

Washington Business Journal - October 20, 2008

<http://washington.bizjournals.com/washington/stories/2008/10/20/daily12.html>

WASHINGTON
BUSINESS JOURNAL

Monday, October 20, 2008 - 12:11 PM EDT

Sponsored by
brother.
at your side

Acuity signs Utah Jazz

Washington Business Journal - by [Darlene Darcy](#) Staff Reporter

[Acuity Mobile Inc.](#) signed a deal to design and deliver a mobile marketing campaign for the [NBA's Utah Jazz](#). The campaign will let Jazz fans receive team information and special offers on their phones before and during games.

Financial terms of the agreement were not disclosed. The program is set to begin at the start of the 2008-09 NBA season this month.

The Greenbelt-based mobile marketing company, launched in March 2006, helps clients target their advertising to consumers based on consumers' interests, location and time of day.

"Mobile marketing is a unique channel," said Gregg Smith, Acuity's chief executive officer. "Our customers are trying to create conversations with their customers in relevant ways so sending content with relevant offers on top of it gives them a better chance at turning those offers into sales."

With the new Jazz deal, the 18-person company has hired an additional salesperson with sports management experience to focus on developing a sports sales program. "Now we've got a relatively aggressive program [as a model] to pursue other sports organizations around the nation in the NBA, but also in other major sports leagues," Smith said.

The new campaign includes game alerts, stats, scores, team and player news and discounted merchandise offers. In-game seat upgrades, special events and other promotions will be added during the season. At first, content will be delivered via text messaging, then evolve to include a custom application that allows full Web functionality with text, graphics and additional interactivity.

"Acuity's advanced technology will help the Jazz inform and interact with our passionate fans, no matter where they are," said Eric Schulz, vice president of marketing for the Jazz, in a statement.

The Utah team brings Acuity's client base to 20 customers that also include financial services firms, retailers, entertainment companies and travel and hospitality companies, such as recently announced distributor of tourism publications [CTM Media Group](#).

Acuity, which has yet to turn a profit, has raised more than \$4 million from private investors.

"We really haven't seen a slowdown in our opportunities or win rate," Smith said. "We are absolutely focused on reaching profitability in the near future."

All contents of this site © American City Business Journals Inc. All rights reserved.