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| **MARKETING CAMPAIGN** | **PROS** | **CONS** |
| A soft drink company uses mobile advergaming by utilizing a mobile gaming app to showcase their product in-game to consumers. |  |  |
| A grocery store uses QR codes on their fresh food labels to provide consumers more information about each food. |  |  |
| A clothing company creates an MMS campaign for customers to receive daily deals and coupons from their local store. |  |  |
| A fast-food company creates a mobile app which sends smartphone users deals based on their locations. |  |  |
| A department store allows users to connect to their free Wi-Fi as long as they allow push notifications. |  |  |

**Digital Marketing Situations**