



PROJECT: WORLDWIDE

Engineering Desire<sup>SM</sup>



A PROJECT: WORLDWIDE AGENCY

PRESS RELEASE

## Shoptology Named Agency of Record for Mozido

*Appointment Comes on the Heels of Strong Agency Growth and New Business Momentum*

**Dallas, TX – March 19, 2014** – Shopper engagement agency Shoptology ([www.goshoptology.com](http://www.goshoptology.com)), a part of independent agency network Project: WorldWide ([www.project.com](http://www.project.com)), announced today it has been named Agency of Record for Mozido ([www.mozido.com](http://www.mozido.com)), an emerging leader in the mobile payment space. The selection comes following a competitive review.

“This exciting partnership with Mozido is a great fit as we’re both passionately focused on innovation in the mobile space and where payments and marketing are headed, not only in retail, but also in providing innovative payment alternatives,” said Charlie Anderson, CEO of Shoptology. “Mozido's focus on technology to deliver valuable mobile commerce, marketing and lifestyle services, coupled with our focus on delivering insightful, innovative ideas that motivate mobile users, makes this a great strategic partnership.”

Effective immediately, Shoptology will lead the Mozido brand development and marketing approach with Mozido clients and consumers as a global leader in the mobile payments category.

“Mozido has been a quiet leader in mobile services, but now is the time to explode into the market, and we believe that the Shoptology team is the right partner to take us to the next level,” said David Luther, CMO & EVP Business Development at Mozido. “Their track record of creating memorable brands and marketing game-changing offerings will provide the increased awareness that Mozido needs for rapid adoption by businesses and consumers.”

This appointment follows Shoptology’s recent acquisition of word-of-mouth and social media marketing agency, Affinitive, a sister agency within the Project network. In addition to the acquisition, Shoptology’s expanding client roster also includes DSM, Frito-Lay, JetBlue, KIA, Pepsi-Lipton Partnership, Major League Soccer and THX.

###



Engineering Desire<sup>SM</sup>



A PROJECT: WORLDWIDE AGENCY

#### **ABOUT MOZIDO**

**Mozido** provides an integrated platform of cloud-based, white-label, mobile payment, shopping and marketing solutions, complemented by real-time, customer behavior analytics. Our platform is highly interoperable and can work with virtually any wireless carrier or mobile device, including smartphones and feature phones. Mozido enables companies in retail, financial services, consumer packaged goods and telecom to serve both banked and unbanked consumers.

For more information, visit us at [www.mozido.com](http://www.mozido.com)

Follow us on Twitter: @MozidoGlobal

#### **ABOUT SHOPTOLOGY:**

**Shoptology** is a next-generation shopper marketing agency focused on driving breakthrough growth through shopper insights and activations. The agency delivers engagements that are welcome, magnetic and useful with smart, curious people asking better questions to develop more innovative solutions. Shoptology is headquartered in Dallas, TX with additional offices in Fayetteville, AR and New York, NY. The agency is led by Charlie Anderson, an award-winning shopper marketing veteran. For more information please visit [goshoptology.com](http://goshoptology.com).

#### **ABOUT PROJECT: WORLDWIDE**

**Project: WorldWide** is an independent, global network of complementary agencies delivering engaging experiences that drive business results for clients. The network is comprised of engineers, craftsmen and artists creating marketing solutions that inspire people to participate and act. Project: WorldWide is employee-owned with more than 1,800 employees in 44 offices around the world. The agencies include George P. Johnson, ARGONAUT, Partners + Napier, Motive, Spinifex Group, JUXT, Shoptology, G7 Entertainment Marketing, School, and Raumtechnik, which span the experiential, creative, digital, social, mobile and retail sectors. For more information, please visit [project.com](http://project.com).

#### **Media Contact:**

Charlie Anderson

CEO

Shoptology

Tel: (479) 871-9663

[charlie.anderson@goshoptology.com](mailto:charlie.anderson@goshoptology.com)