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Mogreet, NFL Players Generate Interest in Retired NFLPA Players

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(SPORTS TECHY)

[Mogreet](#), a mobile video marketing company, reportedly [announced](#) it is teaming up with [NFL PLAYERS](#) in an effort to create awareness and interest in the NFLPA and its players out of uniform.

The company said that 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 in order to receive an exclusive video featuring Mark Sanchez, Brandon Jacobs, A.J. Hawk, Matt Hasselbeck, Darren Sharper and others in their lives off the field. Additionally, fans who text in are will be entered into a sweepstakes for a chance to win a trip to the 2010 NFL PLAYERS Rookie Premiere in Los Angeles.

Company officials said that the program also integrates a rich media online campaign across targeted sports and social media Web sites and mobile phones. And, thanks to a viral element to the campaign, participants can ask friends to enter the contest via mobile video invitations.

"Mogreet's technology allows us to take advantage of today's mobile phones to more efficiently connect with fans by using high quality video," Keith Gordon, acting president at NFL PLAYERS, said.

He said that the medium allows the organization to 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," Gordon said.

NFL PLAYERS is the licensing and marketing subsidiary of the NFL Players Association. It representing more than 1,800 active and many retired NFL players, and markets them as personalities as well as professional athletes.

With Mogreet's proprietary mobile video message platform, NFL PLAYERS can reach over 200 million fans' phones -- smartphones and non-smartphones alike -- across all carriers, said company officials.

"This ground-breaking campaign is consistent with what NFL PLAYERS does every day, which is creating a tremendous amount of positive awareness for its players, while giving the organization the opportunity to create a mobile database which can be leveraged in the future," James Citron, CEO of Mogreet, said.

Anshu Shrivastava is a contributing editor for TMCnet. To read more of Anshu's articles, please visit her [columnist page](#).

Edited by [Amy Tierney](#)

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