

# “Getting in the Fast Lane with Mobile Marketing”

## 3 New Mobile Technologies to Supercharge Your Retail Marketing



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# What This Presentation is Not.....

- A pitchy presentation
  - I won't mention our new Web Technologies AAS
    - Web Programming
    - Mobile Web (Web App)
    - Rich Media Applications
  - I won't mention our Interactive Media AAS
    - Digital Communications
    - User Interface/Experience
    - Social Media

# What This Presentation is Not.....

- You won't be exposed to technical jargon.....
- Well maybe just a little

# Here Are the Points I Plan to Cover

- What is the size of the mobile market?
- How fast is the mobile internet growing?
- How has mobile usability changed?
- How are coupons used on mobile devices?
- How much do people use their mobile phones?
- What do people use their mobile phones for?
- What is the state of social & mobile marketing?

# Fifteen Years Ago.....

- ....a cell phone looked like it belonged on the original Star Trek



# Mobile is exploding

- Heavy mobile data users are projected to triple to one billion worldwide by 2013.
- Mobile internet adoption has outpaced desktop internet adoption by eight times. .
- Over half of Android and iPhone users spend more than 30 minutes per day using mobile applications.

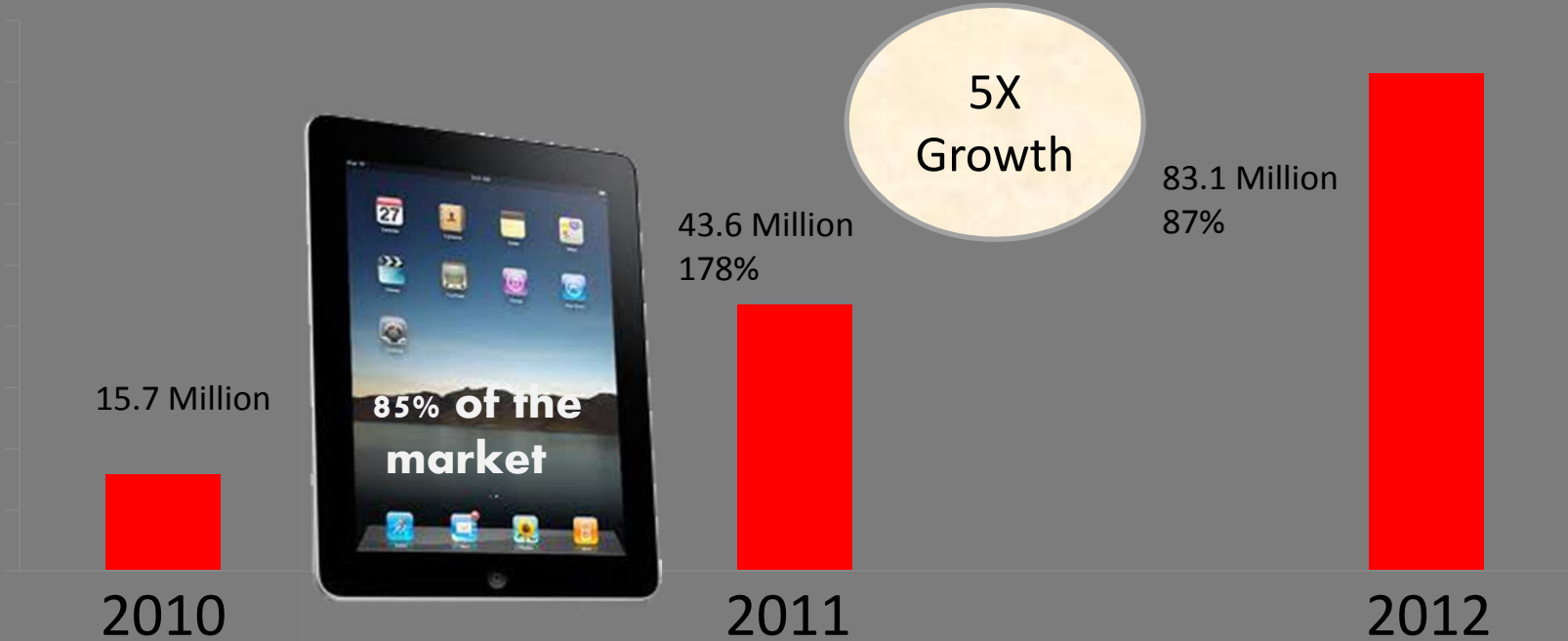
# Smartphones Outsell PCs For The First Time Ever



Worldwide, consumer electronics makers shipped 100.9 million smart phones in the last three months of 2010, an 87 percent jump from a year earlier. PC shipments were weaker than expected, edging up just 3 percent to 92.1 million.

# Tablet Sales Worldwide, 2010-2012

Millions of Units and % of Change

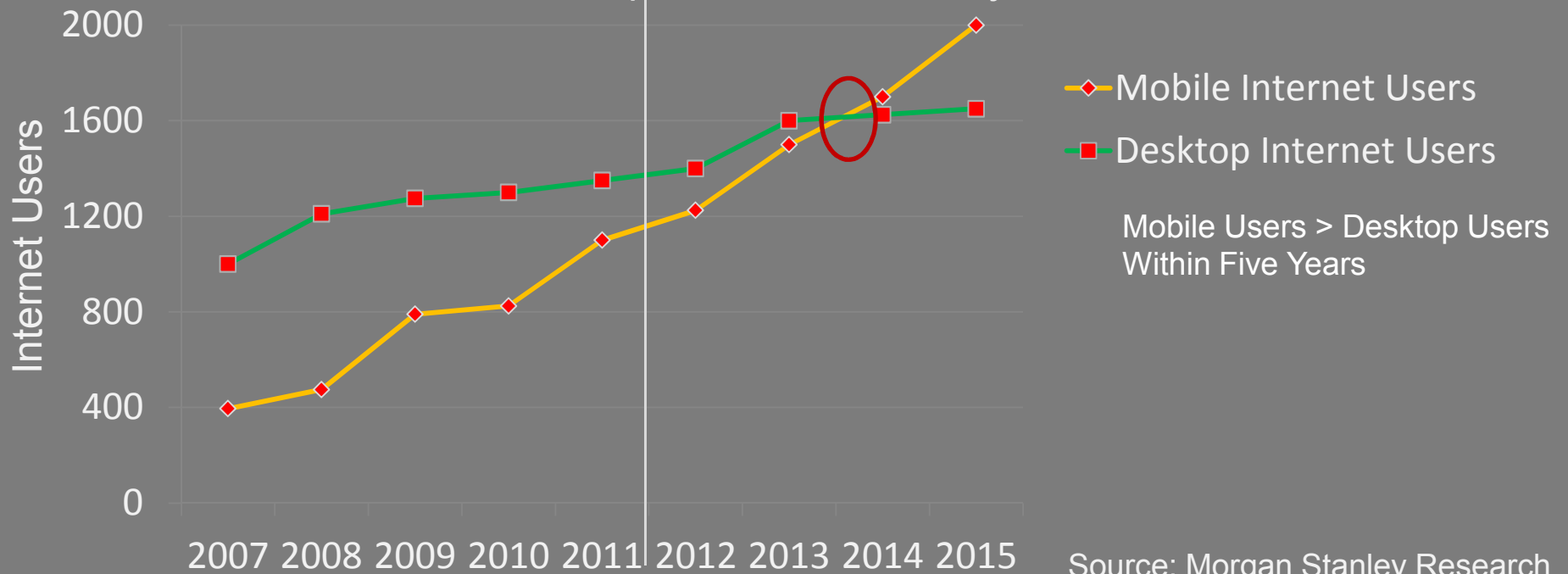


Source: eMarketer December 2010

# Mobile Marketing and Usage: Statistics and Facts for 2011

How fast is the mobile Internet growing

Global Mobile v. Desktop Internet Users Projection, 2007 - 2015



# Mobile Connectivity

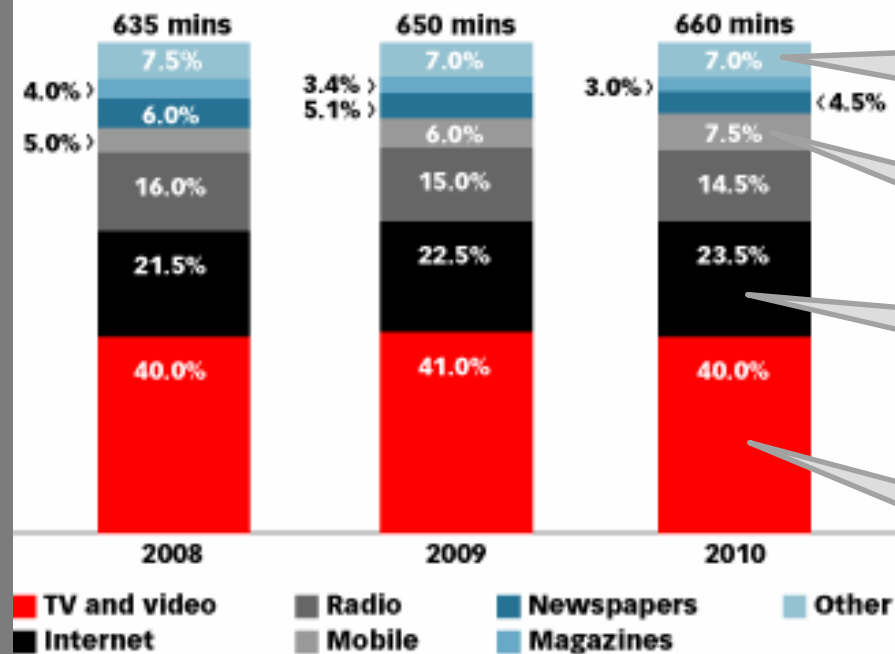
Drives New Ways to Do Old Things Faster/Better/Cheaper

- More Connected – Real-time connectivity /24x7/ in the palm of your hand
- More Affordable – WiFi nearly ubiquitous/ 3G tiered pricing lowering adoption barriers
- Faster- Near-zero latency for boot-up/search/connect/pay
- Easier to Use – User Interface revolution + location awareness provide something for everyone
- Fun to Use – Social/casual gaming/reward-driven marketing
- Access Nearly Everything – Music/video/document stuff in the cloud
- Longer Battery Life – Hours of continuous usage

# Time Spent on Mobile Equals That of Print

**Share of Time Spent per Day with Major Media by US Adults, 2008-2010**

% of total



**Newspapers**  
30 mins  
**Magazines**  
20 mins

**Mobile: 50 mins**

**WWW:**  
2 hrs, 35 mins

**TV:**  
4 hrs, 24 mins

*Note: time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on the internet and watching TV was counted as 1 hour for TV and 1 hour for internet*  
Source: eMarketer, Dec 2010

Social Networking is Accelerating the  
Growth of Mobile

# Social Networking is Accelerating the Growth of Mobile



662mm users  
+41%YY  
550K+Apps  
500MM+Downloads

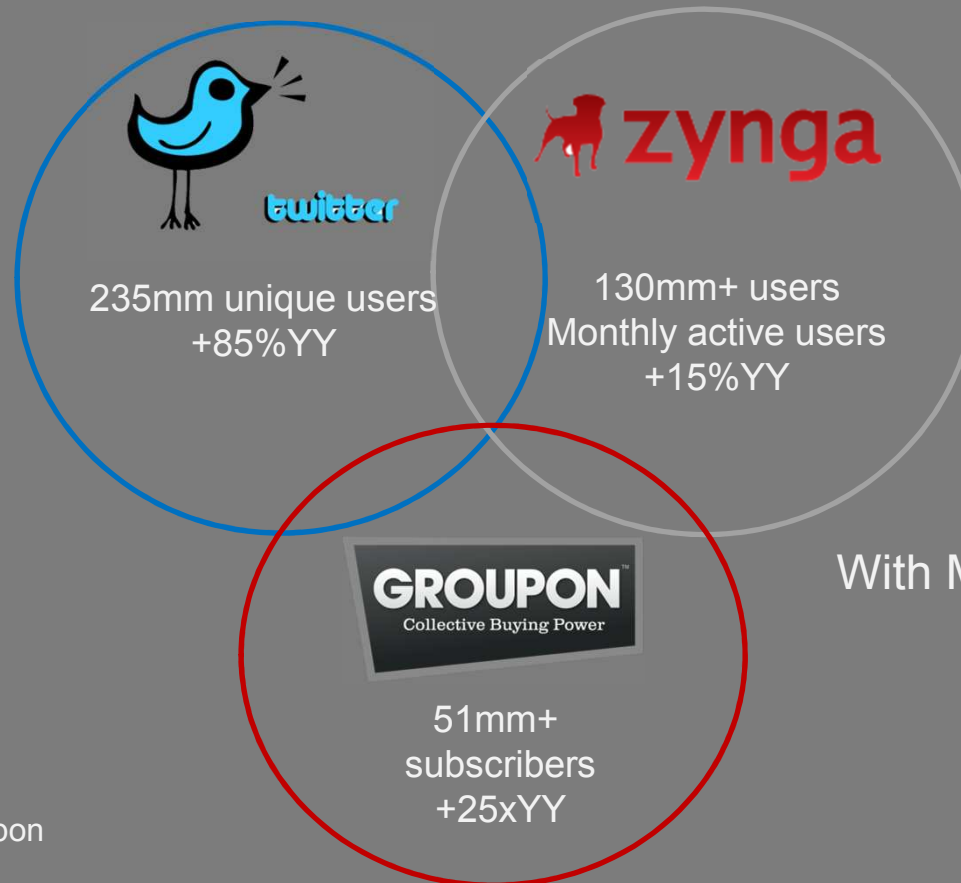


iPhone/iTouch/iPad  
130mm users  
+103%YY  
350K+Apps  
10B+Downloads



972mm users  
+8%YY  
CQ4: CPCs +4% QQ  
Paid Clicks: +18% YY

# Emerging Types of Social Networks



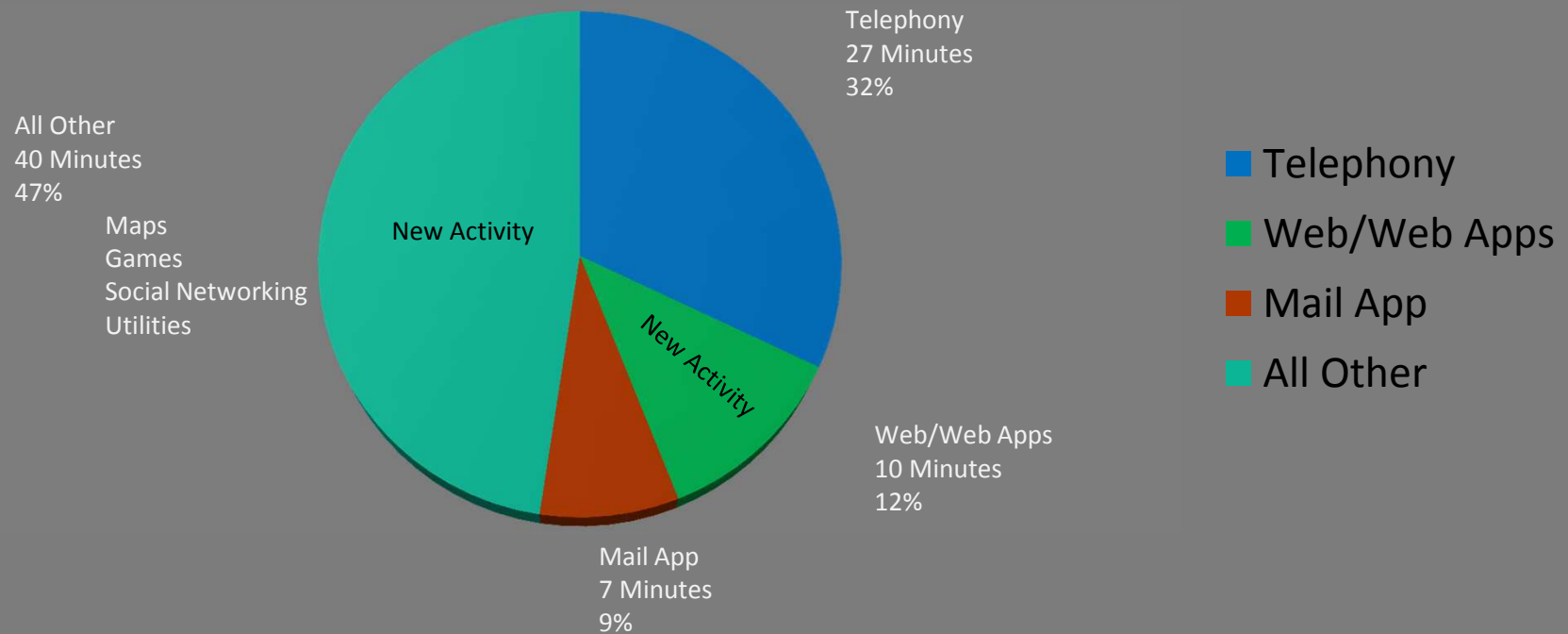
With More to Come.....

Sources: Twitter, Zynga, Groupon

# Approximately 60% of Smartphone Usage is New Activity

Average Time Spent on Various Mobile Functions

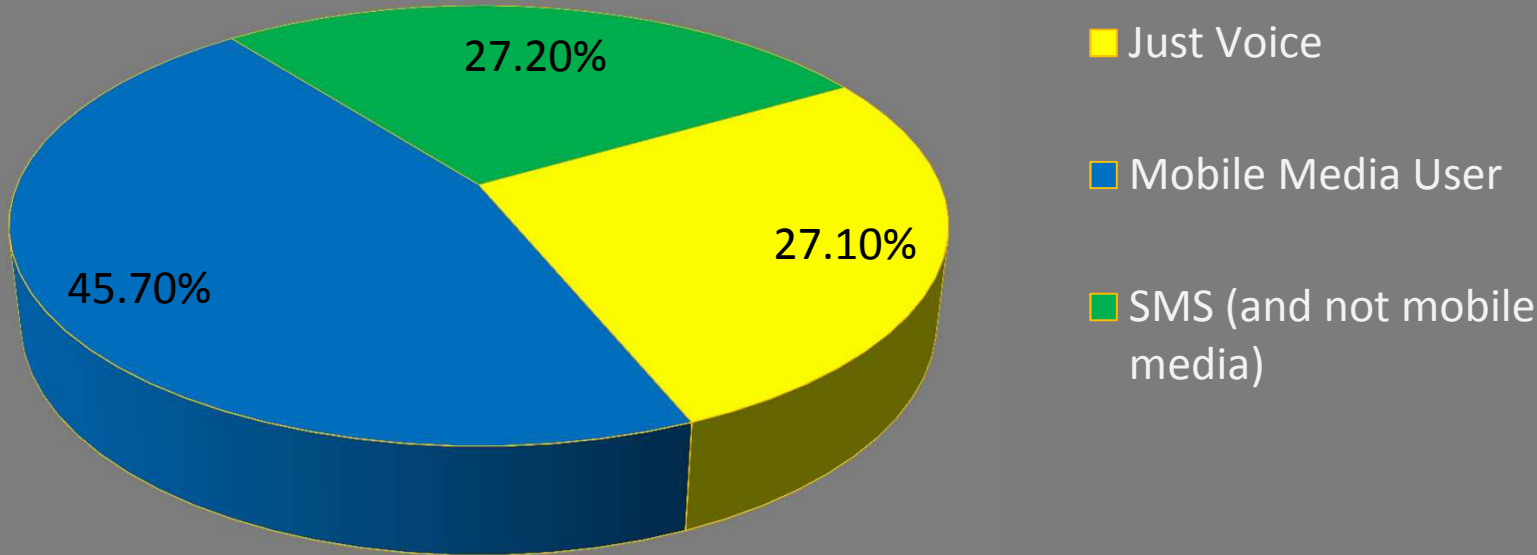
Minutes



# Time Shifting to Mobile Usage

# Mobile Media Users are Nearing a Majority in the US

US Mobile Market Q1 2011



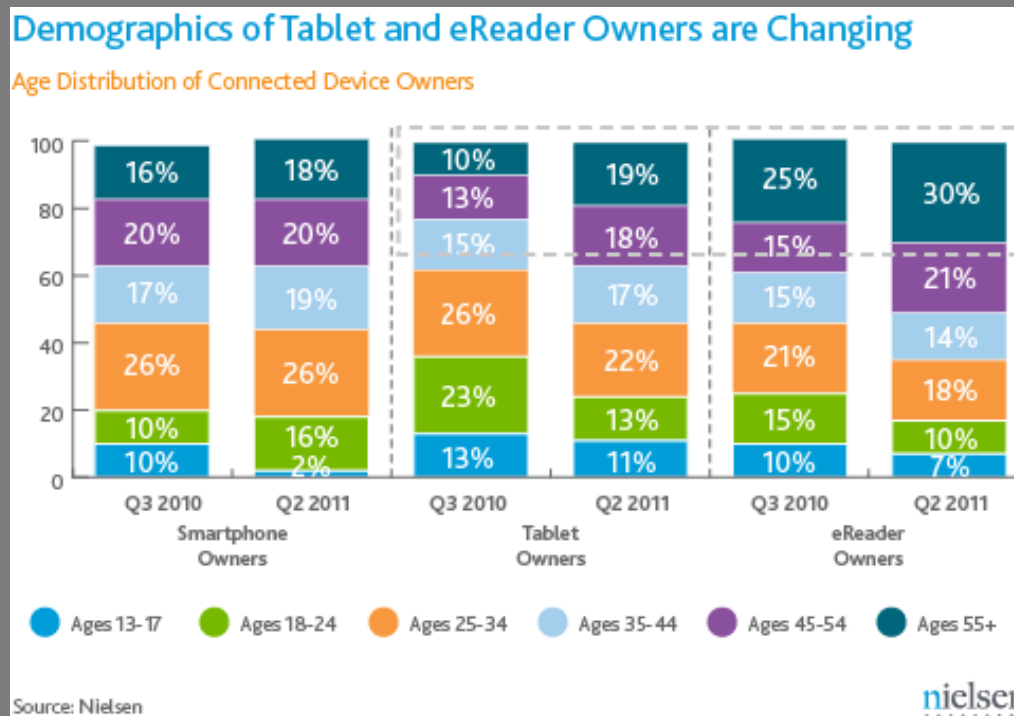
Mobile Media User = Used browser, native email, stream or download music , and broadcast on demand video (does not include SMS).

# New & More Powerful Ad Units are Rolling Out



Source: Morgan Stanley Research

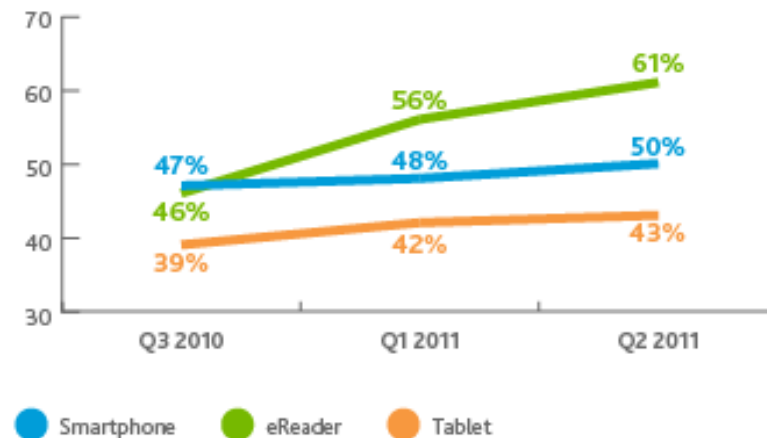
# Changing Demographics of Tablet and eReader Owners in the US



# Changing Demographics of Tablet and eReader Owners in the US

## Women Are Adopting Connected Devices, Especially eReaders

Percent of Owners Who Are Female



Source: Nielsen

nielsen

# M-Commerce Changing Shopping Behaviors

# Mobile Revolutionizing Commerce With Constant Product Improvements

- Location-Based Services – Enable real-time physical retail/service opportunities
- Transparent Pricing – Instant local + online price comparison could disrupt retailers
- Discounted Offers – Deep discounts drive foot traffic to local retailers
- Immediate Gratification – Over-the-Air (OTA) instant digital product + content delivery

# Mobile Revolutionizing Commerce With Constant Product Improvements

Location-Based Services  
Shopkick iPhone App  
Finds deals and offers in  
your area



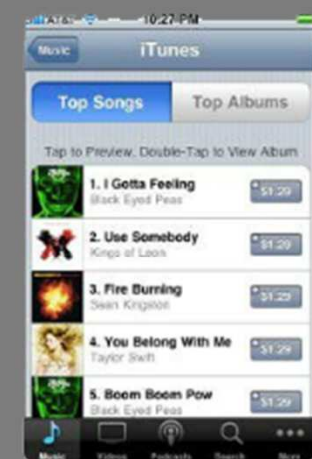
Transparent Pricing  
ShopSavvy Android App  
Comparison shopping  
among online + local stores



Discounted Offers  
Groupon iPhone App  
Local services  
Up to 90% off



Immediate Gratification  
iTunes Store on iPhone  
Music/video/apps  
Delivered wirelessly



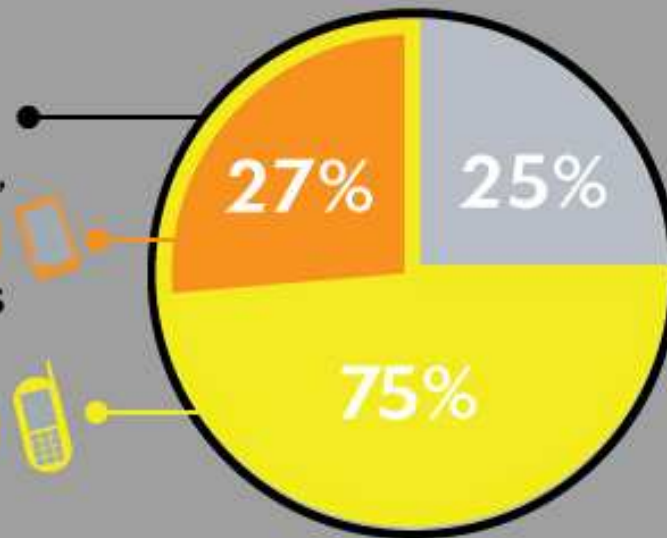
Source: Morgan Stanley Research

# Mobile Marketing

# Mobile Marketing

📱 What is the size of the mobile market?

Of the world's  
**4 billion** mobile phones in use,  
**1.08 billion** are smartphones  
and a whopping  
**3.05 billion** are SMS enabled  
(950 million are not SMS enabled)



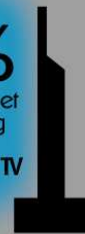
# How has Mobile Usability Changed?

Because of the increasing use of mobiles, their versatility is always growing...

**One half**  
of all local  
searches are  
performed on  
**mobile devices**

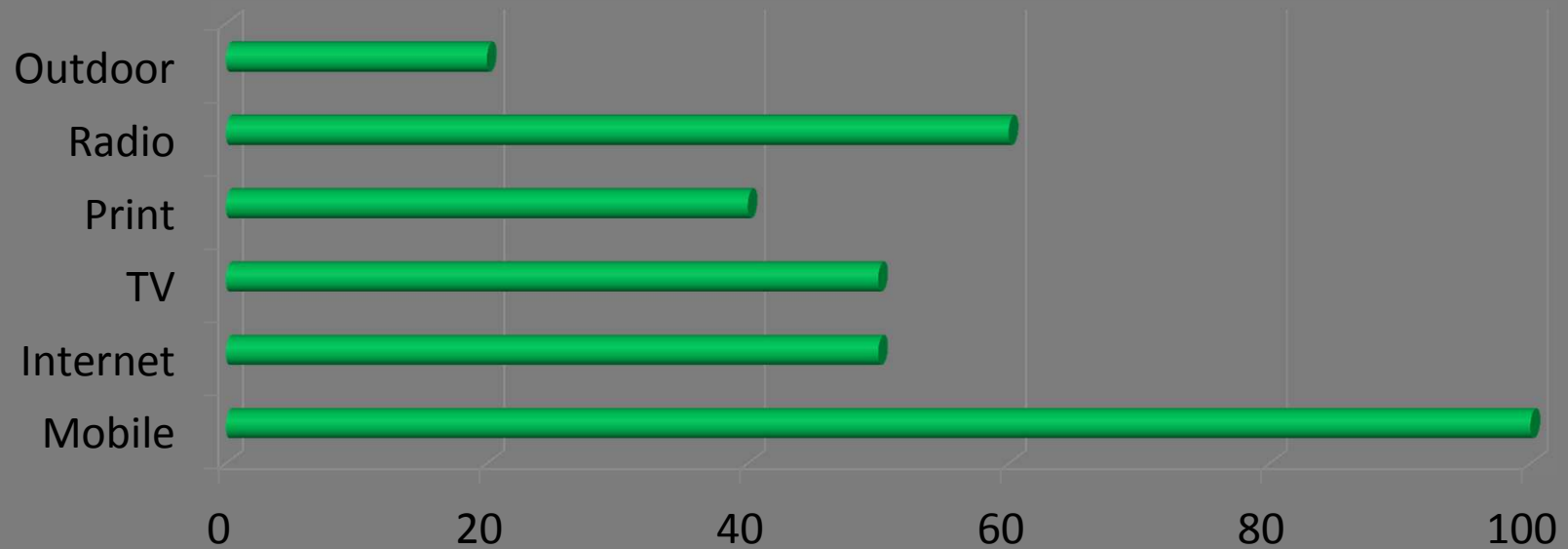


**86%**  
of mobile internet  
users are using  
their devices  
while watching TV



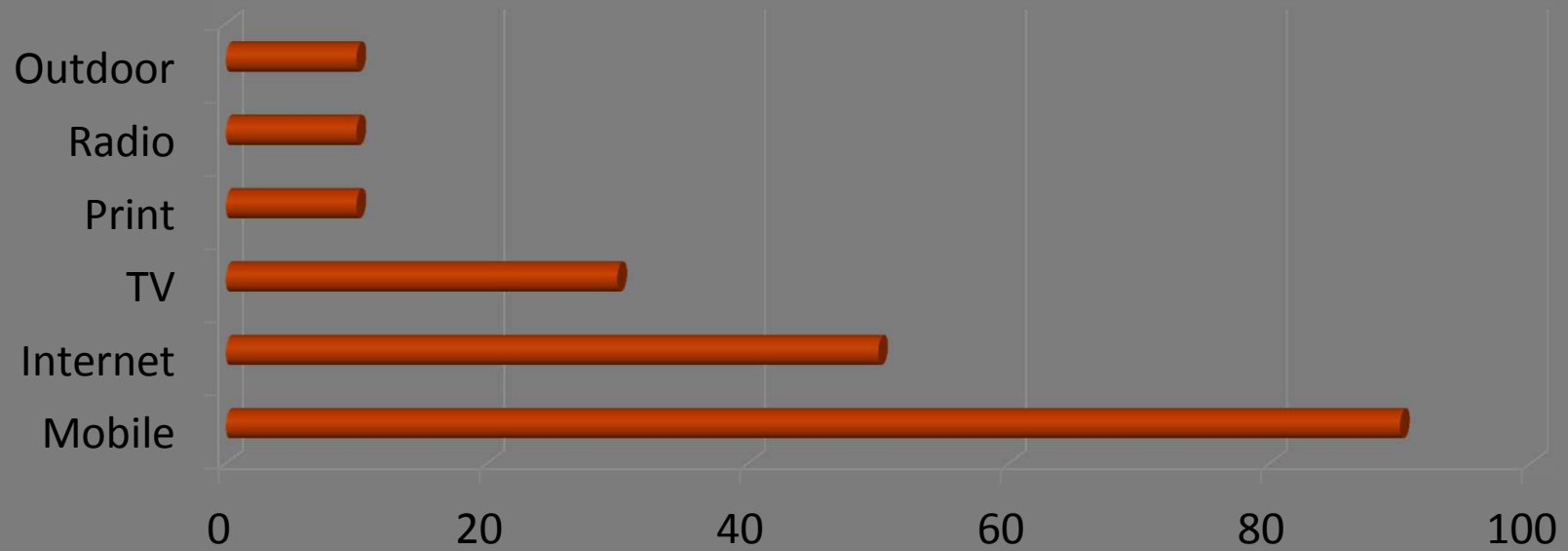
# Mobile Ads v Other Media

## Reach



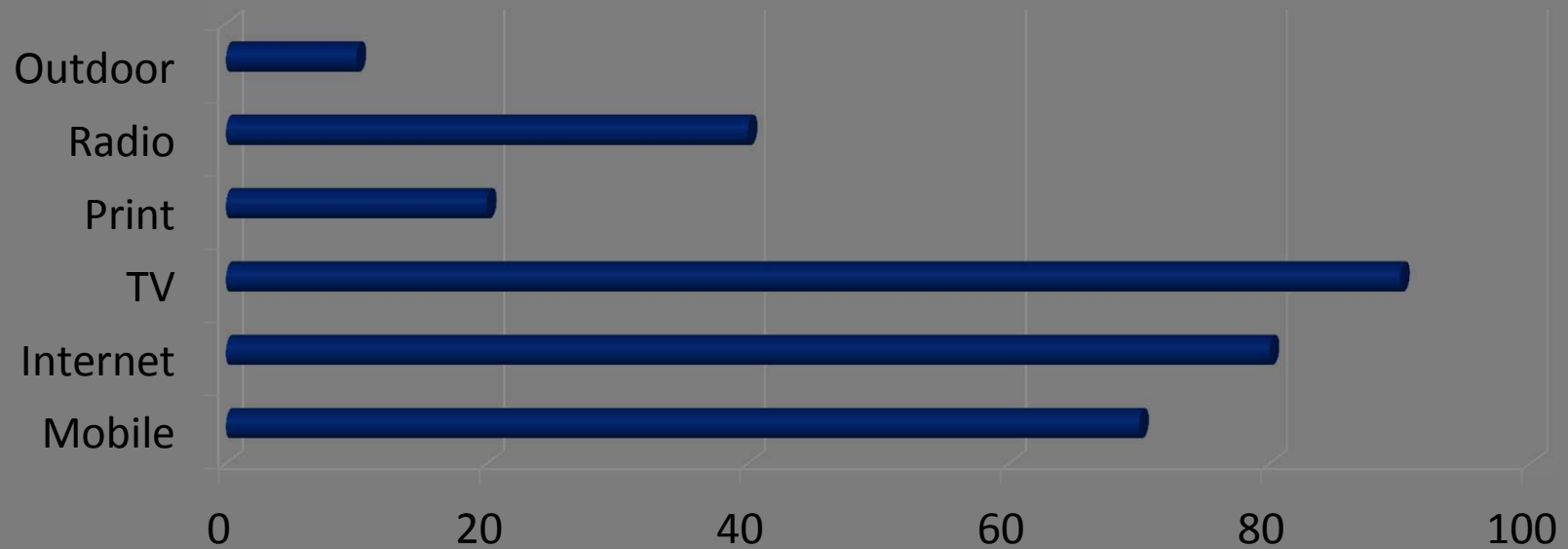
# Mobile Ads v Other Media

## Targeting



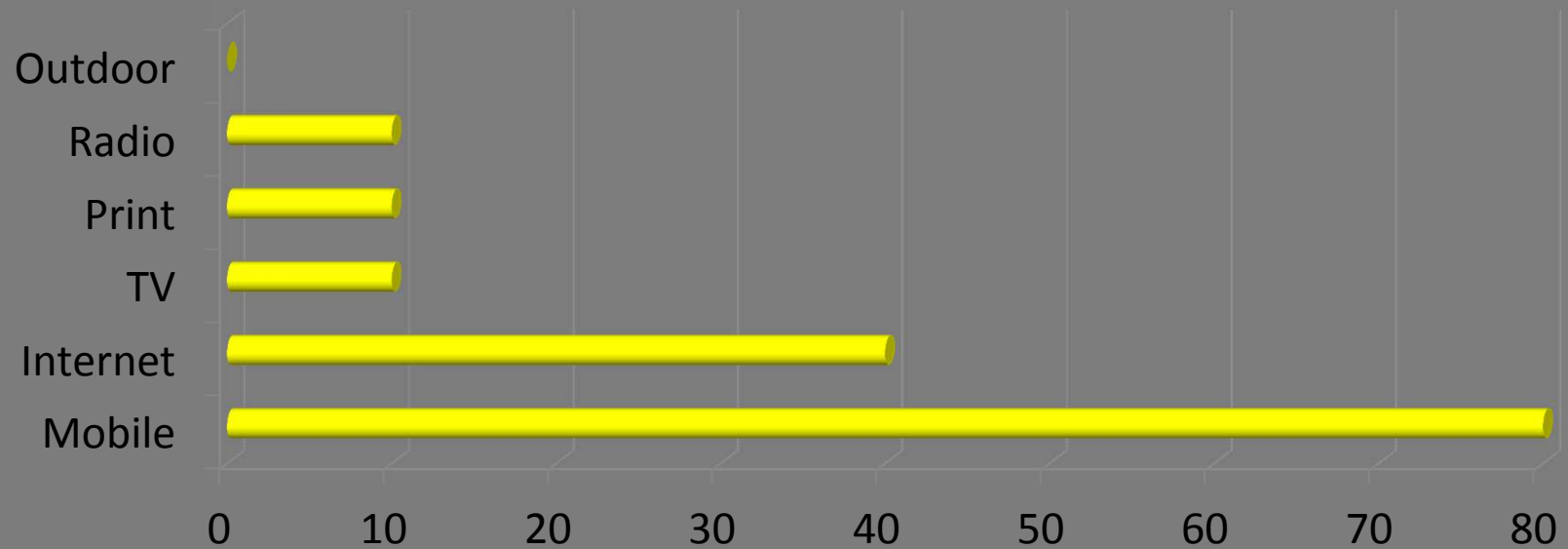
# Mobile Ads v Other Media

## Engagement



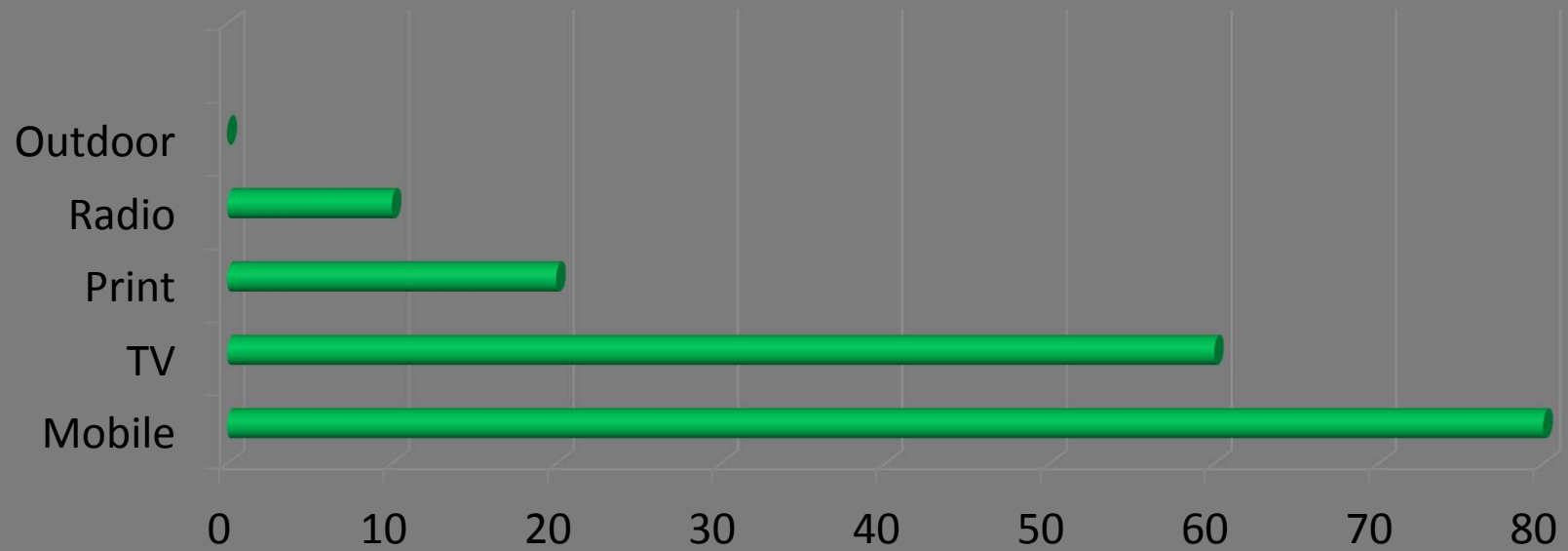
# Mobile Ads v Other Media

Viral



# Mobile Ads v Other Media

## Transaction



# Mobile Marketing

- Marketers must understand these new types of communication and how best to reach them
- Technologies like geolocation and mobile tagging can help better understand the mobile consumer and deliver relevant messages

# Mobile Tagging

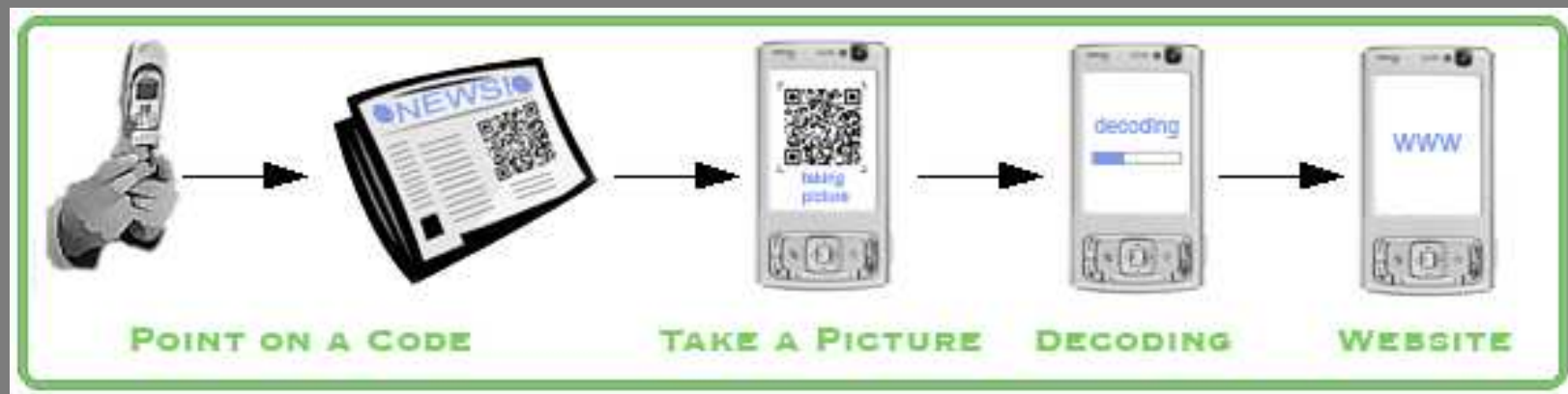
# Mobile Tagging



Mobile tags provide more product information like comparison shopping offers than traditional barcodes

# What are QR Codes

## Quick Response



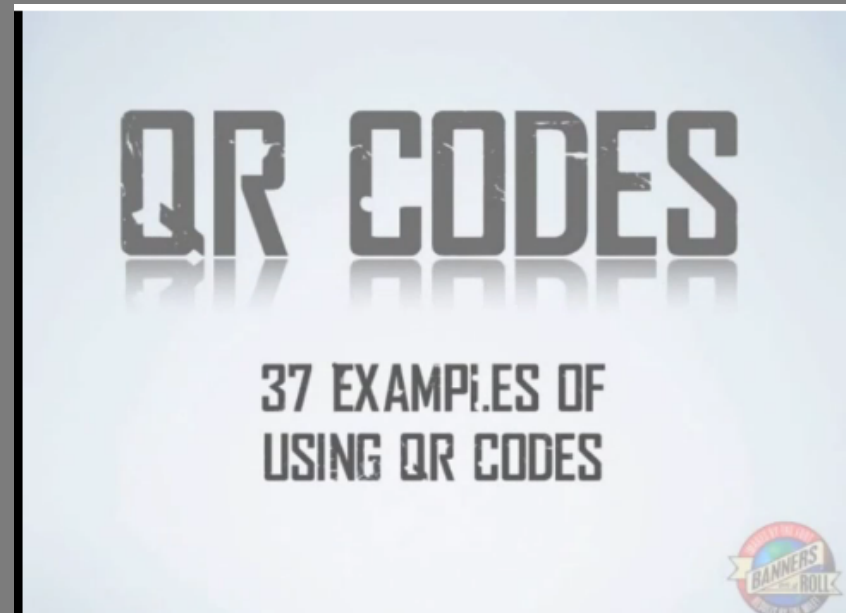
# Calvin Klein Jeans QR CODE Billboard in New York City

- QR Codes are taking over the world.
- This billboard is on the corner of Lafayette and Houston in New York City.
  - The code scans to a 30 second video and features a landing page with social links.
- [www.QRanywhere.com](http://www.QRanywhere.com)
- <http://www.youtube.com/watch?v=cN559yMLZc>



# 37 Examples Of Using QR Codes

- Some ideas how to use QR Codes
- What kinds of products they can be printed on.
- <http://www.youtube.com/watch?v=tGYqxVrJN-s&NR=1>



# Mobile Couponing

# What is Mobile Couponing?



# Digital Coupons on Mobile Devices are Coming

- Coupons are now poised to enter the digital age.
- Advertisers are beginning to invest in mobile coupons, according to The New York Times.
- The idea is to have discounts sent to consumers through text messages or other means, which the consumers would opt-in to receiving.
- Coupon Sherpa is an application for the iPhone that displays coupons by proximity, category, and brand.
  - The app also boasts exclusive coupons that can't be found elsewhere, new coupons that are added daily, and you can create you own Favorite list of stores.
  - <http://www.inc.com/ss/mobile-marketing#0>

# Shop with Your Smartphone in this Virtual Grocery Store

- The world's first virtual store has opened in Seoul, South Korea. It looks a lot like your average grocery store from afar, but upon further inspection you can see that there are no real items in the store - just life size images of them. In order to shop, customers must scan barcodes of products displayed using a special downloadable app.
- The app allows customers to fill their bag with virtual goods, pay for them with a credit card, and will ensure your purchases get delivered to your home by day's end.



# Use The Features Of Online Shopping In Your Mobile Website

- The best way to grab the attention of users in mobile marketing is to keep them active and alert by your online shopping services and special offers.
- Providing such offers to your users and visitors will surely increase the ranking of your mobile based website.

# State of Mobile Marketing

# BBC Animated QR Code Trailer for The Fades

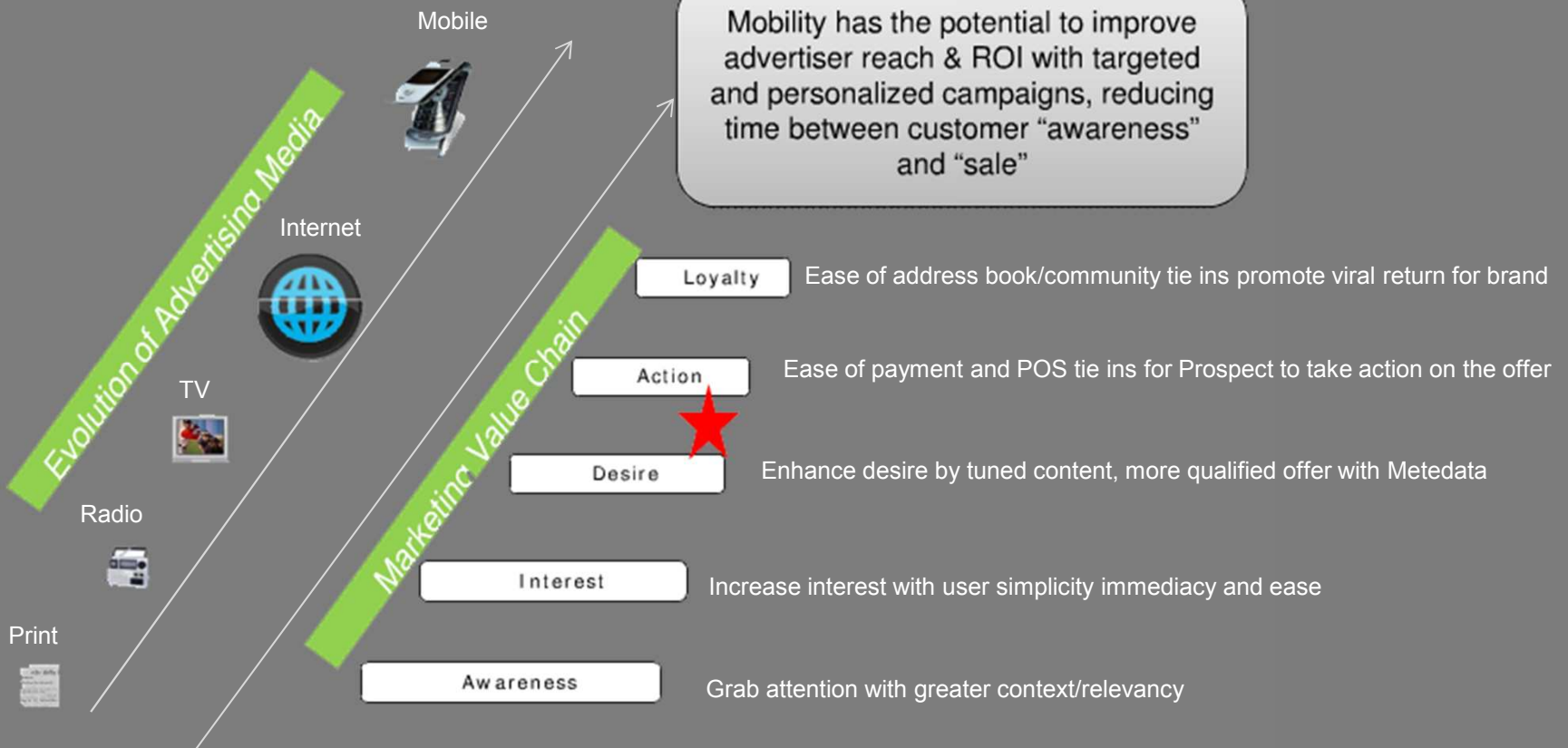
- BBC3 are promoting 'The Fades' using an animated QR code trailer that points directly to the series microsite. This looks great and the whole trailer does a good job of building suspense / anticipation for the forthcoming series:
- [http://www.youtube.com/watch?v=Vz7QdWzqhGA&feature=player\\_embedded](http://www.youtube.com/watch?v=Vz7QdWzqhGA&feature=player_embedded)



# Strengths of Mobile

- Mobile can integrate easily with all traditional media
- No other medium has the reach or response potential of mobile devices
- Over 270 million mobile subscribers in the US alone

# How Marketers Benefit



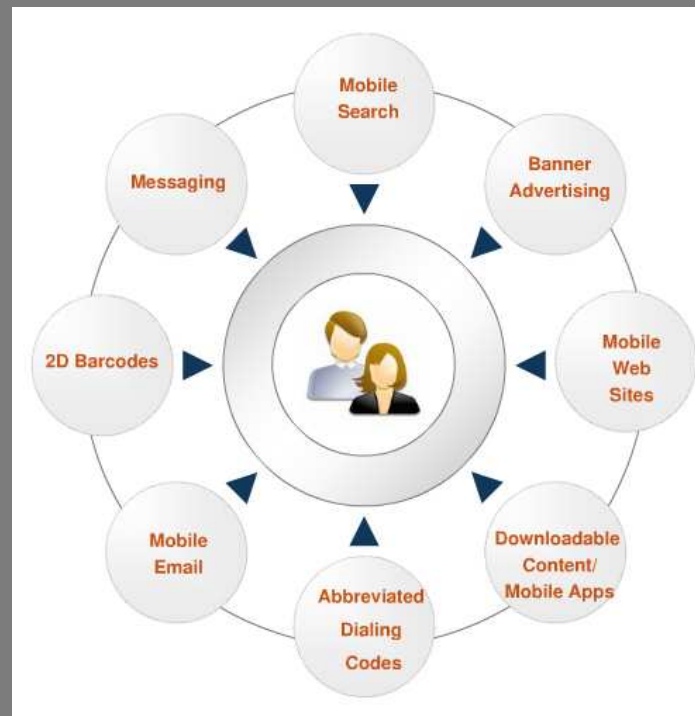
# Mobile + Advertisers & Markers

- Traditional Mobile players are looking for new revenue streams
- Advertisers want to reach mobile subscriber
  - One to one situation
  - Personalized account
  - Anywhere in Context
- The intersection represents a unique opportunity
- The mobile medium has entered the marketplace

# Who are the Players in the Mobile Market

- Wireless Carriers
- Application Providers
- Traditional Media companies and agencies
- Mobile ad networks
- Content Providers

# Mobile Media Engagement





- “If your plans don’t include mobile, then your plans are not finished.”

- Wendy Clark, Senior Vice President, Integrated Marketing Coca-Cola
  - IAB Annual Leadership Meeting 2011

# Questions?

Teacher's manual suggests checking for understanding.....