

## H&M's "The Blues" Campaign Engages Targeted Mobile Shoppers Through Popular iPhone App MyTown

**NEW YORK and PALO Alto, Calif. – Mar. 2, 2010** – [H&M](#) is joining the real-world fun of the popular iPhone app MyTown from [Booyah](#). The first-of-its-kind campaign – “The Blues” – is designed to create an interest in H&M’s fashion and drive store traffic through the location-based social game that enables players to unlock rewards and earn points by checking-in from real-world shops and locations.

[H&M](#) is promoting a collection – The Blues – which mixes garments across an array of departments in different shades of blue and denim to targeted shoppers through MyTown, an iPhone game that recently surpassed one million registered users and is growing at a rate of more than 100,000 per week. MyTown players that “check-in” to a retail, shopping center or female centric location (such as a spa, hair salon, etc) within a city where an H&M store can be found, will be prompted to unlock H&M virtual “Blue” items which are clothing that are part of The Blues campaign. These items provide in-game points, while generating awareness of H&M and ultimately encouraging users to visit their nearby H&M store to find these pieces.

“MyTown takes our marketing efforts a step further through new and unique technologies and avenues today’s consumer is engaging at skyrocketing rates,” said Steve Lubomski, H&M’s Marketing Director for North America. “Not only is this effort fresh and cutting-edge, but it reaches an elusive sub-set of our target group, a highly-engaged urban audience that are in and around our stores across the country.”

“H&M further demonstrates the compelling opportunities for marketers in the location-based app space by bringing together elements of the real world and digital world,” said Keith Lee, CEO of Booyah. “The Blues campaign is the exact type of effort and brand engagement we envisioned for users of MyTown.”

The Blues campaign on MyTown is a first-of-its-kind effort led H&M’s agency [MediaCom](#), part of [GroupM](#), [WPP](#)’s media agency group, in partnership with [appsavvy](#), a direct sales team for the social media space. H&M on MyTown represents the first campaign as a result of a new partnership in which appsavvy is now exclusively serving as Booyah’s direct sales team.

“The value MyTown provides its more than a million people is significant,” said Chris Cunningham, founder and CEO of appsavvy. “Just as significant is the value marketers can add to the experience of a leading app, such as MyTown. H&M’s The Blues is not only adding to the experience, but relevantly engaging its audience in a meaningful way.”

H&M’s The Blues campaign began on MyTown February 25<sup>th</sup> and runs through March 11<sup>th</sup>.

### About H&M

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company’s business concept is to offer fashion and quality at the best price. In addition to H&M, the group includes the brands COS, Monki, Weekday and



Cheap Monday as well as H&M Home. The H&M Group has approximately 2,000 stores in 35 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was more than 74,000. For further information, visit [www.hm.com](http://www.hm.com).

### **About Booyah**

Booyah, headquartered in Palo Alto, Calif., is dedicated to creating new forms of entertainment to the masses by bringing together elements of the real world and the digital world. The entire development team draws its creativity not only from highly respected studios, including Blizzard Entertainment, Activision, EA, and Insomniac Games, but also from a vast array of industries, such as the semi-conductor, consumer web, and social gaming space. The Company is financed by Kleiner Perkins Caufield & Byers' iFund. Learn more at [www.booyah.com](http://www.booyah.com).

### **About MediaCom**

MediaCom is one of the world's largest Media Communication Specialists, with billings exceeding US \$26 billion (Source: RECMA) and 111 offices in 89 countries around the globe. Our "People First >> Better Results" philosophy drives our strategy and reflects our belief that putting People – employees, clients and consumers – at the core of our business leads to optimum business results. The MediaCom family of companies includes such leaders in their fields as: MediaCom Interaction, our global digital and interactive marketing agency, with future-forward proprietary technology that works to grow clients' businesses; MediaCom Direct, our direct response experts, creating close, measured connections with consumers; MediaCom ESP, entertainment and sponsorship specialists that connect brands to consumers when they are most open to product messages; and MediaCom Business Science, focused on helping clients achieve maximum sales return. MediaCom Worldwide is a member of WPP, one of the world's largest marketing communications companies, and is a part of GroupM, WPP's media agency group which is the largest worldwide. For more information, visit [www.mediacom.com](http://www.mediacom.com).

### **About appssavvy**

appssavvy is a direct sales team that connects hundreds of social media applications on Facebook, MySpace, Google and iPhone with leading brands and agencies. Partnered with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs. Understanding that social media is about people, appssavvy focuses on users, understands their current activity and develops ad campaigns, programs and social strategies that provide value to the ecosystem. appssavvy leverages existing audiences and utilizes all facets of social media to connect advertisers with people. For more information, visit [www.appssavvy.com](http://www.appssavvy.com).

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