

## **Media and Analyst Inquiries:**

### **Ogilvy & Mather**

Toni Lee  
Public Relations  
212-237-5090 (o)  
917-679-7631 (m)  
[Toni.lee@ogilvy.com](mailto:Toni.lee@ogilvy.com)

### **Millennial Media**

Erin (Mack) McKelvey  
VP of Marketing  
443 992 4193 (o)  
443 878 5673 (m)  
[mack@millennialmedia.com](mailto:mack@millennialmedia.com)

## **Millennial Media Adds Mobile Support to Hopenhagen Global Effort to Drive Awareness for Climate Change**

**NEW YORK, NY and BALTIMORE, MD, November 12, 2009--** “Hopenhagen,” a global marketing and communications initiative created by Ogilvy & Mather on behalf of the International Advertising Association to support climate change at December’s United Nations Climate Change Conference in Copenhagen, is expanding its social media and interactive outreach efforts with the addition of Millennial Media to the list of companies providing marketing support.

The Hopenhagen campaign urges citizens of the world to visit the Hopenhagen.org website, sign a petition demanding their leaders support climate change, and share their messages of hope through social media applications. As a campaign that is using social media to connect the people of the world with their leaders, mobile is an important element of this outreach, Millennial Media has been selected to drive reach and awareness to the Hopenhagen campaign to mobile internet users throughout the U.S.

Millennial Media, the largest mobile advertising network in the U.S., will deliver 10,000,000 impressions from November 7<sup>th</sup> through December 7<sup>th</sup> in support of the campaign.

“We chose Millennial Media for their unique ability to target both a wide ranging audience and to target young adults and healthy living specifically. Their vast array of mobile tools and solutions, including their PSP inventory, attracted us to them. We are certain Millennial Media will expand the Hopenhagen movement and empower grassroots movements,” said Seth Farbman, Managing Director of OgilvyEarth, Ogilvy & Mather’s global sustainability effort.

“We are honored Ogilvy & Mather has chosen us to support the mobile component of the Hopenhagen campaign. Both companies have a strong background in supporting their communities. This project allows Ogilvy and Millennial Media to combine our strengths for a great cause,” said Erin (Mack) McKelvey, vice president of marketing, Millennial Media. “Cause-based mobile advertising is on the rise, as, like brand advertising, it drives significant campaign awareness and consumer engagement.”

The Hopenhagen movement, overseen by the International Advertising Association in conjunction with Ogilvy & Mather, represents support for the United Nations, which calls for a climate treaty that is “ambitious, fair and effective in reducing emissions.” Through the support of the IAA and a coalition of the world's leading advertising, marketing and media agencies, Hopenhagen will become an empowering platform, giving voice to global citizens in the climate change dialogue and helping voice their opinions to the leaders from 192 countries attending the conference. The outcome of the new international global climate treaty has garnered public concern due to the U.S. refusal to sign the Kyoto Protocol in 2005.

**Reporters and Editors: Screen shots and graphics are available. Please contact Mack McKelvey at Millennial Media for the images.**

**About Millennial Media, Inc.**

Millennial Media is the largest and fastest growing mobile advertising network in the U.S. The company is committed to growing the mobile advertising marketplace by becoming the preferred partner to all advertisers seeking to reach mobile consumers, all publishers seeking to maximize ad revenue, and all mobile operators seeking to further monetize their networks. For more information, please visit <http://www.millennialmedia.com> or follow us on Twitter at [www.twitter.com/millennialmedia](http://www.twitter.com/millennialmedia).

**About Ogilvy & Mather**

Ogilvy & Mather ([ogilvy.com](http://ogilvy.com)) is one of the largest marketing communications companies in the world. Through its specialty units, the company provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion, relationship marketing. Ogilvy & Mather services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. Ogilvy is a WPP (NASDAQ: WPPGY, [www.wpp.com](http://www.wpp.com)) company. For more information, visit [www.ogilvy.com](http://www.ogilvy.com).

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