

MAD about SMS

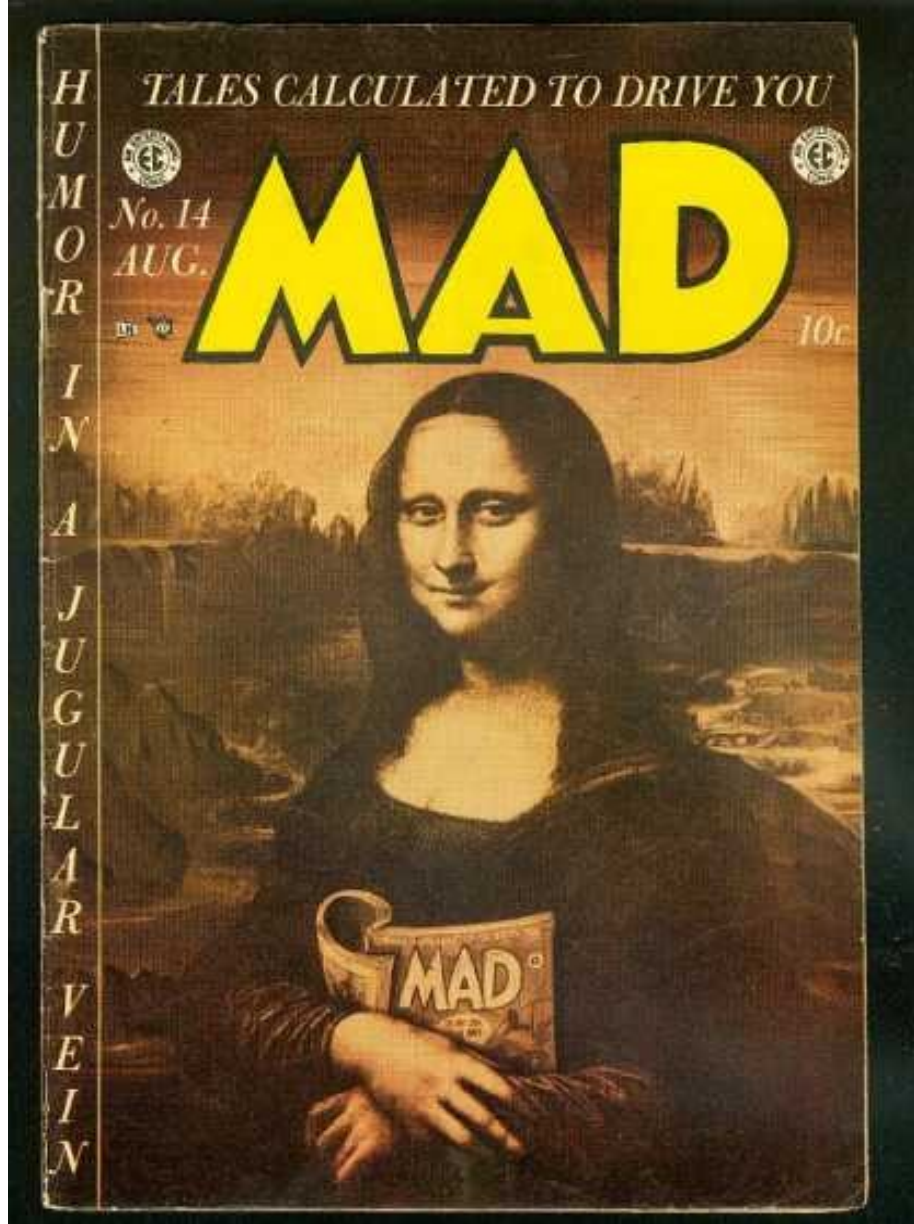
Mobile App Distribution using Twilio

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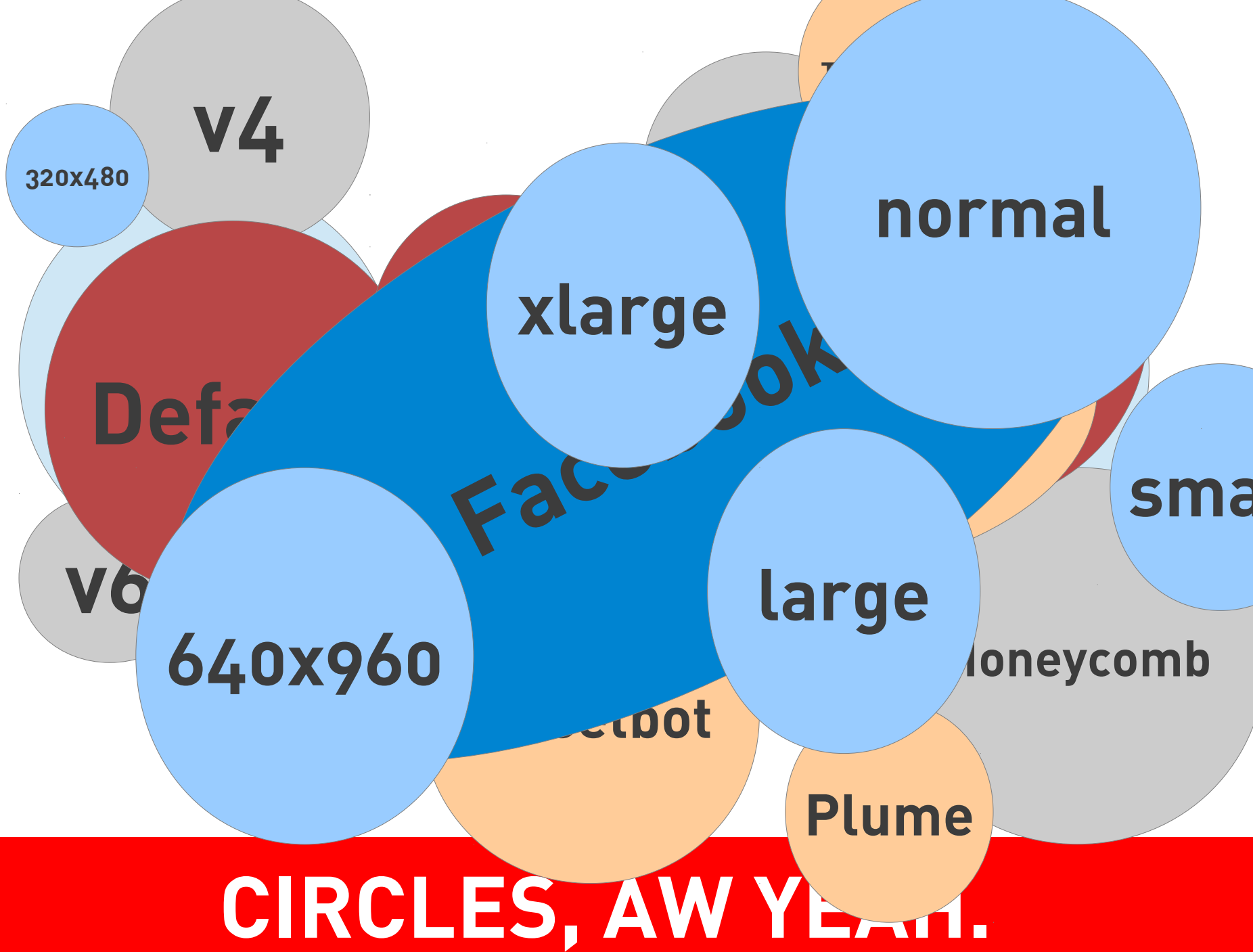
HOLY BISCUITS



CALCULATED TALES



THE HORROR , THE HUMANITY



CIRCLES, AW YEAR.



VENN WAS A DRINKER

TWILIGHT • THE A-TEAM • JUSTIN BIEBER

MAD
IND



WE DUMP ON
THE iPad

TheIdiotical.com

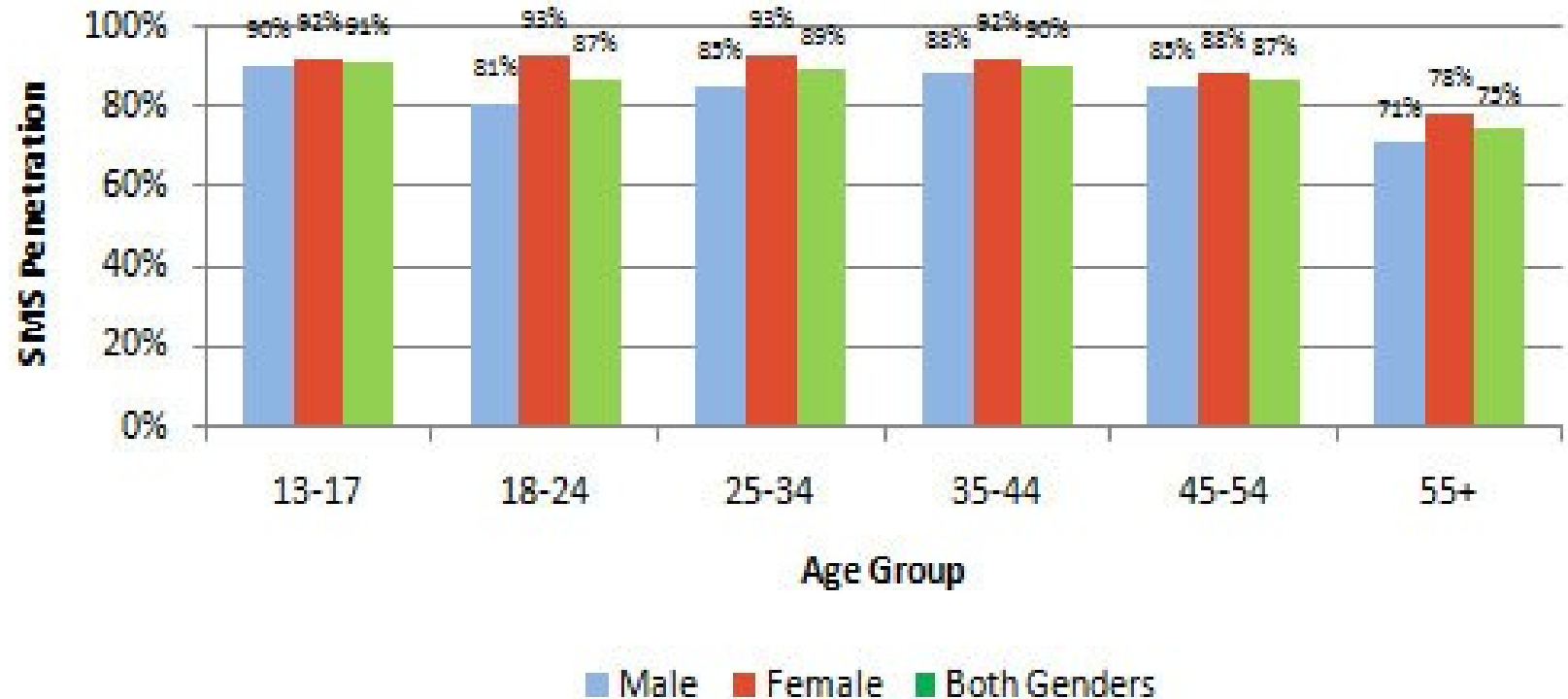
#504 AUGUST 2010 \$5.99 CHEAP!



madmag.com

WHAT, ME WORRY?

UK: Percent reach of SMS by gender and age



Source: ComScore, June 2009.

RESISTING ANOTHER BAR JOKE



FLOGGING THAT HORSE



RED SOX NEED THE HELP

O HAI.

TEXTS

FROM LAST NIGHT



Newest Texts

(859): did you seriously make the punch out of vodka and food coloring

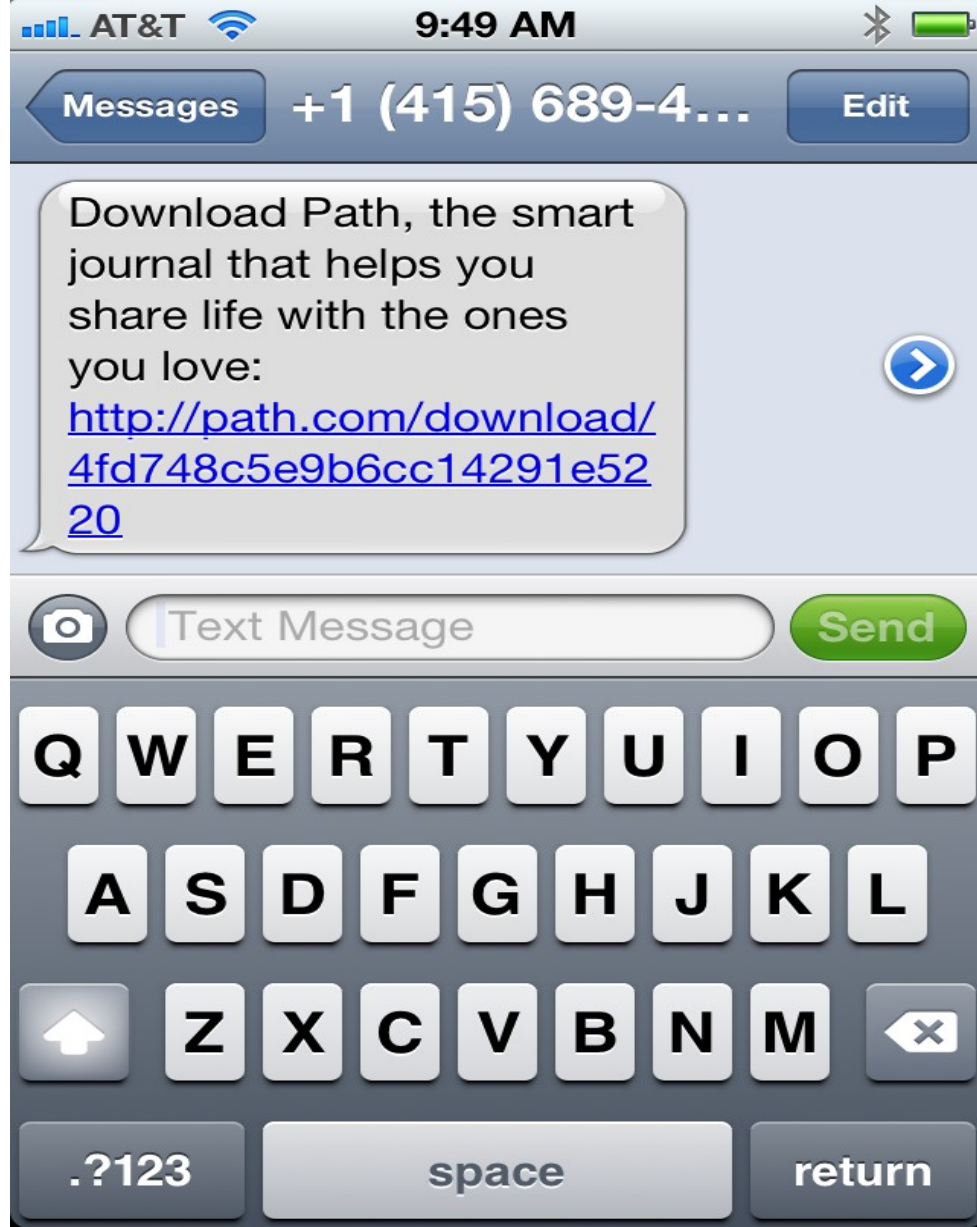
(417): Was this before, or after you took my brand new bag of shredded cheese, and "Made it rain"?



LET ME BRING YOU UP TO SPEED



HOW DO YOU LIKE THEM APPLES?



DOWNLOAD!



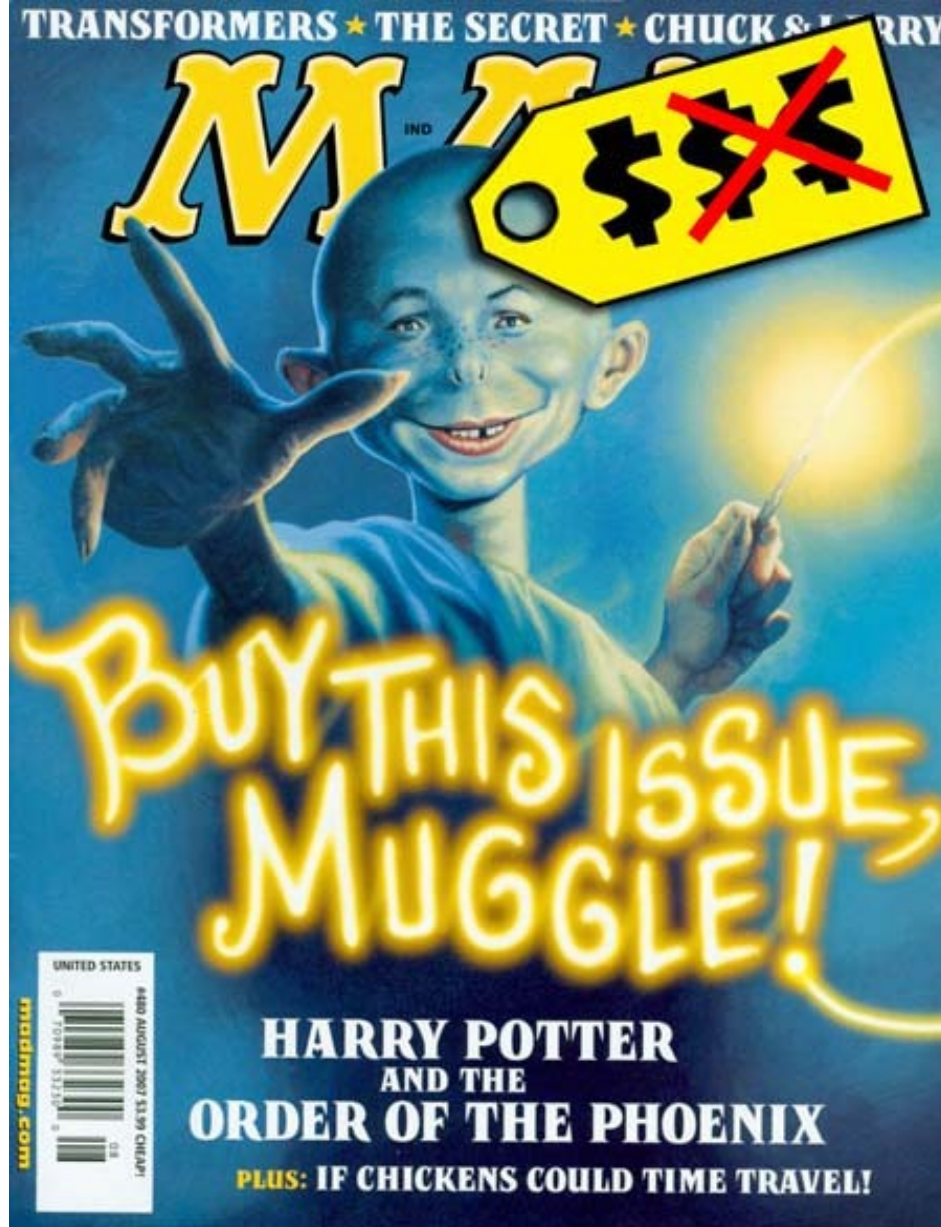
FIVE STAR EXPERIENCE

DO IT LIVE

KEY BENEFITS

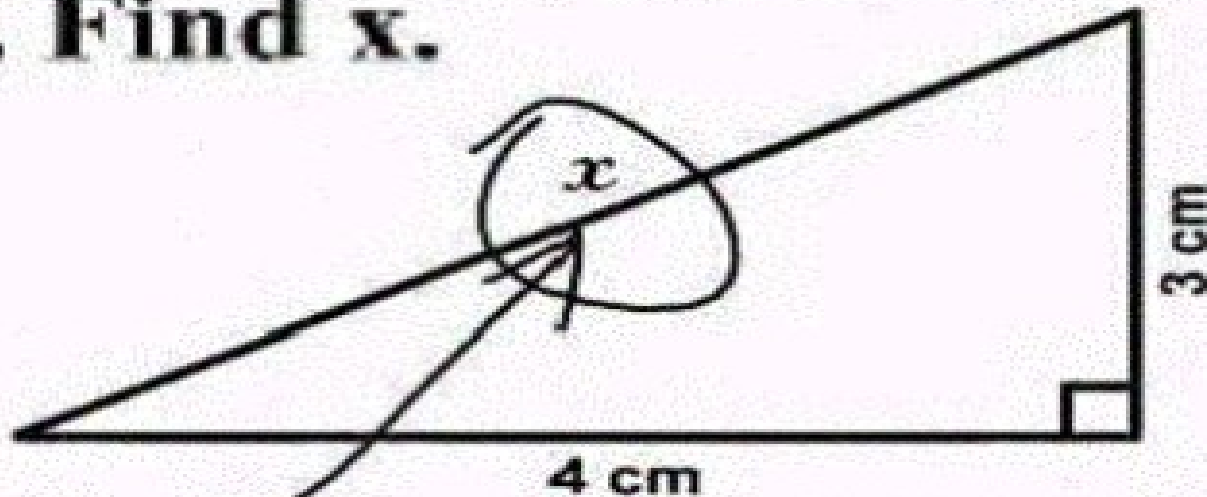


DELIVERY IS CERTAIN



1 CENT. CHEAP!

3. Find x .



Here it is

SIMPLICITY

The simplest solutions are often the cleverest
They are also usually wrong

SIMPLE AS $a^2 + b^2$

PRO TIPS



MORE THAN JUST INVITATIONS

The world's radio stations, from Austin to Zurich

Text "TUNEIN" TO 42777 FOR THE FREE APP



YOUR CREATIVES WANT SMS

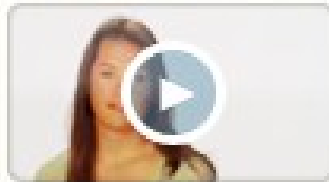


REACH OUT AND TOUCH SOMEONE

CASE STUDIES



Stay connected with
family & close friends.



Watch the demo



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Get the app



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in your phone's browser or
text it to your phone...

Phone Number

#####



PATH



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SIDECAR

THANK YOU

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