

# What happens when you combine the genius of legendary adman George Lois with the brilliance of a young technology team?

**You get kick-ass branding and advertising!**



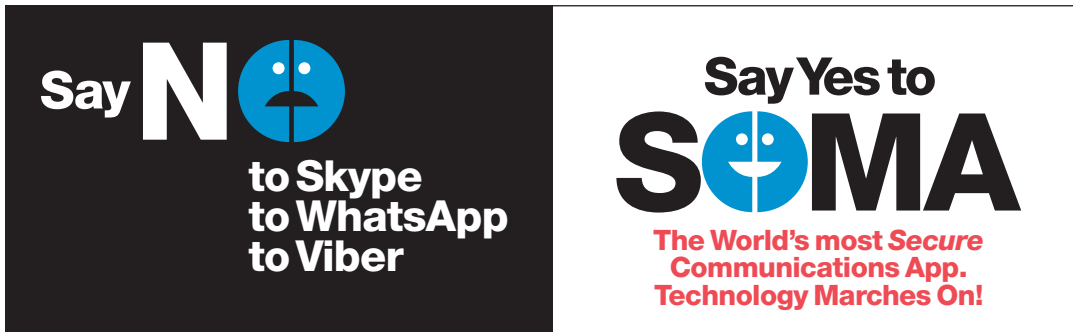
George Lois, the most prolific and creative adman and communicator of our time, with a career that spans 65 years, was contacted by thirty-somethings Lei Guo and Oliver Hayen, creators of SOMA Messenger App, an exciting new platform for communication using cutting edge technology.

The result?

Powerful in-your-face advertising reminiscent of the iconic Tommy Hilfiger ad that Lois created in 1985 that put the totally unknown Hilfiger on the map overnight.



The SOMA Messenger ad campaign takes on the well-known players in the field with an icon of an *unhappy* face telling viewers to “Say No to Skype, to WhatsApp, to Viber”...



...followed by a *happy* face that declares “Say Yes to SOMA!”

This dynamite campaign will break in San Francisco on January 18th and will run throughout Super Bowl 50, followed by a National Cable Television campaign, Billboards, Print Ads, and College Campus Guerilla Marketing.

**FOR IMMEDIATE RELEASE**



**Say Yes to**  
**SOMA**

**Announcing the Groundbreaking Ad Campaign  
for SOMA Messenger, now the World's most *Secure*  
Communications App, with Free HD  
Video Calling *and* can connect up to 500 people.  
Technology Marches On!**

Truly great advertising tells the truth, in a shocking, memorable and ultimately convincing way, searing the virtues of a product into a viewer's brain and heart and inspiring them to use the product.

**Yes**, SOMA is the most secure Group HD Video, Voice, and Text Messaging App!

**Yes**, SOMA's ahead-of-the-art technology can connect up to 500 people in one chat!

**Yes**, SOMA is Free! Forever!

**Yes**, Technology, relentlessly and gloriously, marches on!  
And, in the end, *truth* will conquer.

**In the midst of the excitement of Super Bowl 50, in our hometown, San Francisco, SOMA proudly announces the launch of our new branding and communications campaign created by legendary adman, George Lois ([www.georgelois.com](http://www.georgelois.com)).**



**Beginning January 18th, SOMA will blanket the downtown area of San Francisco with 90 attention-getting “in your face” NewsRacks.**

**And, we will unveil a eye-popping billboard on California’s Route 101.**

**In addition, we have created guerrilla marketing street happenings to further drive home our branding, “Say Yes to SOMA.”**



**[Click here to Download our campaign art.](#)**

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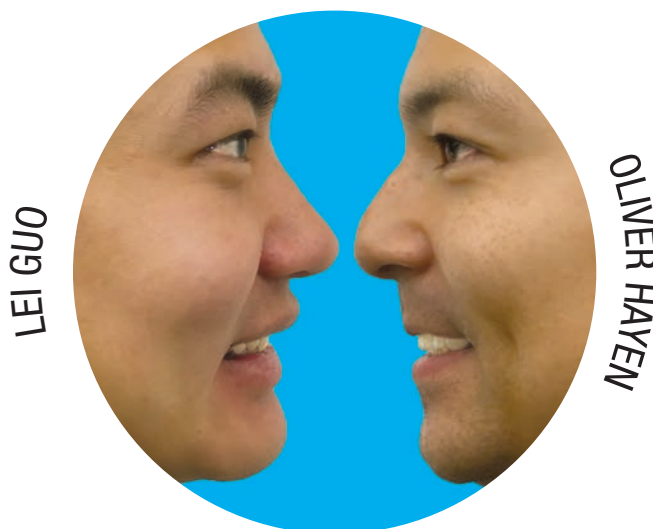


Lei Guo and Oliver Hayen Present:

## **THE SOMA APP**

An abstract face that quickly transforms into two faces,  
nose-to-nose, closely connected and joyously conversing with each other.

Our symbol powerfully represents our mission statement of focusing  
on our promise of providing free, secure communication to everyone around  
the world, connecting people, bringing them closer together,  
making them happier, and inspiring them to achieve great things.



Say **N**   
to Skype  
to WhatsApp  
to Viber

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## **SAY NO TO INVASION OF PRIVACY... SAY YES TO SOMA SECURITY!**

### SOMA POSITION PAPER ON ENCRYPTION

The recent deadly attacks in Paris have reignited the debate about privacy and security, and specifically how and if tech companies should let governments bypass the data scrambling (encryption) that safeguards commercial and regular daily digital life. This includes confidential corporate information as well as social security numbers, credit card information, medical data, and all other private details that SOMA's customers are confident is protected.

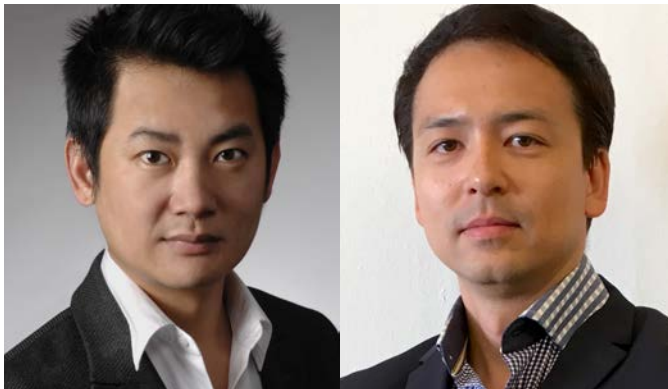
Governments argue that tech companies should create a "back door" entrance for their investigators to use that would allow them access to otherwise shielded material. At SOMA, we reject this concept because security and privacy are fundamental to our users and we remain determined to protect that right. We designed our product with the privacy of our user as our top priority.

History has proven that there has been wholesale seizing of law-abiding citizens' corporate and personal data. The trust that we have developed with our users is paramount to our corporate philosophy, and we will continue to respect and protect that right.



## SOMA Messenger: “ISIS Won’t Make Us Stop Encrypting Messages”

by KEITH NELSON JR., Slant.com Nov. 20, 2015



LEI GUO

OLIVER HAYEN

Recently, reports have surfaced about terrorist group ISIS using encrypted messaging service Telegram to communicate with the group’s operatives prior to the Nov. 13 terrorist attacks in Paris, France.

SOMA Messenger is another messaging service which encrypts data and auto-deletes any message right after the user receives the message. In an exclusive interview with Slant, SOMA Messenger’s co-founder and chief marketing officer Oliver Hayen, along with SOMA’s CEO and founder Lei Guo, explain how ISIS terrorist attacks will not stop the company from keeping messages secret from the government.

Services which encrypt messages are not new, but after Edward Snowden helped reveal how phone companies have given the NSA millions of innocent citizen’s phone records daily in 2013, everyone wanted to encrypt everything.

Organizations such as the NSA gain access to your data through “backdoors” built into technology company’s systems, bypassing the system’s security, unnoticed. Guo stated that the messaging company is “on the same page of what Tim Cook of Apple said” in regards to implementing backdoors in their service for the government. Guo is referring to Cook stating his opposition to backdoor technology in encrypted messaging services during an interview at WSJDLive last month.

When asked how they felt with ISIS using encrypted messaging services prior to the attack in Paris, Guo said, “We can not allow the acts of the minority reduce the liberties of the majority.”

SOMA maintains they do not have the key to decrypt any message so they wouldn’t be able to give law enforcement access to your files even if they wanted to. Guo even explained how helping the government could actually invite more trouble than good.

“If we, as a messaging service, give a backdoor to the government then the bad guys could potentially use this backdoor and jeopardize everyone’s security,” Guo said.

SOMA’s stance is almost identical to that of Telegram, the messaging service ISIS has been using. At TechCrunch Disrupt in September, Telegram founder Pavel Durov stated Telegram was well aware ISIS was using its service, but attested, “I don’t think we are actually taking part in these activities.” As Durov explains it, “the right for privacy is more important than our fear of bad things happening, like terrorism.”

On Thursday, Nov. 19, Durov went to Twitter to explain the changes Telegram is making to ISIS’ access.

Reports have recently surfaced suggesting ISIS did not use encrypted technology to communicate between each other but instead were communicating out in the open, going along with Durov’s statement of ISIS using Telegram’s public channels.

Even with these reports, the age old question re-emerges: Is privacy equal for all?



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## SOMA MESSENGER MISSION STATEMENT

SOMA Messenger is for people who care about quality,  
and who want the most secure way to communicate.  
Our unique app is the only free video, voice and group messaging app  
made for global communication that provides all the essential  
tools at your fingertips, forever free. Unlike Skype, WhatsApp, and Viber,  
SOMA Messenger opens the infinite possibilities of conversation  
from your mobile device. Technology Marches On!





# SOMA

**The whole world is learning that SOMA Messenger is now  
the World's most Secure Communications App,  
with Free HD Video Calling and can connect up to 500 people.  
Technology Marches On!**

“Love Soma, got all my friends using it  
just after a few hours and just  
used it for a conference call at work.  
Yay. WhatsApp sucks!”

@JASON



“Perfect app to stay in touch with family  
and friends from around the world!”

CANDICE VICTORIA

“It's better than all other messaging apps.  
Great quality of voice and video calls.  
Reliable and easy to use.”

ADRIAN LEE



“This app rocks.  
Definitely got a winner here.  
Way better than WhatsApp.”

JASON DUPONT

“Downloaded SOMA and tried a group  
video with my friends.  
Works really well and pic quality is awesome.  
Thanks SOMA, great product.”

MICHAEL



“Can't believe I never heard of this app.  
Group video and calling in a secure environment.  
Other apps don't offer group video  
and I don't want my data exposed with those  
other apps.”

DREW

“Awesome sauce, congrats guys!  
Works well, love the group video.  
Keep up the good work.”

SPIFFYCHICK12



“Awesome app.  
Very quick and no pauses with the  
group video conference.  
I don't use iMessage anymore.”

BRIAN SINGER

“This app is brilliant,  
really fast with video calls!”

JAMEEL



“Great App!”

ANDY MOLENA