



Mobile Competition Engine (MComp)

Mobile Competition Engine lets you run innovative interactive gaming programmes involving mobile players around the world.

The Product

MComp offers a range of interactive SMS gaming engines which can be used for advertising and promotional purposes to develop individual relationships with your customers, or just to have fun.

Our gaming engines range from the simplest concepts through to complex competitions involving multiple potential responses – a bit like an interactive mobile treasure hunt.

How does it work?

MComp is a solution that has the flexibility to be taken anywhere the customer wants. Competitions can involve one-off responses, daily questions or clues, or be extended to encourage contestants to battle the machine or other players.

The specialist team at Sonic Mobile works with you to design the rules of the game and the information flow between the player and the Game On engine.

All you need to do is publish or advertise the game and the chosen questions or key words to allow people to play. Customers can then participate via SMS to the short code provided by us and the Mobile Competition Engine handles correct and incorrect answers, participants, winners and losers as well as help commands and hints for players.

Why do I need it?

MComp is the solution that has huge potential to increase your brand awareness. Games are a great way to engage your customers and encourage direct interaction with your brand via a new channel. Because entry and participation is via SMS, customers can enter quickly – wherever they may be. The nature of the product means that it is flexible and can be moulded to suit your needs.

Other key features include:

- Access to selected international networks
- An engine to receive entries and respond to users accordingly
- An optional thesaurus to interpret spelling mistakes in responses
- A web-based reporting system to determine the responses and participation levels
- Agency support to design and implement specialised campaigns

Sonic Mobile can solve all of your mobile marketing and wireless communication needs. Talk to us about how you can integrate this product with any of our other mobile solutions. We have the capability to do just about anything mobile – so how far can your imagination stretch?