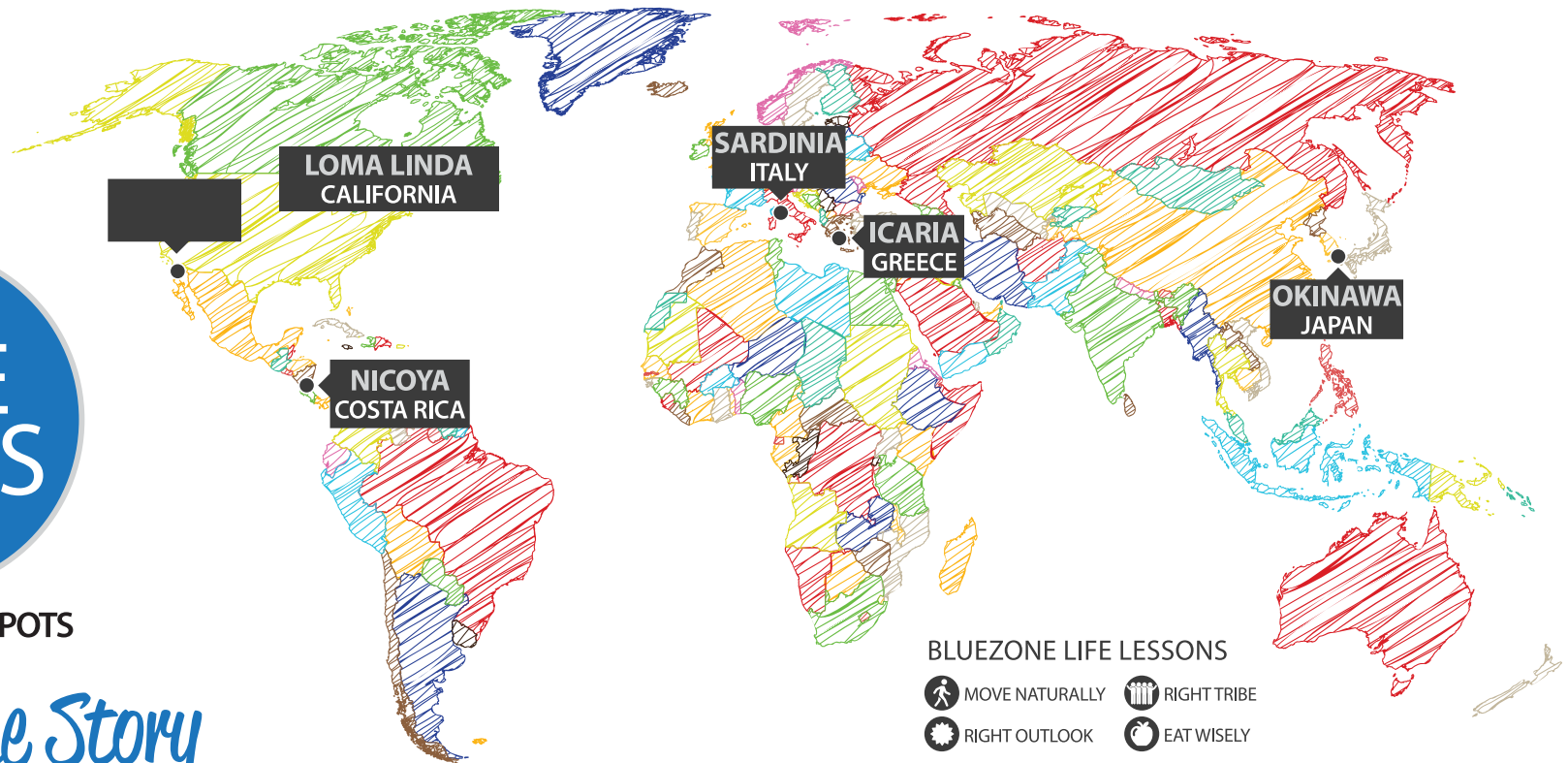






LONGEVITY HOTSPOTS

## The Bluezone Story



The Bluezone Mobile Media brand is inspired by "Longevity" commitment and dedication to its clients. Only five official Blue Zones exist in the entire world. They are located in regions of different countries where people commonly live active lives past the age of 100. It took several years of research for scientists and demographers to find them and even longer to classify them.

The five blue zones are as follows:

- The Italian island of Sardinia
- Okinawa, Japan
- Loma Linda, California
- Costa Rica's isolated Nicoya Peninsula
- Ikaria, an isolated Green Island

Each longevity "hot-spot" required intense study to determine the healthy traits and life practices they had in common that caused them to lead healthier and happier lives. A blue zone is considered to be a "longevity oasis" and the people who live there are believed to have the longest life expectancies on earth.

# Who We Are

Bluezone Mobile Media is a passionate full service agency based in Durban, South Africa.  
We believe in the power of relationships to craft unique digital products.  
We are skilled, versatile & ready to get our hands dirty.

## OUR TEAM IS INTENTIONALLY SMALL

At BZMM we're humans, friends, professionals, enthusiasts & more.  
We craft values that last & experiences that lead to change. We build brands and businesses.

As we head into a world dominated by mobile devices, we endeavour to lead our clients seamlessly into the mobile revolution with our advice, solutions and expertise. We work with businesses of all sizes to bring ideas to life through thoughtful, client-orientated design solutions. We create brands, develop and design reverse responsive websites and mobile apps and run successful social media campaigns that help your business to get ahead.

## WORKING TO MAKE YOUR BUSINESS LOOK GREAT

Every project we take on starts with the aim of being our 'best yet', so you can be assured that our attention to detail and high quality work is present in every job we craft. We want our customers to be as excited and proud of the end product as we are, and we strive towards that goal every day.



# Websites

## CREATE THE ULTIMATE CROSS PLATFORM EXPERIENCE

There is a multitude of different screen sizes across mobile devices. Screen sizes will always be changing, so it's important that your site can adapt to any screen size, today or in the future.

Responsive web design responds to the needs of the users and the devices they're using. The layout changes based on the size and capabilities of the device.

Reverse Responsive Web Design (RRWD) is the concept of building a website for a MOBILE FIRST user experience but also seamlessly adapting to larger tablet and desktop screen sizes. Reverse Responsive web design lets users easily view feature rich mobile websites that convert on mobile and look amazing on desktop and tablet.

Reverse Responsive takes mobile web design to the next level by allowing us to build a mobile first user experience to accommodate the larger screen size web surfers.





# Content and SEO

## CONTENT IS KING

Although content marketing and SEO require different skill-sets, this does not mean they stand alone. Combining the two helps you to rank better and gain higher levels of search traffic, but also to grow your audience and reach. By combining the requirements of the search engine and the humans that use them, your business will be able to maximize your total marketing ability. When you next create a content marketing strategy, keep SEO firmly in mind when it comes to your research, production, promotion and analysis.



# Email and SMS Marketing

## THE FASTEST MESSAGE WITH THE BIGGEST IMPACT

We cover all your communication needs. Realise any digital communication goal with our email, social and mobile services. This is the future of relationship marketing! We have the ultimate tool to help you create and send beautiful email newsletters.

Choose one of our beautiful, professionally designed templates or make your own. It will look great on a desktop, a smartphone and a tablet! SMS is perfect for instant attention. You are no longer limited to 160 characters

- send text messages with a link to a landing page or a mobile coupon.



# Web Apps

## MOBILE IS HERE AND NOW! DON'T GET LEFT BEHIND

While a Website is a vital tool for you to promote your products and services and acts as a one-stop shop for your users, the number of mobile users is ever-increasing. Most of these mobile users also access the Internet on their smartphones and other mobile devices. Today, everything including commerce, trading and payment is handled on mobile. That being the case, mobile web apps have proved to be the very future of computing. Developing a mobile webapp and promoting it among your users is hence extremely beneficial to further your business.



# *Social Media*

## **CAST WHERE THE FISH ARE BITING**

Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social Media has relevance not only for regular internet users, but businesses well. Let us take you seamlessly into this fantastic marketing phenomena.





# *Branding and Design*

**DEFINE YOUR BRAND. CONCEPTUALISE. STRATEGISE.**

Bluezone Mobile Media offers a full design and branding service to help you create and position your brand, better communicate your marketing message, appeal to your target market and ultimately stand out from your competition.

We have a purposeful approach to our work that focuses on designing unique and holistic brand experiences. By understanding the brand, business objectives and what your audience truly wants and needs, we aim to create extraordinary value for our clients.



# Native Apps

**WE BUILD EXPERIENCES  
AND TOUCH POINTS  
FOR MOBILE DEVICES.**



If you think that mobile apps are solely for big name brands like Checkers and First National Bank, you are wrong. More and more small and midsize businesses are following the mobile trend, understanding that an effective mobile strategy involves more than just a mobile-friendly website.

In fact, these days you'll notice that many small businesses you interact with in your everyday life have their own dedicated mobile app – be it the corner coffee shop or the beauty spa down the road. These companies are ahead of the game when it comes to taking their marketing to the next level.

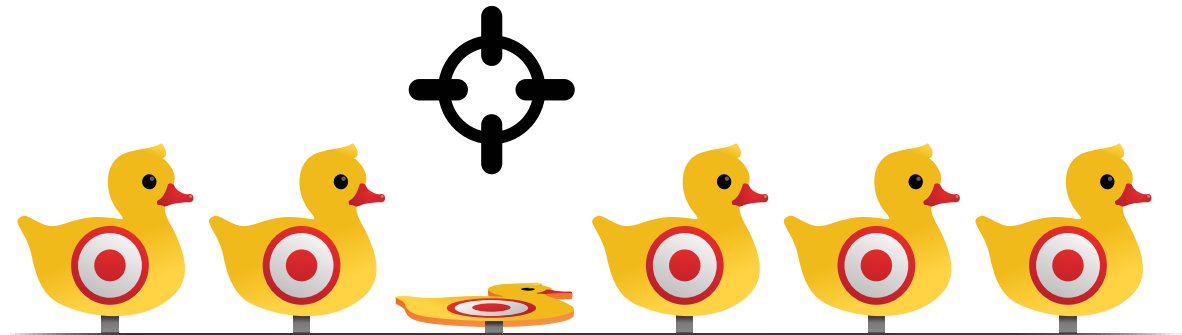
# Lead Generation

## THE SMART WAY TO FIND YOUR CUSTOMERS

Imagine walking into your office on Monday morning and finding ten hot leads flowing into your inbox. What a way to start business on a Monday, huh? Lead Generation is not a new form of gaining new business, but it now has a new approach. Rather than sitting at a trade show table for hours on end, or setting up a display in hopes that targeted consumers will complete a form, you can have leads generated and sent to you using the technology of the Internet.

If your calendar is empty and you need business fast lead generation is a way that you can grow your business rather quickly. It's an easy way to increase your ROI and get more business on your books.

Approach it just like you would any other advertising endeavor, set aside a reasonable budget



# YouTube Video Design

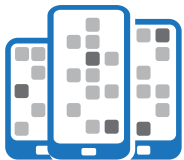
## A PICTURE IS WORTH A THOUSAND WORDS

You want your company to stand out.  
Problem is your company is not alone.  
Whether you sell Insurance Solutions or SUVs,  
the challenge is the same.  
So how do you get your message out, define  
who you are and hold your customers' attention?  
Your best marketing tool right now is video.

An engaging video can keep your  
audience rapt from start to finish.  
It can also help shorten your sales  
cycle by delivering better informed  
and more confident prospects to  
your point of sale. But we don't need to convince you. Let the product speak for itself.







## LEADING YOU INTO THE MOBILE REVOLUTION

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