemarketer.com](mailto:giselle@mobilemarketer.com).*