

## CASE STUDY

### General Motors

**Industry:** Human Resources

**Vehicle:** Handout

**Products:** Ringtones

**Features:** Custom Card

When GM wanted to find a compelling way to encourage Hispanic women to apply at job fairs, they turned to MediaTree for a compelling incentive. The Hispanic market currently spends 25 – 50% more on mobile content than other market segments,\* making ringtones an attractive incentive. GM offered 4 free ringtones to Hispanic women who completed an application at the show, as part of their Solo GM campaign.

