

Two Twenty-One Year Olds to Set the Trend for Marketing in Canada

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Lucas Pellan and David Polsky,

the co-founders of [Luvid](#)

[Marketing](#), are bringing mobile marketing to the next level across Canada. With their expertise in the field, savvy marketing skills and vision for the future, these two

young entrepreneurs are providing Canadian businesses with an innovative way to connect with and market to consumers – one that will change the face of Canadian marketing forever.

Mobile is the future of marketing in Canada. With major brands such as Coca-Cola, Armani Exchange and Victoria's Secret already using mobile as part of their marketing campaigns in the U.S., it's only a matter of time before Canadian businesses catch on.

"We're looking to take mobile marketing nationwide," says Lucas, who operates the Montreal branch of Luvid Marketing.

"Our goal is to have every single business in Canada using some form of mobile marketing within 5 years."

"We understand that it's no small feat, but as consumers become more and more attached to their cellphones, businesses who want to compete will have no choice but to go mobile as well. Whether it's creating a mobile website for a business or developing, launching and managing a text

message marketing campaign for them, we're going to get everyone on board."

"Everyone needs to see the value in mobile and especially text message marketing for it to takeoff," continues Lucas.

"Consumers need to understand that it's different than traditional advertising and business owners need to understand that it's the best way for them to stay connected to their consumers."

Luvid Marketing's web-based technology allows businesses to send coupons, thank you messages, reminders, and launch mobile campaigns such as voting and polling, surveys, text-to-win and text-to-donate directly to consumers as text messages.



Mobile marketing gives Canadian businesses an opportunity to connect with consumers like never before.

With 91% of consumers having their cell phones within reach 24/7¹ and a text message open rate of over 97%², there has never been a more effective way for a business to get in front of their target audience.

"Consumers are becoming less and less responsive to traditional advertising and marketing tactics," says David, who operates the Luvid Marketing branches in Toronto and Vancouver, where he is currently studying Management and Entrepreneurship at UBC.

"Mobile marketing gives businesses the ability to increase brand loyalty and build long-term relationships with consumers by communicating with them on their mobile phones. It's no longer about trying to convince consumers to buy a product, it's about building a relationship with them, getting to know them, and providing them with something of value."

With their drive, wealth of connections and unique approach to marketing, it's only a matter of time before Lucas and David bring mobile marketing to the forefront in Canada, forever changing the face of advertising.

Not bad for a couple of twenty-one year olds, eh?

If you want to learn more about Luvid Marketing, you can like them on [Facebook](#), follow them on [Twitter](#) and visit their [website](#).

¹ Morgan Stanley

² CTIA



Luvid Marketing

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