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## The Fabulous Forum

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WHY — AND WHY NOT — OF L.A. SPORTS

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### NFL players: Normal guys with a great job?

January 26, 2010 | 2:51 pm

NFL Players, the marketing arm of the NFL Players Assn., has announced an agreement with mobile video marketing group Mogreet Inc. to create awareness and interest in the NFLPA and its players out of uniform. The campaign centers on delivering a variety of videos to fans' mobile phones, showcasing NFL athletes as "normal guys with a great job."

During the campaign, consumers will be prompted to text "NFLPA" to 21534 to get an exclusive video featuring Mark Sanchez, Brandon Jacobs, A.J. Hawk, Matt Hasselbeck, Darren Sharper and others in their lives off the field. Fans who text in also will receive an entry to win a trip to the 2010 NFL Players Rookie Premiere in Los Angeles.

"Mogreet's technology allows us to take advantage of today's mobile phones to more efficiently connect with fans

by using high-quality video," said Keith Gordon, acting president of NFL Players. "The medium allows us to more effectively connect with consumers in real time while maximizing each impression. We view this as a win-win; players get in front of fans while fans get a video, entry into a sweepstakes and a free gift."

The question is, does anyone believe that NFL players are "normal guys with a great job?"

-- Houston Mitchell

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