

## *THE RAZZBERRYSYNC DIFFERENCE*

Other companies provide SMS content. Some of their content even overlaps programs offered by RazzberrySync. So why are we better?

For starters, we're huge fans of *authenticity*. Our music reviews are written by people who were buying and writing about music a long time before we found them. Our urban culture content is straight from the streets. Our faith and spirituality programs emerge from the first-hand experiences of believers. Gamer tips? Written by people who probably spend way too much time with the joystick. And so on.

And not to put too fine a point on it, but our humor programs are created by people who are actually funny – a claim that some other content providers out there sadly can't make.

In short, we believe that people should know what they're talking about when they take their wares to market. The quality of our programs make your life easier – they're so good, viral marketing takes over, which means you'll spend less on promotion. A "hooked" audience means reduced churn, and it brings people back to purchase additional programs – driving up ARPU. Your brand becomes stronger, because your audience sees that you're innovating.

### **Left Brain, Meet Right Brain**

There's more. Our content mission is overseen by legit creative vision. The Minister of Content, who does a good bit of writing himself and who directs the activities of all our writers, has been a very serious creative writer and content developer for over two decades. He's a published author in several genres, including fiction, poetry and literary journalism. He holds an advanced degree in creative writing. And he's been charged with developing high-level talent in both academic and corporate environments.

It gets even better. We also *think* about media and content quite a bit. The Minister of Content is also a PhD in Mass Communication with a long history analyzing why certain kinds of content and media work together while others don't.

This all adds up to a simple conclusion. RazzberrySync programs are of such exceptional quality because *we are content*. We know it, we believe it, we live it. And we've proven that we can translate our expertise into compelling messaging for a broad range of audiences.

### **Our Savvy, Tailored to *Your* Business Goals**

The entire leadership team possesses demonstrated business acumen. This is critically important, because we understand the business dynamics facing our customers and partners. We're sensitive to the demands of tapping markets, and we're incredibly adept at *customizing* content.

You may have an idea that hasn't occurred to us. You may have a unique slant on one of our existing concepts. You may need a slightly altered version of something we've developed to appeal to a particular nuance in your customer base. In all cases, we're able to develop, quickly and fluidly, the sorts of highly tailored programs you need to speak directly to your target audiences.

Authentic and customizable. Creative and analytical. Innovative and instinctively business-focused. These are some of the reasons why we're so confident that we're your best option for mobile content development.