

Mobile Happens

Evan Carroll

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Mobile is...

- Real-time
- Personalized
- Location-aware
- Efficient
- Entertaining

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Companies that do not take
the mobile platform seriously
are jeopardizing their plans
for the future.

Avinash Kaushik, Google

Emotional Connection



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There is an intimate relationship between a user and their mobile device.

- 21% of time spent with tablets is done before going to sleep. (Nielsen)
- 24% felt like the iPhone was "an extension of their brain or being." (Stanford)
- 41% said losing their iPhone would be a tragedy. (Stanford)

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Don't Panic

- You know everything you need to know about mobile marketing.
- Everything else is technology.
(And we have people for that.)

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Just Like Anything Else

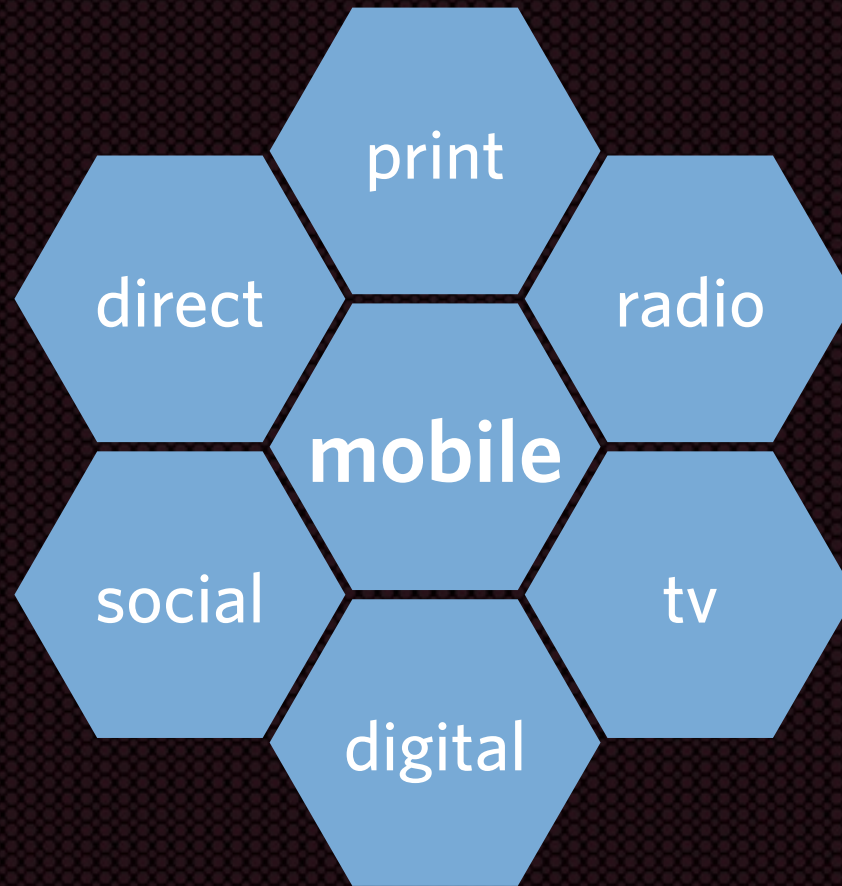
- Purpose: Why communicate?
- Insight: What connects the audience to our brand?
- Experience: How will we deliver?
- Measurement: How will we know when we meet our goals?

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Mobile's true significance lies in its ability to move us as individuals from traditional advertising to a rich suite of branded content, entertainment and value.

Stewart Pearson, Wunderman

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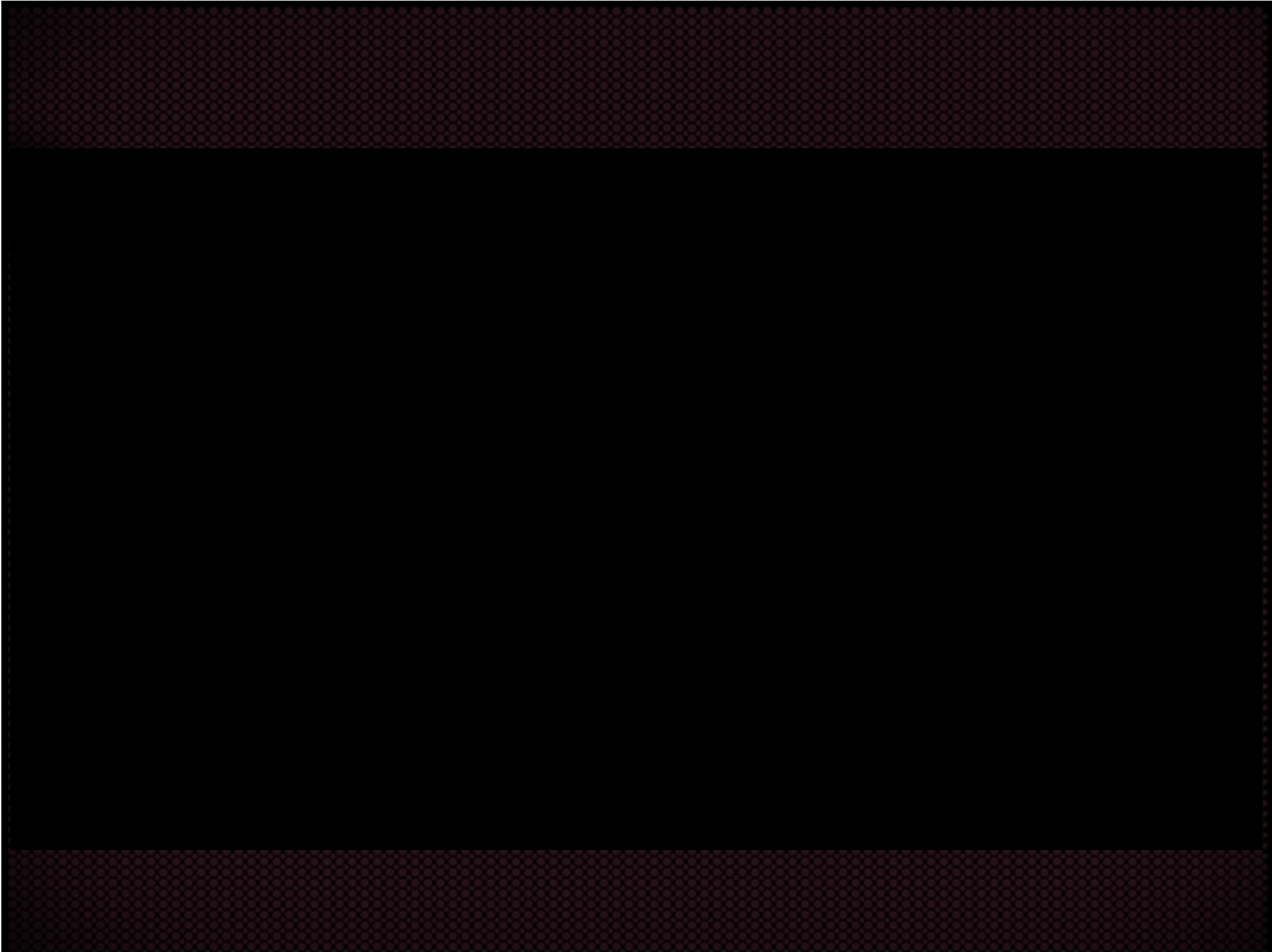
print

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Print

- Now an interactive experience
- Advertising
- Marketing Materials



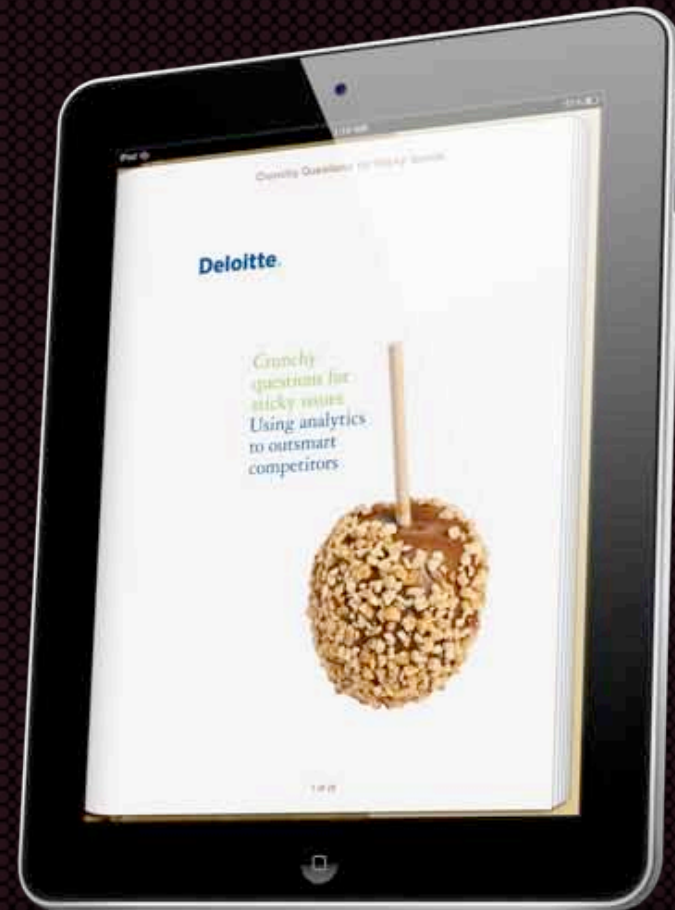


print

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Deloitte

- Converted existing book into ePub and distributed through the iBookstore







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TV

- 40% of Tablet and Smartphone Owners Use Them While Watching TV (Nielsen)



- Check-in to TV, Movies, Music
- Discover New Favorites
- Get FREE Stickers and Discounts

 [Signup with Facebook](#)

OR [Signup with email](#)

Recent Activity

Over 1.5 million users checked-in



[Kristeniscrazy](#) is listening to [Florence and The Machine](#).

11 secs ago



[Riady](#) is watching [The Walking Dead](#). Season 1 dulu..

11 secs ago



[HeiDi Aj](#) is listening to [Simple Plan](#). You guys were amazing last night. Come back to Tx. I love you!

11 secs ago

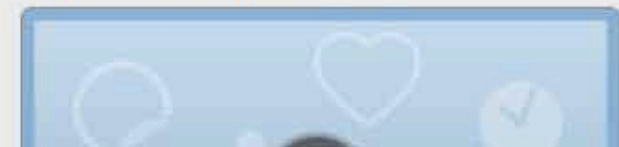


Apps

Check-in to your entertainment on iPhone, iPad, Android and more with GetGlue Apps



What is GetGlue?



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radio

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Radio

- A response to radio advertisements
- A platform for mobile advertising

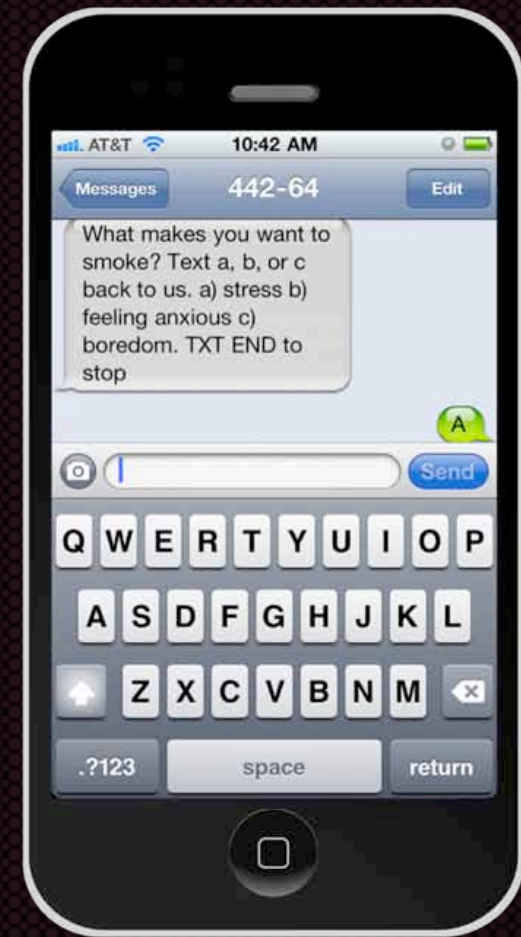


radio

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Quitline

- Pilot campaign in one county resulted in 742 participants
- Call center volume increased 40%
- 1/3 of participants remained in the program



Social

- More than 72 million Americans accessed social networking sites or blogs via their mobile devices in August
- That represents a 37% jump from the same time last year. (ComScore)



social

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Bull City Connector

- Currently implementing the idea of “social riders”
- Promoting the bus through the adventures of its riders



digital

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Digital

- Mobile Websites
- Mobile Apps
- Mobile Ads

digital

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A Word About Apps

- They're not for everyone.
- They must deliver real value to the user.

digital

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Sweet Spot

- Information needed repeatedly
- Information needed immediately
- Entertainment



digital

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HealthNAV

- Generated over 2,600 downloads in the first month.
- Launched into a full campaign with tv spots, mobile ads and arena advertising.

direct

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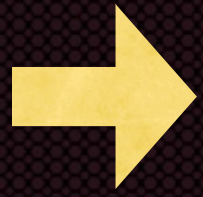
Direct

- Email
- SMS
- QR Codes
- Outdoor

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QR Codes



QR Codes

- During June 2011, 14 million mobile users scanned a QR code or a barcode.
- 58% of those users scanned from their home
- 39% of those users scanned from retail store

QR Codes

- Link to a website
- Share contact information
- Initiate a text message
- Dial a phone number

direct

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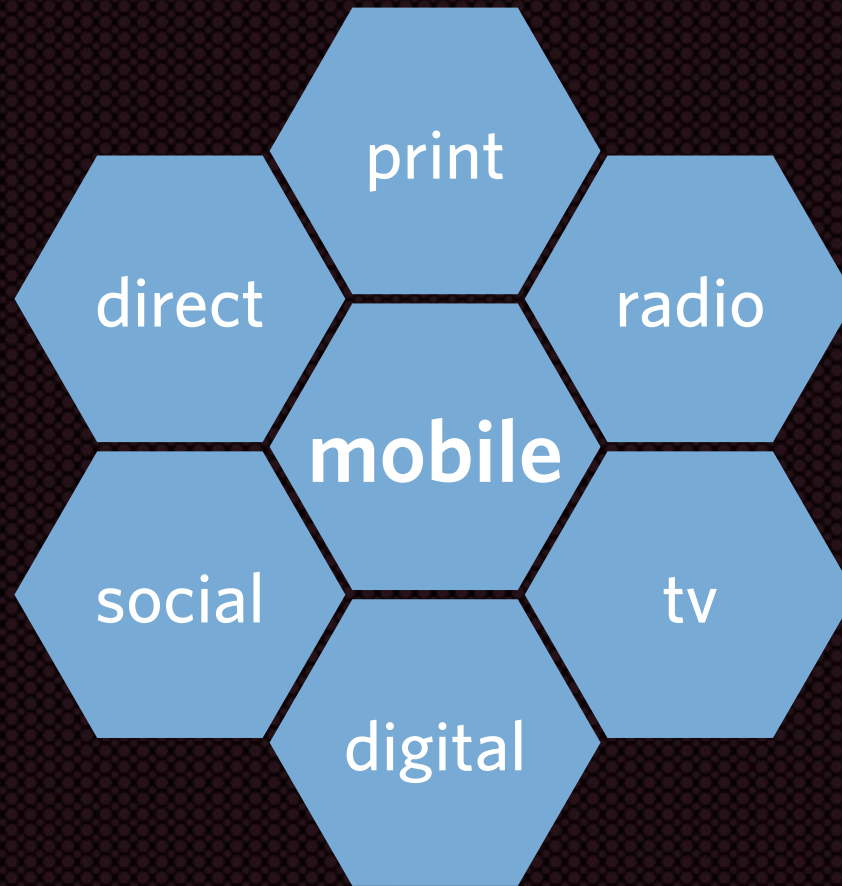
Jumbli

Text a word to 40411 Play for a chance to win a PANTECH Slate! 1:13

Most points ever:	TawnyGoat	131787
Most points today:	LizetteClemens	23238
	DianaVeronica	15801
	TawnyGoat	10665

at&t

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Where does mobile fit?



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Mobile Web



- Works on all mobile platforms
- Good for infrequent interactions (like contact information or directions)
- Can be used to offer app-like functionality as a lower-budget option

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Mobile Apps



- Platform-specific
- Presence in app stores
- Offers a persistent brand presence
- Must offer real value to the user

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QR Codes



- Great to link print and mobile experiences
- Always consider where the code is located
- Always link to a mobile-friendly experience

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Mobile Advertising



- Great for promoting app launches or mobile websites
- Ideal for campaigns that have a strong mobile component

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Tablet Publishing



- Works well for books, catalogs and other traditionally-print publications
- Always better than a simple PDF
- Excellent for engaging business travelers

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Tablet Advertising



- Transforms print concepts into engaging interactive experiences
- Consider when video or interactivity can add value to the advertisement

Thanks

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