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## Mobile Marketing the Long-Sought Cure to Awkward Handshakes

(Chicago, December 10, 2008) – On an otherwise uneventful Chicago night, 250 business professionals gathered in Rockit Bar & Grill. Sweaty stack of business cards in hand, the crowd nervously milled about wiping their free hand on pants, jackets and decorative plants to keep the palms dry.

There was open bar, but surely there must be a better way.

A mobile marketing program from Interactive Mediums and Little Wolf Inc. saved dozens of eager go-getters from the dreaded *gummy hands*, and helped raise funds for the Chicago Tribune Holiday Campaign Charities.

“Meeting new people is a terrifying experience,” said James Heckman, president of Little Wolf Inc., and developer of the game *Mobile Networking – Trivia Challenge!* “How many times can you say, ‘so ... what do you do?’ before going insane?”

Heckman and Interactive Mediums developed a mobile-based, trivia networking game for the ACRONYM Bash. Attendees received matched sets of trivia questions and answers via text messages to their mobile phones.

The task: Find your match and reply back as a team.

In total, the game saw 65% participation. Thirty players made it all the way through to the end.

“The game comes from the questions we hear every day,” Heckman said. “We’ve all heard of mobile marketing, but what you can actually DO with it? Raising funds for a charity was a great bonus.”

Interactive Mediums and Little Wolf added the game to their lead generation programs for clients ranging from professional associations to dating clubs.

Texting is fun; mobile marketing should be also.

## Awkward Handshakes

**Interactive Mediums, Inc.** – <http://www.interactivemediums.com/>

Interactive Mediums is a Chicago-based mobile marketing firm with deep expertise in lead generation and lead nurturing programs. The agency provides hands-on campaign support from ideation through execution, optimization and measurement.

**Little Wolf Inc.** – <http://www.littlewolfonline.com/>

Little Wolf is a Chicago-based marketing consulting and business development firm with expertise in mobile, email, referral and social marketing programs. The firm works with a variety of clients to generate leads or build stronger brand relationships with customers.

**ACRONYM Bash** – <http://www.acronymbash.org/>

ACRONYM Bash 2008 was the seventh annual Holiday party hosted by leading non-profit professional associations in Chicago. In addition to providing great networking opportunities, ACRONYM raises funds for the Chicago Tribune Holiday Campaign Charities.

**For more information, contact James Heckman at 630-281-4095 or [jheckman@littlewolfonline.com](mailto:jheckman@littlewolfonline.com).**

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