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MOBILE DATABASE · PROJECT

PRODUCT RED

Author / organisation	(Product) RED
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Region	Africa
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Ken Banks offers coaching, mentoring and strategy support.

(PRODUCT) RED™ BLOG

PRODUCTS MANIFESTO GLOBAL FUND YOU NEWS GET REGISTE(RED) FRIENDS (RED)™

(MOTO) RED

As the exclusive wireless partner for (PRODUCT) RED, Motorola is producing special RED versions of its signature handsets, including the RED MOTORAZR and RED MOTOSLVR. With each sale of a (PRODUCT) RED phone, pricing and availability varying by location, Motorola will make a direct contribution to The Global Fund. Motorola (PRODUCT) RED phones will be rolling out internationally over the remainder of the year and into 2007.

Motorola has also launched Studio RED, a series of initiatives to include physical and virtual destinations that will enhance consumers' mobile experiences with (PRODUCT) RED. In addition to sharing Motorola's involvement in the (RED) initiative, Studio RED informs consumers of Motorola (PRODUCT) RED activities, purchase benefits and rewards. Studio RED will offer exclusive content, including limited edition wallpaper, ring tones and video casts, which have been designed by Motorola's elite partnership network of musicians and designers.

Contributions from the sale of (PRODUCT) RED phones will go directly to the Global Fund, to help eliminate AIDS in Africa. Contributions vary based on product, country and service provider. In the UK, a £10 contribution is made on the sale of the red MOTOSLVRT and red MOTORAZRT V3i, and an ongoing contribution is made based on 5% of each red MOTOSLVRT and red MOTORAZRT V3i user's wireless monthly bill. With every red H3 headset and red Music Pack sold a £3 contribution will be made. In the US, a $17 contribution is made on the sale of the red MOTORAZRT V3m phone. In the US, a $5 contribution is made on the sale of the red BluetoothT Headset H500. In Switzerland, a contribution of 22 CHF is made on the sale of the red MOTORAZR V3i phone.

Just in... Scissor Sisters photos from (MOTO) RED Square!

(RED) WEBSITE SIGN ME UP!

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