

# PHOENIX Business Journal

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## Joel Minteu, a student, comes up with innovative way to drive up profits

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A [University of Arizona](#) student is expanding his business into Phoenix with the help of hundreds of employees he's never met.

Their job function is incredibly simple: just drive -- to work, class, the grocery store, wherever. (Well, maybe not Saturday night's mud-wrestling event at Big Bob's Cantina.)

Joel Minteu, a 22-year-old accounting student who moved to Tucson in 2004 from his native Cameroon, launched [Badere LLC](#) in September and hopes his mobile marketing firm succeeds where others have failed.

Drivers get paid \$50 to \$125 a month (based on the market), and businesses pay at least \$80 per car to plaster their backseat windows with company logos and phone numbers.

In a two-month test run on [Paymeformycar.com](#), Minteu received 800,000 responses from potential drivers across the U.S., including nearly 10,000 from the Phoenix/Scottsdale market.

"I have drivers everywhere," he said.

But finding clients was much harder.

Serge Kuny, owner of Tucson transportation company [World Express Service LLC](#), was apprehensive after anteing up \$2,500 for the service late last year. "I wasn't sure it was going to work," he said.

But 90 days into the campaign, his revenue had increased 45 percent. Kuny is planning to launch other campaigns in Tucson and Washington.

"It works because it's in a concentrated area, particular ZIP codes," said Minteu, who is looking for investors to expand the business and provide capital.

Jodi Amendola, CEO of Phoenix-based [Amendola Communications](#), said mobile marketing works for some businesses, such as home services, painters or tradesmen, but is tacky for others.

"For professional services, it wouldn't be as practical," she said.

Mobile advertising is nothing new, but the nontraditional medium is taking on a bigger role in marketing budgets because of its low cost and high number of impressions.

Plus, "it's really hard to ignore that thing in an intersection," said Jared Smith, president of [bluemediamedia](#), a vehicle-wrap and graphics company based in Tempe. "It's a thousand times more effective in certain instances."

Small ads in phone books and magazines can cost thousands of dollars a month. Billboards are even more expensive. On the low end, [bluemediamedia](#) charges \$100 for door logos, while the going rate for taxi ads is about \$225 a month in the Phoenix and Tucson markets.

Mobile advertising hit \$2.2 billion globally in 2007, more than double the 2006 total, according to [Informa Telecoms & Media](#). The London research firm estimates that number will balloon to \$11 billion by 2010.

However, success stories are hard to find.

"For one reason or another, they haven't worked," said Smith. He said it's hard to quantify where a car travels, and businesses take an image risk if something unfortunate happens with the vehicle that lands it on the front page of the paper or on the evening news.

That's why [Jobing.com](#) staffers must adhere to a set of guidelines to enroll in the company's vehicle-wrap program, which pays employees \$500 a month to drive around town in a fully coated Jobing car.

Vehicles must be less than 3 years old, and employees must have a clean driving record and take a driving safety course. They also must agree to be good stewards of the brand and responsible drivers.

The company, which has 175 wrapped vehicles on the road, including 50 in Phoenix, also covers fuel costs and related expenses for its drivers.

"Wherever Jobing.com employees go, so do our moving billboards, creating thousands of impressions every day," said spokesman Joe Cockrell, who learned about the company after seeing a mobile ad on a local freeway as he drove home after a day's work at the University of Phoenix.

"I had never looked at the site," he said. "But I did later that night, and there was my job posted."

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