



SITE SEARCH

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**Companies:**

Predatorial Advertising Associates and dotMobi



**Campaign:**

.mobi Solutions in Action

**Challenge:**

Creators of bigfishtackle.com, Predatorial Advertising Associates were searching for a way to provide anglers with valuable information and feedback at the very moment they were battling the fish of a lifetime ... not after it became the one that got away.

Traditionally, anglers have relied on magazines, TV and PC-based Web sites for information about their fishing area or the fish they're trying to catch. This information is often outdated and can't account for the factors that play a large part in fishing, like water and weather conditions.

**Solution:**

Using the .mobi domain – specifically designed for mobile devices – Predatorial Advertising Associates created a mobile site, bigfishtackle.mobi, to bring real-time information to anglers already on the water.

bigfishtackle.mobi gives anglers up-to-the-minute fishing reports, tips and techniques based on current water and weather conditions. A discussion forum gives anglers access to advice from thousands of fishermen, allowing them to ask questions and receive responses while they are trying to catch "the big one."

**Results:**

bigfishtackle.mobi launched in November 2006. Since going live, the site has received more than 10,000 visits. The site is quickly becoming a trusted resource for sportsmen, combining the wealth of information provided by bigfishtackle.com and the mobile experience found with a .mobi domain.

"The Internet has allowed us to provide anglers with an unprecedented information and resource platform," said Mike Hodgdon, Vice President of Operations, Predatorial Advertising Associates. "The .mobi domain takes our ability to provide anglers with the most accurate, beneficial and timely information to a whole new level."

bigfishtackle.mobi has already received feedback for text message alerts, mobile versions of online fishing games and a buddy list to send pictures of big catches to friends.

**About Predatorial Advertising Associates**

Predatorial Advertising Associates specializes in servicing the fishing, hunting, outdoor and sports industries' Internet needs. They manage a large online network of outdoor-related niche sites, averaging more than 17 million ad impressions served monthly.

**About dotMobi**

dotMobi (the informal name of mTLD Top Level Domain, Ltd.), a joint venture company based in Dublin, Ireland with offices in Washington, DC, is leading the development of Internet usage from mobile phones by switching on the .mobi domain name. Unique among domain name providers, dotMobi ensures that services and sites developed around .mobi are optimized for use by mobile devices. On-the-go consumers can have confidence that the Internet site or service will work from their mobile device when using the .mobi address.

dotMobi is backed by leading mobile operators, network and device manufacturers, and Internet content providers, including Ericsson, GSM

Join Us at Upcoming 2008 Events

**Latin America**

São Paulo, Sofitel São Paulo  
March 26

**Europe, Middle East & Africa**

London, Café Royal,  
April 16 & 17

**North America East**

New York, Marriott Marquis  
Times Square, June 10 & 11

**Europe, Middle East & Africa**

(City TBD), October 7 & 8

**North America West**

San Diego, Loews Coronado  
Bay Resort, November 12 & 13

**Asia Pacific**

4th quarter

www.mobilemarketingforum.com



www.mmaglobal.com

FEB 2008 EVENTS

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UPCOMING EVENTS

▶ 26th FEB Search Marketing Expo (SMX) West

▶ 26th FEB EMEA Board Meeting

▶ 2nd MAR Youth Marketing Mega Event

▶ 12th MAR MMA North

Association, Hutchison 3, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefonica Moviles, TIM and Vodafone. dotMobi is also a sponsor of W3C's Mobile Web Initiative.

For more information on dotMobi, visit <http://dotmobi.mobi> and the dotMobi blog at <http://blog.mobi>.

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## America Board Meeting

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13 more item(s)

### JOIN THE MMA



### NEWSLETTER & ALERTS

