

# BiGDUG to use mkodo for mobile catalogue ordering



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Press Release Author = [BiGDUG](#)

Industry = [Retail](#)

Press Release Summary = **Mkodo has announced that BiGDUG, the number one provider for low cost shelving, is integrating the mkodo Intelligent Mobile Platform with its own print advertising campaign**

Press Release Body = **Mkodo** has announced that **BiGDUG**, the number one provider for low cost shelving, is integrating the **mkodo Intelligent Mobile Platform (IMP)** with its print advertising campaign.

Future advertisements from **BiGDUG** (<http://www.BiGDUG.co.uk/>) will not only promote specific products, but will also include a text number, which interested parties can SMS to order the company's complete catalogue. The IMP will manage the correspondence by sending a text that acknowledges the request. It will then move the contact names and numbers into a database so that **BiGDUG** can manage the mailings.

**Doug Nourse, BiGDUG's chief executive**, said, *"We believe that this campaign will help us by being more efficient. Only those interested will request the catalogue and it will give those companies the immediacy only available to mobile communications. Mkodo's IMP will provide us with complete report details for our real-time and post campaign analysis."*

**Sue Yoxall, mkodo's executive director**, said, *"We are pleased to see a company like BiGDUG being so progressive in its advertising*

*campaign, by taking advantage of the very latest in mobile technology. By integrating SMS with its print advertising, BiGDUG have taken a huge step forward in achieving interactive client marketing. By instigating these new marketing efforts, companies like BiGDUG will be rewarded with customer loyalty and improved communications."*

**Mkodo limited** has been a leader in the market for provision of **Direct to Customer (D2C)** mobile communication services since May 2001. The **mkodo Intelligent Mobile Platform (IMP)** is an industry leading flagship product and is available as a managed service or a software licence.

Using **mkodo** expertise and off-the-shelf tools, clients can integrate SMS, Mobile Content, WAP, Mobile Portals, MMS and other mobile technologies in their marketing, commerce, CRM, research, business efficiency or mobile content delivery services.

**Mkodo's** blue chip client base benefits from the highest quality technical and customer services. **Mkodo** have proven experience with thousands of successful activities across the globe. Clients include: MTV Networks, Proximity, Turner Broadcasting (Cartoon Network), The Armed Forces, DMG World Media, Grolsch, Creation Financial Services, Reed Exhibitions, Ideal Shopping Direct, Linney Design.

#### **About**

#### **BiGDUG**

**BiGDUG** is recognized as the best value online racking and shelving (<http://www.BiGDUG.co.uk/>) company in the UK. **BiGDUG** specialises in offering customers specifically produced products that are easy to assemble and operate. **BiGDUG's** main products include: galvanised shelving ([http://www.bigdug.co.uk/acatalog/265kgs\\_Galvanised\\_Shelving.html?nav](http://www.bigdug.co.uk/acatalog/265kgs_Galvanised_Shelving.html?nav))

**Web Site = <http://www.bigdug.co.uk/>**

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