



VIRGIN MOBILE PRESENTS...

LADY GAGA

THE MONSTER BALL TOUR 2011



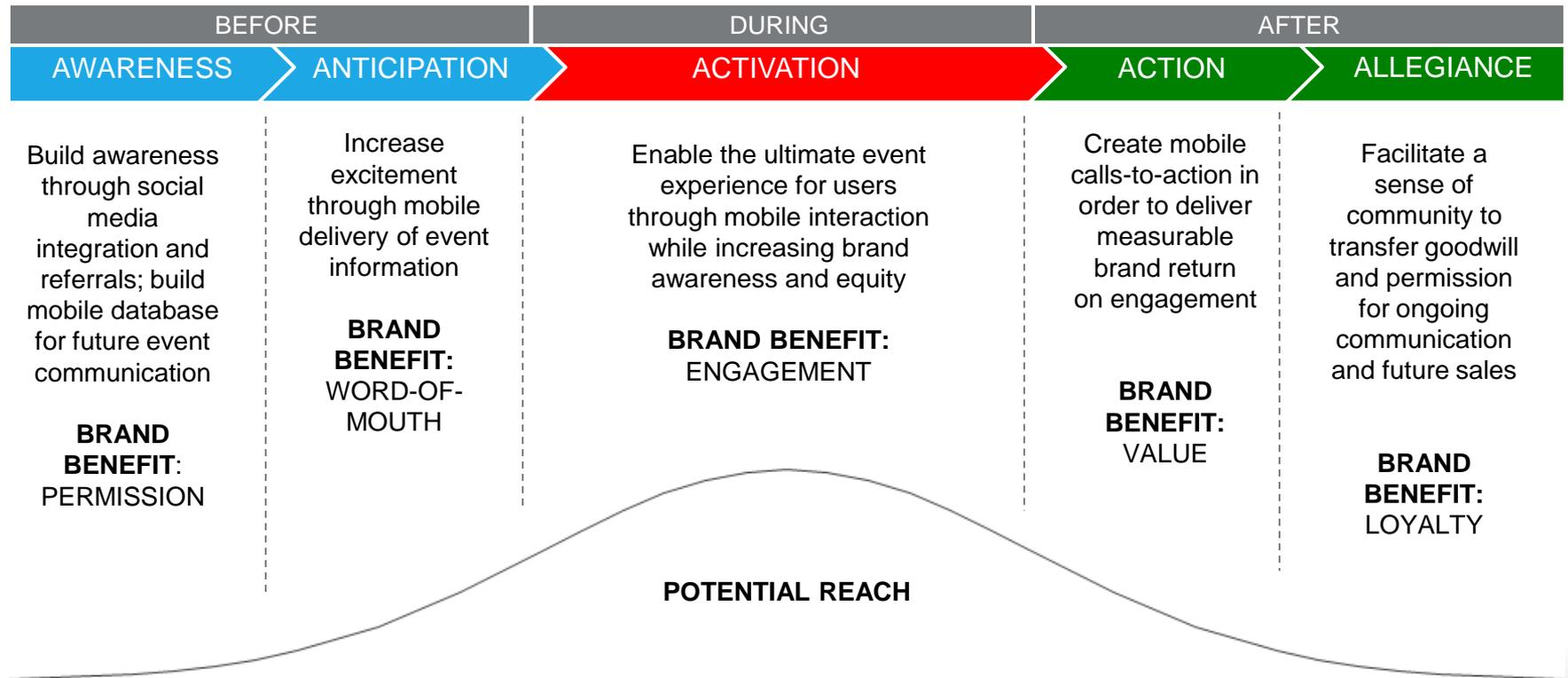
Virgin Mobile Objectives

- Motivate fans to “like” the Virgin Mobile brand on Facebook
- Build an extensive mobile database
- Create excitement and fan engagement before, during & after the Monster Ball Tour
- Increase consideration and purchase intent for new Android devices and plans



Defining Event Engagement

Activation is epicenter, but all stages present opportunities to engage consumers



Mobile User Experience Map

BEFORE

TEXT2WIN FLYAWAY

Christina, a self-professed Little Monster sees the Text2Win flyaway contest on the Lady Gaga site. She enters the contest on the Virgin Mobile Facebook page.



ONLINE FAST PASS REGISTRATION

Christina also registers and receives a QR code Fast Pass that allow her to jump the line at the show.



WRAP THE TOUR BUS

Prior to the concert, the tour bus is parked out front of the and includes a text call-to-action for Virgin Mobile Live app download.



DURING

FAST PASS with QR CODES

1 Christina signed up for a Fast Pass which allows her expedited access to the show. Using a QR code, she flashes her pass at VM Photo Booth.

TRIVIA SEAT UPGRADES

2 Before the concert begins, Christina participates in a Text2Win Trivia Contest and gets upgraded to premium VIP seats for the concert.

FOCUSED TEXT2SCREEN

3 Throughout the night, prompts are given to the audience to text messages to the screen, i.e. "What's your favorite Lady Gaga outfit?"

Meat dress. Hands-down winner.

PICS2SCREEN

4 Christina sends pics of herself and her friends to the screen. Little Monster photos are also displayed on the screen throughout the night.



VirginMobile Live App enables direct social sharing of concert activities to Little Monsters' social networks like Facebook & Twitter.

AFTER

Christina receives a message encouraging her to Text 2 "Like" Virgin Mobile on Facebook to receive an exclusive, venue-specific commemorative wallpaper



TXT "FB MIAMI" to 66937 to Like VirginMobile and get your wallpaper

After the show, Christina receives a special offer for a Virgin Mobile LG phone which directs her to VirginMobileUSA.com and local retailers.



Text to Win Fly Away

Facebook promotion with mobile opt-in

BEFORE



VIRGIN MOBILE PRESENTS...
LADY GAGA
THE MONSTER BALL TOUR 2011

WIN A TRIP TO MIAMI, FL TO SEE LADY GAGA IN CONCERT ON APRIL 13!

Enter your 10 digit mobile phone number

Enter Now

The winner will be contacted via text message. Standard message and data rates may apply. **NO SPAM... EVER!**

MOZES No purchase necessary. Open to US residents, 18+. Ends 3/21/2011.

Virgin Mobile Branded Tour Bus

BEFORE

Mobile call to action to download app



Fast Pass Registration

Integration of on-line and on-phone

BEFORE



Fast Pass Validation

DURING

AFTER

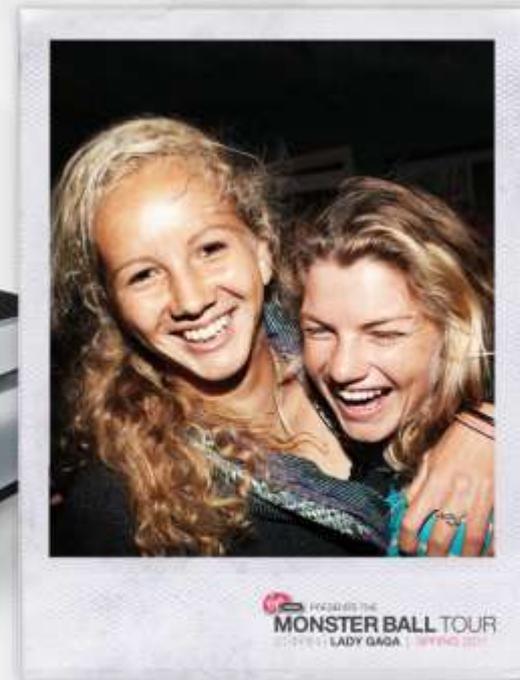


Flash Picture to Screen

<http://client-content.aws.mozes.com/vmgagapix/>

DURING

SEND YOUR PHOTOS TO
VMGAGAPIX@MOZES.COM



STANDARD TEXT MSG & DATA RATES MAY APPLY.



GREY LABEL
by HAUS of GAGA



Trivia Seat Upgrade

Text to win

DURING

WIN A **SEAT UPGRADE** FOR YOU AND A FRIEND!

TEXT **VMTRIVIA** TO **66937** TO SEND IN YOUR GUESS

WHAT GRADE SCHOOL DID LADY GAGA ATTEND IN NEW YORK?

NO PURCHASE OR MOBILE PHONE USE NECESSARY TO ENTER OR WIN. SUBJECT TO OFFICIAL RULES AVAILABLE AT THE VIRGIN MOBILE ACTIVATION AREA.



LADY GAGA

VIRGIN MOBILE PRESENTS... THE MONSTER BALL TOUR 2011

STANDARD TEXT MSG & DATA RATES MAY APPLY.



Donate to Youth Homeless

Mobile Giving

DURING

THE RE[★] GENERATION
www.virginmobileusa.com/regeneration

TEXT **VIRGIN** TO **85944**
TO DONATE \$5 TO
HELP YOUTH HOMELESS.

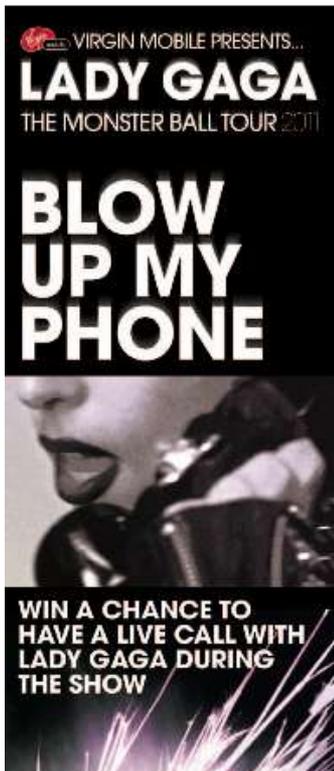
Virgin mobile **LADY GAGA**
VIRGIN MOBILE PRESENTS... THE MONSTER BALL TOUR 2011

STANDARD TEXT MSG & DATA RATES MAY APPLY.

Win a Call with Gaga

Live show audience engagement

DURING



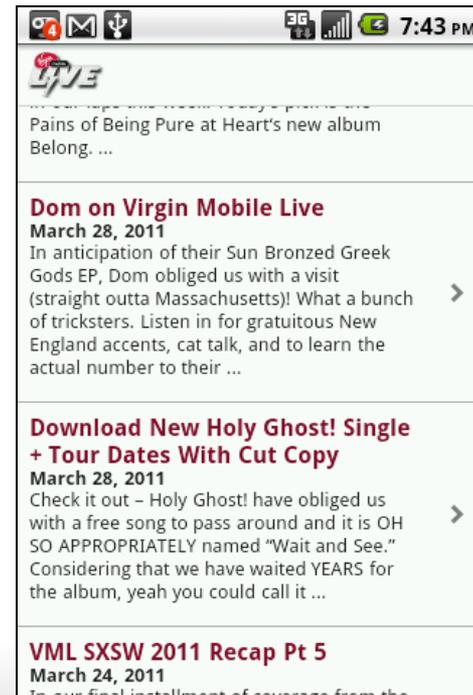
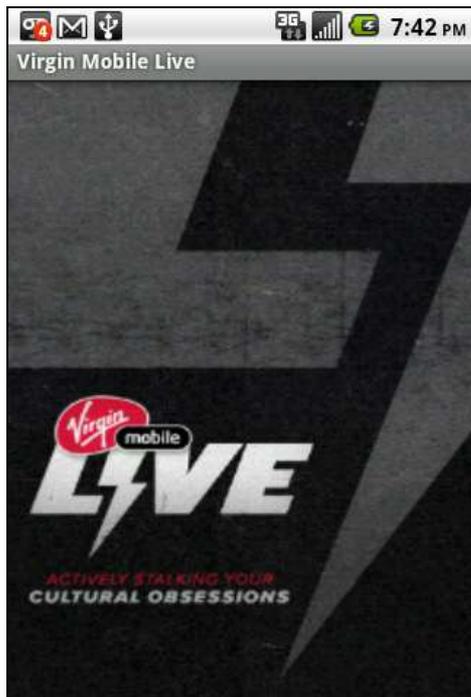
Virgin Mobile Live Android App

Live radio and blogging

BEFORE

DURING

AFTER



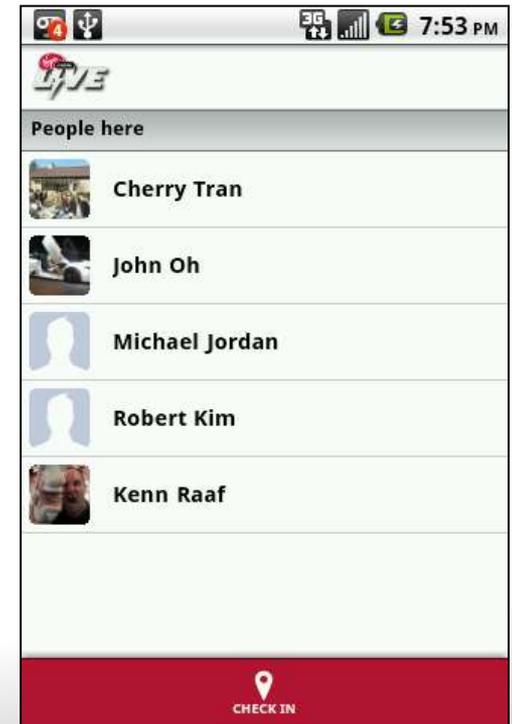
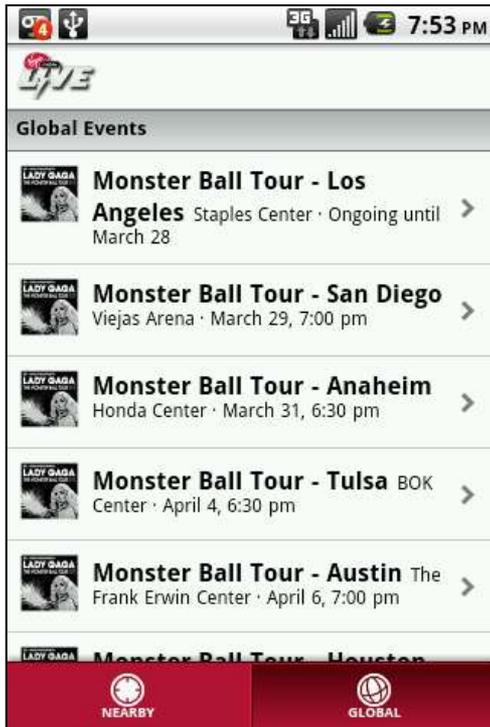
Virgin Mobile Live

Combines event data, location, social media, rich content & promotions

BEFORE

DURING

AFTER



Best Practices/Keys to Success

- Strong, compelling, audience relevant prizing
 - Success Stories: Once in a lifetime opportunities, seat upgrades, artist meet/greets, flyaways, VIP access, etc.
 - Be on-strategy with the event content and the interests of the audience
- Don't forget about pre-event and post-event promotions
 - No promotion = no participation
 - Integration across platforms by using social media, SMS, apps, digital, in-venue signage all together to maximize reach
- The technology is an enabler but not meant to distract from the show
 - Ensure in-venue mobile calls to action are clearly visible across screens, signage, etc.
- Always look for data capture opportunities
- Post event messaging needs to be timely and relevant (e.g., commemorative wallpapers, coupons, polls, etc.)

A photograph of a live music performance on a stage. The stage is illuminated by several bright spotlights, creating a dramatic atmosphere. A band is performing, with a keyboardist in the foreground and other musicians behind him. The audience is visible in the foreground, mostly in silhouette. The text "CONNECT AT THE POINT OF INSPIRATION" is overlaid in blue, and the names "Felicia Hill, Virgin Mobile Marketing Director" and "Mitch Paletz, Mozes Brand Director" are overlaid in white below it.

CONNECT AT THE POINT OF INSPIRATION
Felicia Hill, Virgin Mobile Marketing Director
Mitch Paletz, Mozes Brand Director