

PEACH NETWORK



# CONSUMER INSIGHT & MARKETING SEMINAR



# NICOLA AUSTIN

marketing director





# Mobile Marketing: the future?



trajectory  
the futures partnership



# An overview of the channel...

- About the 'Media Forum' programme
- Mobile marketing – what is it?
- Why do it?
- What does success look like?



The Media Forum:

## Understanding the Future of Mobile Advertising

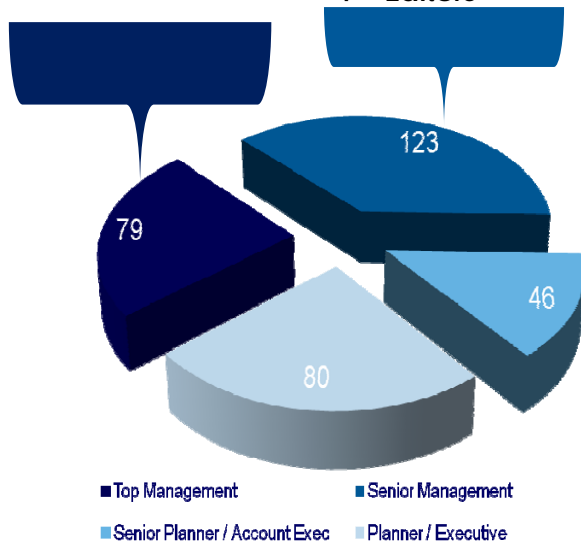
<http://www.trajectorypartnership.com/mediaforum>

29<sup>th</sup> April – An Evening with the Chartered Institute of Marketing

21<sup>st</sup> May - The Big Debate

# The Media Forum: Future of Mobile Advertising

- 21 CEO's
- 30 Managing Directors
- 10 Partners
- 8 Chairs
- 6 Founders
- 4 Professors
- 78 Directors / VP
- 34 Dept Heads
- 11 Consultant
- 4 Editors



350 members



218 member organisations

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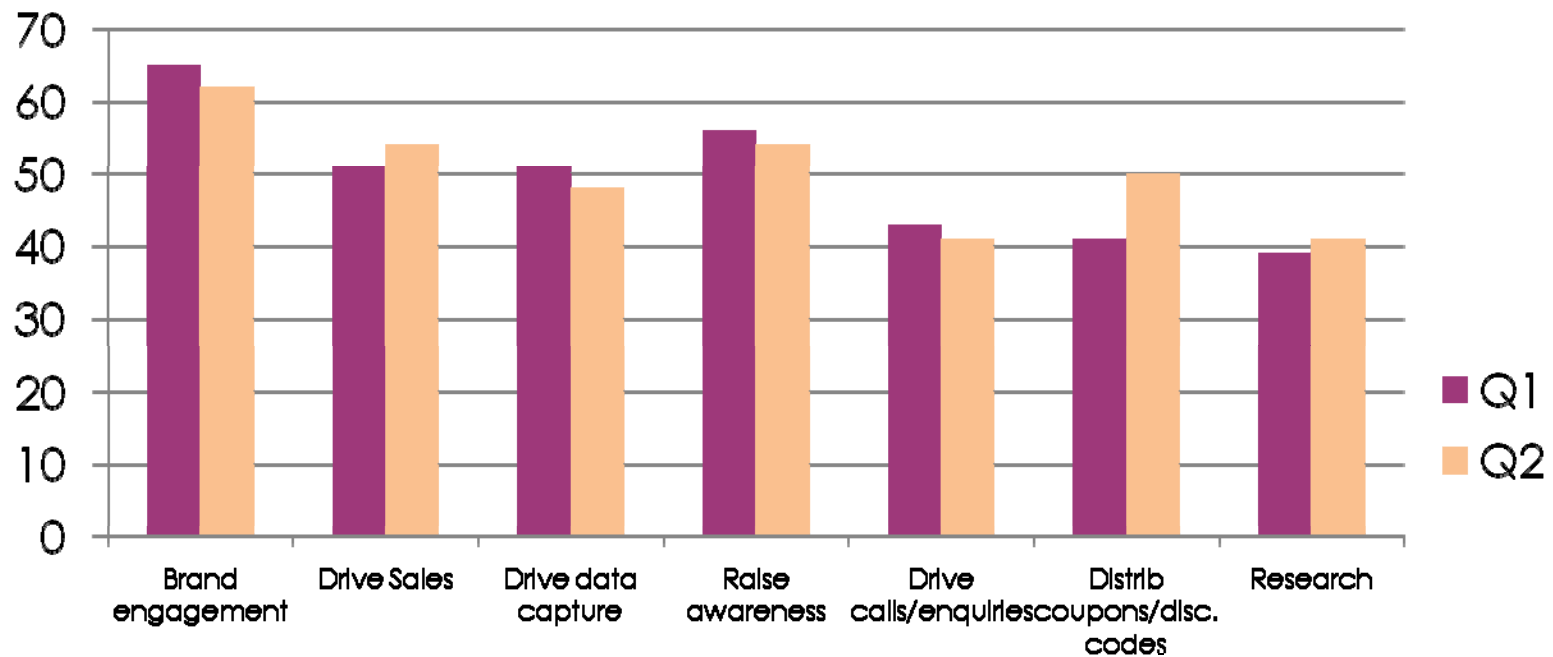


# It is an emerging discipline

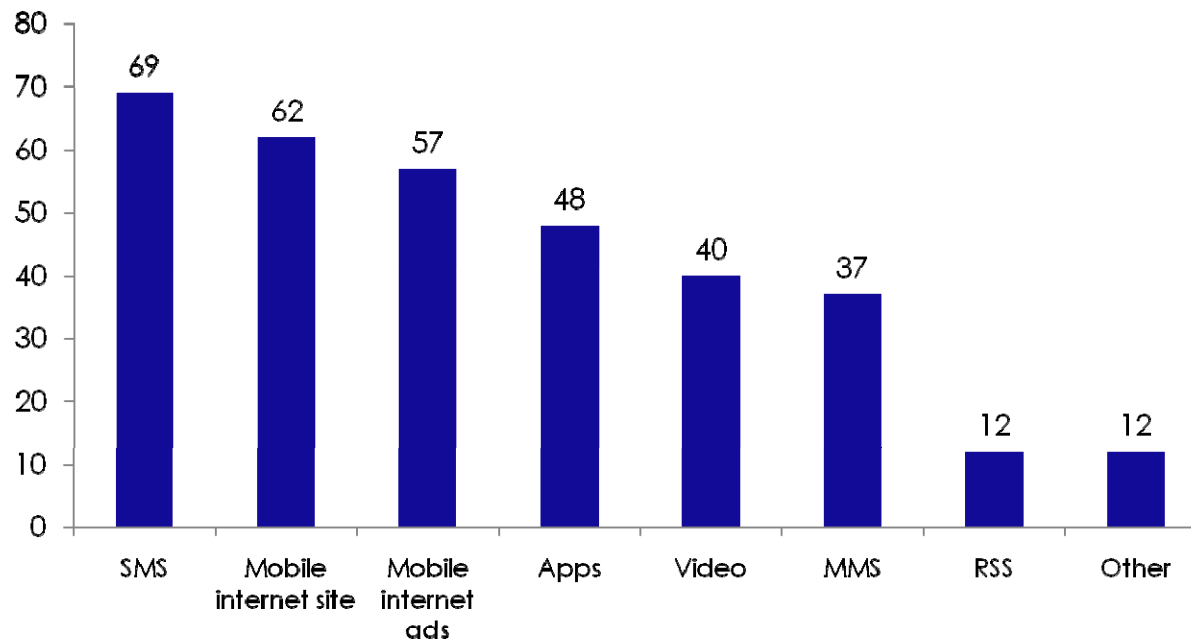
- Very few case-studies and a lot to learn
- Little industry cohesion
- Fast-paced technology change
- Experimental business models

There is a lot of hype and a lot to prove...

# What is mobile marketing?



# Simple formats most popular but the 'buzz' is around Apps



What formats have you used in the past?



# Why bother?

*"People are currently doing this for PR rather than because it has meaningful marketing effect and I think that is just because it is at an early stage"*

*"You are increasingly able to browse the internet on your mobile phone – you don't use the wap sites anymore. You are browsing on a full browser – its changed"*

*"We are at a very early stage. I don't think its in 2 years that mobile will take over, but I think that in 10 years it will replace the internet"*

# We are a mobile nation



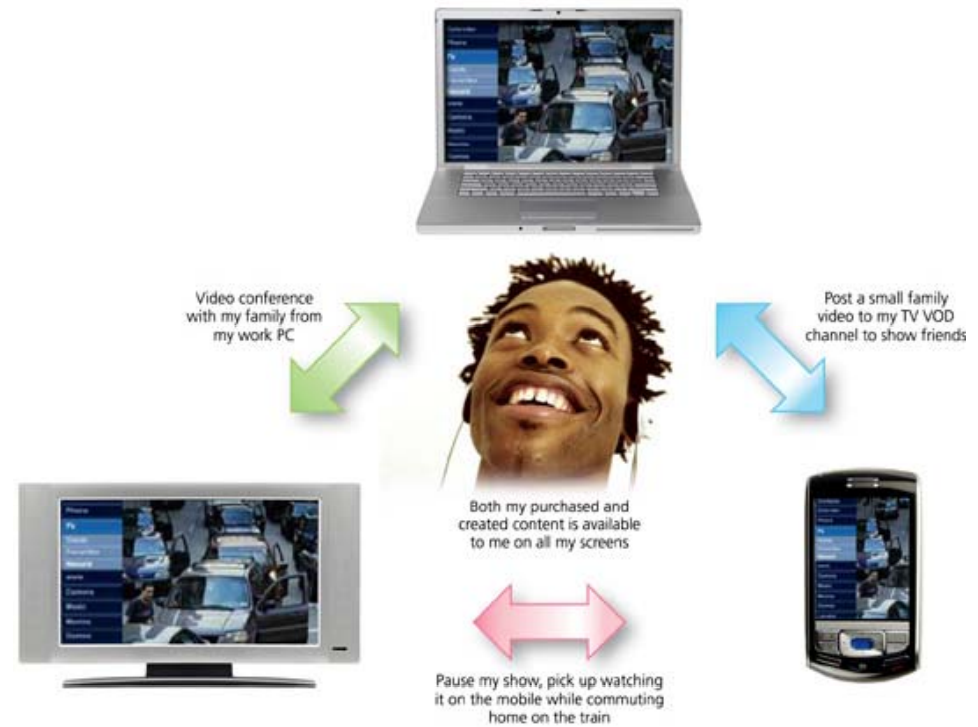
2005 2006 2007 2008

Source: Ofcom



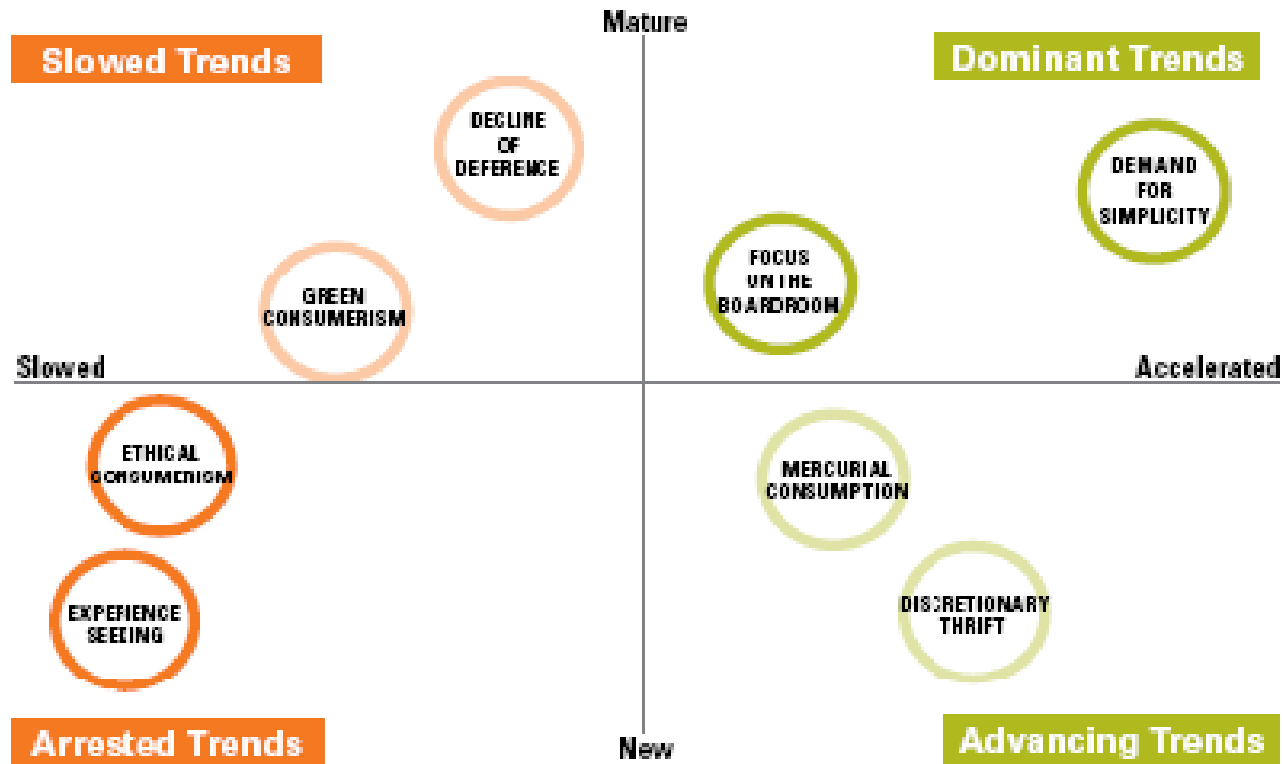
sky  
smartphone  
ipod  
video  
hdtv  
broadband  
catchup

# Lifestyles are changing



# Discretionary Thrift and Simplicity might play well for this channel

## Trends and Trajectories



Source: 'The post-recession consumer',  
P Flatters & M Willmott, Harvard Business Review, July-August 2009

# Understanding the mobile USP

40% uplift in sales of Strongbow through understanding the channel and the audience



# The USP set to grow

Sunday, 21 March 2010

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## RESOURCES

- » NMA LIVE
- » WEB REGISTER
- » TOP 100 2009
- » NMA PODCAST
- » NMA WEBINARS
- » MARKETING SERVICES GUIDE
- » AWARDS
- » REPUTATION

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## NMA ON MOBILE

### Engaging location-based services are finally arriving

Thu, 25 Feb 2010 | By [Justin Pearce](#)

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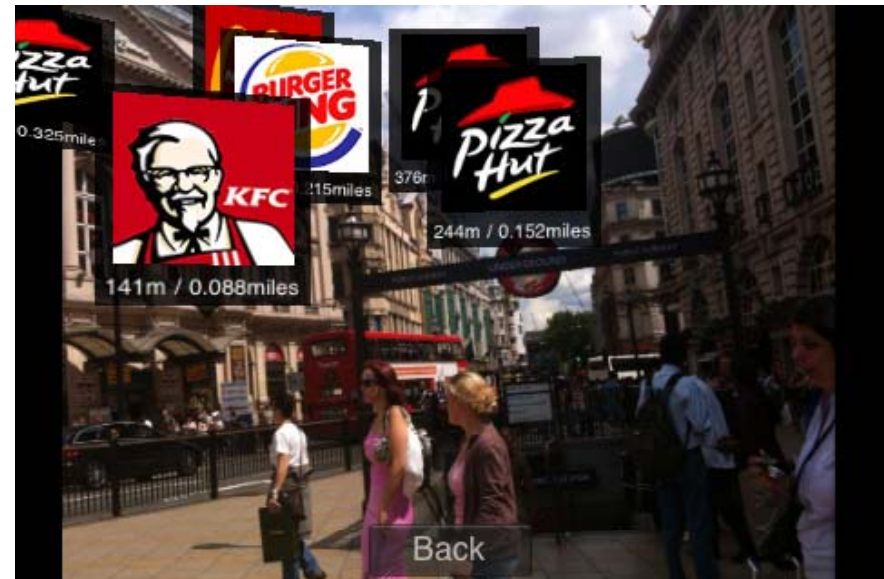
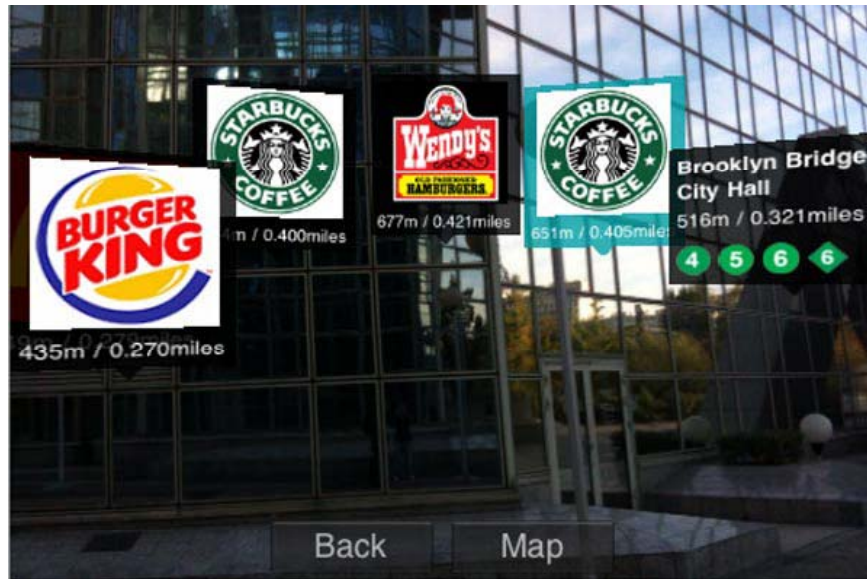
Sometimes it takes your breath away when something

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# Augmented Reality & Near-field - a bit too sci-fi?



# It is already very possible



# Utility is key

"I love the campaign that P&G did with **Charmin** in the States – it was linked up with a database that basically constantly reviews the cleanliness of toilets."



"I really like the one that **BMW** did in Germany telling people when it was time to switch to winter tyres. Very simple – you click on it, put in the model – it tells you what tyres you need"



# And is echoed again and again

*"Recently while on holiday my tour operator sent texts to my phone on a daily basis with suggestions on what to do that day. They appeared to be tailored to my needs and wants but on reflection they were just standard trips/ideas with vouchers etc. Very clever as appeared personal, highly relevant, **not intrusive** and **very useful**."*

*" **Stella Artois Le Bar Guide** fuses the real-world view of the consumers immediate surroundings in augmented reality, providing **a guide to bar locations**."*

# But there are other issues too

## Integration...

*Axe body spray - mobile right at the heart of a cross-media campaign, brilliantly integrated*

*Swiftcover's 'get a quote in 90 seconds' campaign was a smart use of mobile operating within an integrated campaign. Outdoor ads drove people to get a quote on a mobile optimised landing page*

## Timely targeting

*BMW's winter tyres sms offer was an excellent example of a sales offer made in a timely way*

## Fun and engagement

*Orange - 'don't let orange ruin your movie' funny, engaging and honest - I have to think really hard to remember any other ones that stick*

*Peperami - nice use of mobile to deliver something fun and unique*

## Simplicity

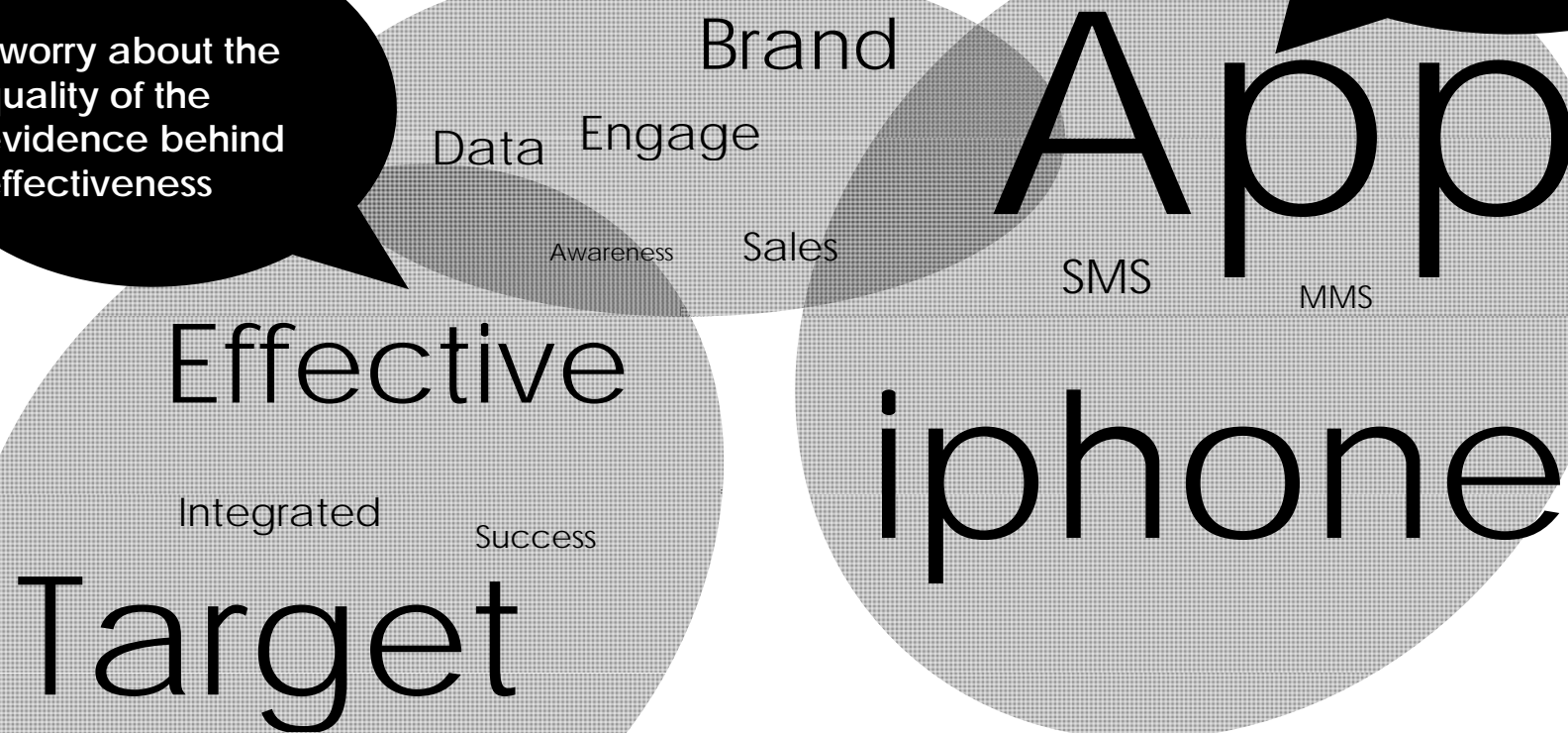
*"Coke brands 50p free credit because it was simple and cross network"*

*Walkers "Do us a flavour, simple sms involvement"*

# Describing 'success'

The industry is still too reliant on 'apps' as website derivatives, and SMS is a tired medium

I worry about the quality of the evidence behind effectiveness



Unprompted descriptions of successful mobile campaigns



# Unresolved debates

- Is privacy a cohort or ageing issue?
- Will agency structures and measurements allow mobile to take off?

An industry with a grown-up  
outlook?

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FARBER ON MOBILE

## Mobile takes the lead in unifying user data

Thu, 4 Feb 2010 | By [Alex Farber](#)

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Mobile media should be proud it has taken a step not yet matched by other media, with today's launch of a common currency rooted in actual user data.

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# Direct revenue?

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## Cover story: Mobile is publishers' top investment target

18 March 2010 | By [Suzanne Bearne](#)

Print | Email | Share | Comments (1) | Save



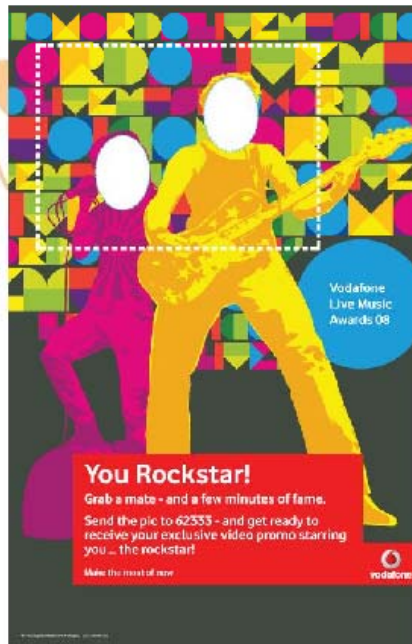
The screenshot shows a BBC News article titled "Mobile application sales to reach '\$17.5bn by 2012'". The article is dated 17 March 2010 and is written by Maggie Shiels, a technology reporter from BBC News, Silicon Valley. The main text states that a study by Getjar, the world's second biggest app store, predicts the market will grow to \$17.5bn (£12bn) in the next two years. A secondary headline notes that the success of Apple's App Store has spawned an industry of imitators, with downloads expected to rise from 7bn last year to 50bn by 2012, a 92% year-on-year increase. The article includes a "SEE ALSO" section with links to related stories such as "Mobile firms unite to offer apps" and "Anger as Apple purges adult apps". The page layout includes a navigation menu on the left, a search bar at the top, and a "News Front Page" sidebar.

Guardian – 100,000 App sales @ £3.99 each

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# Integration can make other channels more effective

a participant pokes their head through holes in a cardboard standee whilst a friend takes a photo from the front and sends it as an MMS to a shortcode. Their face is then automatically extracted from the photo & overlaid onto a piece of video. A return SMS provides a link to the personalised video clip which can also be shared with friends





# Some final thoughts

- Be wary of yet more voucher distribution and look towards engaging an audience
- Timely and targeted communication is vital and a huge opportunity
- Revenue builders:
  - games for kids
  - sports updates
  - Wifi zones on site
  - Recipes / joint promotions



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