

Webtel.mobi Teams Up With Zooppa for \$75000 International Ad Campaign Competition

webtel.mobi

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\$75,000 cash prizes to be awarded to winners of advertising competition

Webtel.mobi, whose ultra low cost mobile calling and texting service is revolutionizing the way people make phone calls, has partnered with Zooppa, the world's largest social network focused on user-generated advertising, to offer over \$75,000 in cash prizes and recognition at an awards ceremony in Cannes, in an international advertising competition.

Webtel.mobi's competition with Zooppa runs from May 14th through July 10th and is expected to generate a large number of viral ads. The prize money is a significant factor, and is reflective of the growing acceptance in the market that online-generated content has come to be regarded as a mainstream component of successful international advertising campaigns.

Zooppa is uniquely positioned to market Webtel.mobi. Each company is at the leading edge of its industry. Webtel.mobi is the first company to combine the affordability of internet-initiated mobile calls & texts with the convenience of mobile technology. Zooppa is a leader in the booming user-generated advertising movement.

As Zooppa CEO Wil Merritt said, "It's great to team up with a company as forward-thinking as Webtel.mobi. This is the kind of project that really gets our creative community fired up."

Webtel.mobi's brief included the opening of the competition to all entrants, regardless of their medium of filming. A spokesman for Webtel.mobi said "Our company recognises that personal excellence and skill don't always have the backing of large budgets, so whether entrants submit content generated by mobile phone filming or professional edit suites – it'll be the skill and innovation of the creators that is judged above all else".

To see the campaign brief and details,
visit <http://www.zooppa.com/contests/webtelmobi>

For more information about Webtel.mobi,
visit <http://www.webtel.mobi/pc>