You Can Develop Brand Apps for Coca-Cola

Written by Bob Snyder
29. November 2010

The GSMA is now accepting entries for its Brand App Challenge, a competition in which mobile application developers create "brand apps" for a select group of global consumer brands, including Coca-Cola (with its Coca-Cola, Coke Zero and Diet Coke brands).

Winners of the Brand App Challenge will be named at the GSMA Mobile World Congress, which will be held 14-17 February, 2011 in Barcelona.

It's a clever way for GSMA to get sponsorship money but an interesting opportunity for developers who want recognition and a calling card to bigger clients.

"The Brand App Challenge will create networking and business opportunities which benefit the brands, application developers and the broader mobile ecosystem," says Michael O'Hara, CMO at GSMA. "This competition taps the creativity and capabilities of the mobile application developer community to address brand and industry challenges, and we are thrilled to be working with Coca-Cola to help them maximise the power of mobile."

Developers will compete by creating customised mobile apps for the participating brand sponsors based on the objectives and guidance provided by the individual brands. The apps will address a wide range of mobile operating systems including *Android, Apple iOs, BlackBerry OS 6, HP webOS, Symbian and Windows Phone 7*
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"With the smartphone revolution, app developers stand at the vanguard of mobile innovation," said Tom Daly, Group Manager, Strategy & Planning, Global Interactive Marketing Group at The Coca-Cola Company. "Coca-Cola is proud to sponsor the App Challenge and we look forward to seeing how the world's developers leverage the happiness our brands inspire via novel and powerful apps."

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Developers can sign up for the Brand App Challenge via an online portal and then upload a brief video demonstrating their proposed brand app. Each brand will select five finalists who will then compete to become the ultimate winner for the respective brands. Submissions for the Brand App Challenge will be accepted until 10 January and the finalists will be named approximately one month before Mobile World Congress 2011. The Brand App Challenge winners will be announced as part of the Mobile World Congress conference programme and will receive cash awards for their winning efforts.

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