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Get Glu'd to Mobile Entertainment

SALT creates the new addictive mobile brand - Glu

June 2nd, 2005 — After weeks of being teased by “Who’s g” the wireless community last night learned the answer at the BREW Conference 2005, in San Diego. Glu Mobile, a new worldwide entertainment brand was launched. The combination of US Game developer and publisher, Sorrent and award-winning European studio and technology developer Macrospace, Glu is positioned to become the leading consumer destination for mobile content - particularly games. With more than 100 original and branded titles from partners like Atari, The Cartoon Network, FOX Sports, Nickelodeon, PopCap Games and Twentieth Century Fox, Glu is clearly ready to deliver on the consumer demand for mobile entertainment and information.

“Today’s mobile phone is an extension of people’s personalities and a direct lifeline to their world,” said Jill Braff, senior vice president of worldwide marketing of Glu Mobile. “We create entertainment that is personal, instant and fun. Glu reflects the relationship people have with their mobile phones - they are literally glu’d to them - and create entertainment that fits their lives.”

Key to the success of the business is the role of a strong and distinctive brand developed by SALT. From the outset, Glu needed to stand apart from other pure gaming brands. In fact, the new positioning was NOT about gaming, but how consumers interact with this new entertainment medium. The brand strategy from the name to the experience tapped into this simple connection. *“A successful brand takes a lot of time and must be a collaborative and well thought-out process. The biggest challenge was finding a name that captured the attributes we see as defining our business and that worked on a global level,” says Braff.*

To bring the new name alive, SALT created the ‘g-man’ character - a fun, energetic personality that is used throughout communications from the phone animation, website, advertising and local studio identities. *“In the rapidly changing mobile world, consumers need a simple and memorable icon that will guide them to the best quality content”* says Paul Parkin, SALT’s Creative Director.

SALT developed all verbal and visual aspects of the new brand, which focused around the consumer experience from buying and downloading games on the website to clearly branding Glu’s role in the media

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mix. In addition they created the “Who’s g” teaser campaign, the launch at BREW and the brand advertising and communications at lightning speed in order to get the brand to market. *“Like many venture-funded companies we work with,”* said Parkin *“they need to launch their business and build awareness, quickly and effectively. There’s almost a land-grab mentality in this space and Glu is adamant about being a winner.”*

For more information on Glu please visit www.glu.com

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