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Mobile Tops Moosylvania's XL Marketing Trends Report

Series of Free Must-have Reports Show how Consumers and Businesses Will Find, Learn About, Buy and Build Loyalty for Products and Services Over the Next Decade

ST. LOUIS--(BUSINESS WIRE)-- What are the trends that are reshaping marketing now and for the next 10 years? How will conventional media keep pace as ad revenues shrink and its audience is captivated by new and advanced forms of communications? How will brands recapture the hearts and minds of consumers in a post-recession economy?

In its quest for answers to these questions and more, [Moosylvania](#) has conducted extensive research and categorized, weighed and measured its findings based on overall projected growth, impact on the market and ability to maximize spend vs. return. The groundbreaking work is the basis of the Moosylvania XL Marketing Trends Report, a six-chapter study that encapsulates the top trends marketers should focus on now and well into the next decade, that is available for free.

The first chapter provides an overview of the top 10 marketing trends and taps into Moosylvania's frontrunner - mobile marketing and its related channels: geo-marketing; interactive tagging; search; gaming; video; texting; Blue Tooth and apps.

"Our research uncovers an insightful look into each of the top 10 growth trends and uses best practice case studies to provide context around the discussion," said Rodney Mason, Moosylvania's CMO. "The report also includes access to a case-study engine available for brand marketers that is a regularly-updated resource of current programs in the market."

To access a free copy of the Moosylvania XL Marketing Trends Report 1: Mobile Marketing, go to www.moosylvania.com and click on "Insights."

To share your thoughts and perspective, and to see how Moosylvania can fulfill your marketing needs, contact Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose.

About Moosylvania

Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked

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research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit moosylvania.com or contact Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose. Follow Moosylvania on www.twitter.com/moosylvania.

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