

WhoopSM

everything mobile

10. Members of the board of directors heard about Whoop from their teenage kids.
9. Because CMOs understand that ignoring 3.4 billion mobile devices isn't good for job security.
8. The CEO doesn't need a technical person to explain why Whoop has changed the game.
7. CFOs like Whoop's whole concept of mobile accountability.
6. Logistics folks like being able to change prices in less time than it take to go through the drive thru.
5. The Advertising VP is tired of being asked to tie direct expenditures to direct sales.
4. The PR chief gets that it's time to communicate with people, not to people.
3. The direct mail leader doesn't want to do another highly successful campaign that generates a whopping 0.02% response rate.
2. The Web boss has been yelling "We've got to do mobile, mobile, mobile" for months now.
1. Because Whoop the Dog is cool.

