

# Wetpaint Advertising lands Qualcomm account

Issued by [Wetpaint Advertising](#)

4 Jul 2012

International telecommunications corporation Qualcomm is launching its Snapdragon S4 mobile processor chipset onto the South African market, with Wetpaint Advertising leading its advertising efforts.



[click to enlarge](#)

As the exclusive marketing partner for the Snapdragon campaign, Bryanston-based Wetpaint Advertising is launching an intensive and tactical promotion: the goal being to generate greater brand awareness, for a product that previously remained unknown in South Africa, despite its wide usage.

Having landed the international account, Wetpaint Advertising is currently rolling out an integrated campaign launch, which introduces the multi-tasking Snapdragon mobile processor to the public across several varied platforms. Wetpaint is utilising a variety of marketing strategies, including outdoor media, radio sponsorships, and an online competition which uses a unique digital puzzle game as its entry mechanic, and an exclusive promotion on South Africa's foremost technology podcast show: The ZA Tech Show.

Qualcomm's Snapdragon mobile processors can be found in over 340 smartphone and tablet brands on the market. The Snapdragon's distinctive technology facilitates the simultaneous operation of multiple smartphone functionalities; at an improved rate of speed, battery life retention and multi-tasking experience.

Wetpaint Advertising is a through-the-line, full service creative agency which counts Epson, Philips, Sun International, Huawei, Sasria and Sony amongst its client roster. Offering a diverse range of solutions, Wetpaint Advertising includes Marketing and Media Strategies, Design, Copywriting and Web Development as part of its holistic advertising solutions packages. It also boasts a Social Media division a full-service Radio Production house - called Wetpaint FM - and has recently launched Digital and Events divisions.

- **Is everyone a social media specialist? Unpopular opinion by a head social media specialist** 2 May 2024
- **When did clients become advertisers? Unpopular opinion by a chief creative officer** 3 Apr 2024
- **The vanishing act of decent interns: Unpopular opinion by a CEO** 6 Mar 2024
- **The World Domination blueprint: Wetpaint is taking over the world one brief at a time** 22 Nov 2023
- **Wetpaint goes global, 30 fastest growing private companies to look out for in 2022** 20 Apr 2022

## Wetpaint Advertising



At the core of our vision lies a commitment to redefine the global advertising landscape. Drawing from deep-rooted African perspectives while maintaining a steadfast global outlook, we emerge as a dynamic, full-service agency, offering comprehensive solutions to ensure your band's success on a global scale.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>