



2016 GLOBAL MOBILE TRENDS REPORT

INSIGHTS FROM WINNING MOBILE MARKETING CAMPAIGNS

Introduction

The Mobile Marketing Association (MMA) and Kantar Millward Brown have, for the second year, partnered to develop the Global Mobile Trends Report. This report serves as a resource to help marketers implement more effective mobile marketing campaigns.

Our objectives were to:

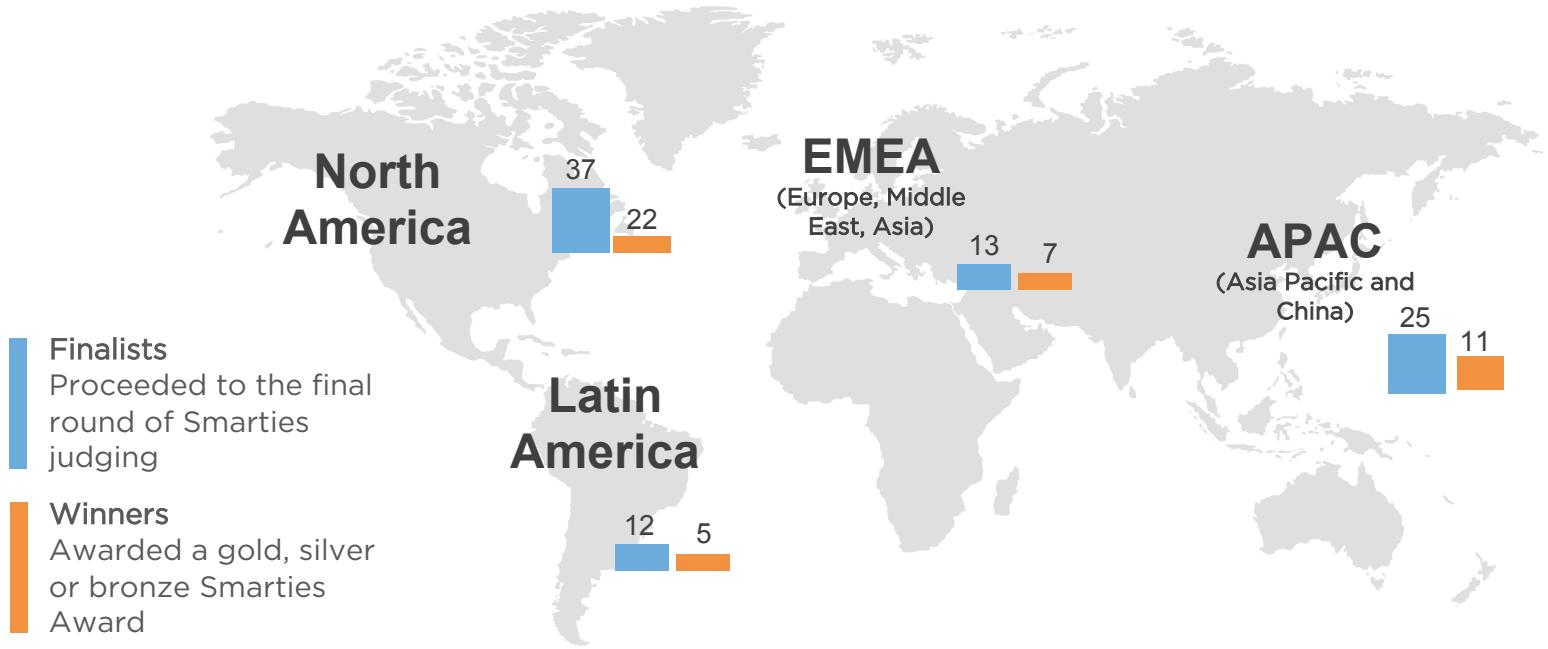
Unearth key mobile marketing trends

The analysis looked across MMA's Global Smarties and Cannes Mobile Lions finalists to delineate shared characteristics and identify key trends.

Understand the business impact of a winning mobile campaign versus its competition & why

In addition, Smarties Award winners were compared to those which were shortlisted as finalists to understand what defines MMA winners.

2016 Smarties finalists by region



Executive Summary

Mobile marketing has reached a tipping point where great strides in innovation are possible; technology has the ability to transform the power and impact of mobile campaigns. This year, we see fascination with the media and strategy, but integration with strong creative is uneven. **Even the best strategy or media must be paired with great creative**, as this is how we create engagement, move audiences and build brand affinity.

To understand industry trends and the characteristics of winning campaigns, we've structured this report in two sections. First, **we discuss the digital trends that, when applied, led to strong campaign execution** and can demonstrate to marketers what constitutes a clear path to success in mobile. Then, **we identify strategies that are emerging but remain unevenly applied**. While these emerging trends provide opportunities for marketers, their execution and integration with creative strategy warrant further improvement.

Across last year's campaigns, there was a sense that the industry was moving forward and that mobile had truly matured past unreadable mobile display ads and push notifications. This year, there was a stronger emphasis on strategy and tactic, **but at times to the detriment of the creative**. Consequently, many of the entrants lacked the depth that truly characterizes a great mobile campaign.

We hope that the winning campaigns, tactics and creative showcased in this report **encourage you to push your mobile marketing initiatives to the next level**.

Tap into the uniqueness of mobile and the newest technologies to enhance the strength of mobile creative. **Be bold. Be brave. Be smart.**

Great mobile campaigns...

WINNING TRENDS

#1

Strive to increase brand relevance

#2

Drive emotional connections and solve problems

#3

Choose immersive, visually-compelling ad formats

#4

Create apps that are their own engagement ecosystem

#5

Set mobile as a cornerstone, build with other channels

#6

Drive change and social impact

AREAS FOR FOCUS

#1

Leverage chatbots and virtual screen demos as ways to drive trial

#2

Gain a better understanding of what it means to drive engagement

#3

Implement targeting that's more evenly balanced with creative quality

#4

Accelerate adoption of augmented and virtual reality



WINNING TRENDS

SIX KEY TRENDS AMONG THIS YEAR'S WINNERS

KANTAR **MILLWARDBROWN**





WINNING TREND #1

Great mobile campaigns strive to increase brand relevance



Aiming to increase brand relevance was a winning tactic



Brand Relevance is the perception by the consumers that the brand fits in their lives.

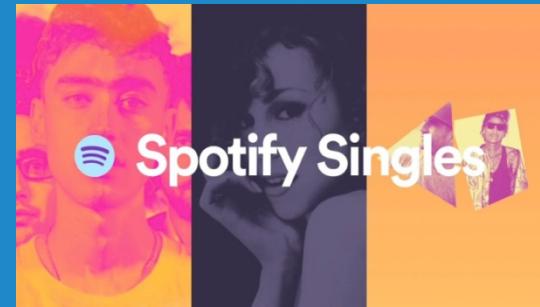
Improving brand relevance means an increased focus on the consumer. By adopting and creating new technology that enhances and enables a new and differentiated brand experience, the brand can be perceived as personally relevant and unique from its competitors. Thirty percent of all winners had a strategic goal focused on improving brand relevance, compared to just one percent of the finalists.



Be open to using mobile platforms in new ways to renew your brand's relevance among your target



Tap into platforms that resonate with your audiences to re-establish and bolster brand relevance.



Dove '#LOVEYOURCURLS' - GOLD, SMARTIES

Dove research shows that "women and girls universally struggle with their curls at some stage in life and that traditional standards of beauty can perpetuate issues of self-confidence."

The #LOVEYOURCURLS campaign with emoji keyboard and Twitter Hashflags renewed the relevance of Dove with 'curlies' on social media, giving them a place to congregate and vent about their hair.

Spotify 'Singles' – SILVER, SMARTIES

Spotify aimed to differentiate itself in the increasingly crowded streaming music space.

To that end, Spotify launched Spotify Singles, translating a user's personal data into a shareable digital object to express the user's musical taste. This also provided a tool by which they could discover more music based on their current personal tastes.

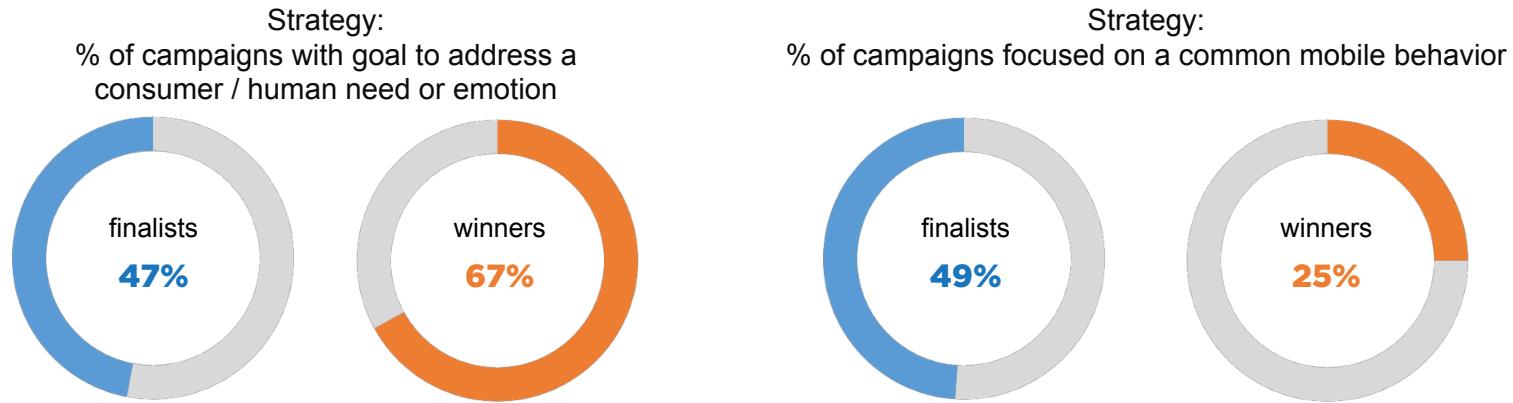


WINNING TREND #2

Great mobile campaigns drive emotional connections and solve problems



Campaigns that addressed a human need or emotion were more likely to be winners



Great brands drive emotion with strong narrative and creative.

A majority of Smarties Award winners identified addressing a consumer, human or emotional need as a campaign goal. Comparatively, there was also a notable focus on campaigns created with a common mobile behavior (e.g. mobile search or video viewing). However, those campaigns were less likely to be recognized as winners (25% of winners focused on a common mobile behavior versus 49% of finalists). This distinction means that depth in mobile is not only effective, but can be more effective than a superficial focus on mobile behavior.



Great mobile creative drives emotion and connection

Build a strong story and put the media in service of the narrative – utilize mobile's formats and tools to move the right audience.

AIA Korea 'A Mother's First Song' - 2x GOLD, SMARTIES

A common misperception is that mobile has inherent marketing limitations – a smaller screen size is wrongly perceived as a difficult medium to build emotional connections. The AIA Korea's 'A Mother's First Song' campaign disproved this. AIA told the story of creating a human voice to sing happy birthday to the children of a deaf mother. This campaign brought together a strong narrative, interest, demographic and behavioral targeting, alongside innovation in voice creation and strong visual film quality.

In the double award winning campaign, AIA Korea demonstrated how weaving human emotion into a narrative can deepen audience engagement and make a brand more relevant in an often difficult-to-move financial services sector. The campaign yielded both strong brand results and earned media.





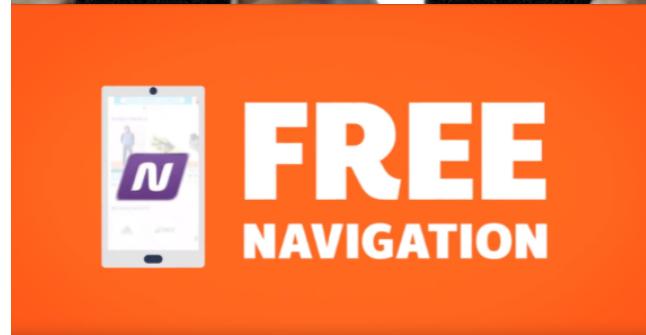
Great mobile creative drives emotion and connection

Identify a practical problem that mobile can solve. Ensure that there is value in associating your brand with that solution.

Netshoes 'Free & Unlimited Internet Access' – *SILVER, SMARTIES*

Mobile smartphone and tablet use brings with it inherent consumer difficulties. In Brazil, mobile phone data is expensive, often forcing consumers to prioritize their data use because of fear of running short on data mid-purchase. Seeking to solve this problem for their customers, Netshoes teamed up with Brazilian mobile phone operators to establish free, unlimited navigation on its mobile site and app. This allowed everyone – even those who had run out of data – to browse the Netshoes site as much as they wanted, for as long as they wanted.

Within four months of the campaign launch, navigation time had increased by 80% and revenue from the mobile site/app was up 54%.



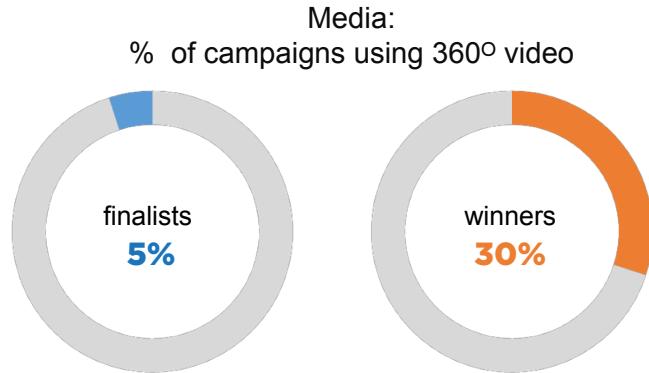


WINNING TREND #3

Great campaigns choose immersive, visually-compelling ad formats



360° video adoption sets winners apart



360° video refers to recordings where a view in every direction is captured. The format is shot using an omni-directional camera or a collection of cameras.

Twitter and Snapchat's introduction of 360° video ads offers marketers more accessibility to this format. As an upshot, increased uptake and innovation of 360° ads (and videos in general) will drive more widespread adoption of augmented reality and virtual reality platforms.



360° provided unparalleled access to branded experiences



Pay attention to the newest video formats available. Be brave in trying to create a deeper audience experience with these new formats.



Dunkin' Donuts '#WTFast' – GOLD, SMARTIES

Live video and 360° formats present a massive and mostly untapped opportunity to engage audiences. Dunkin Donuts was an early adapter of this technology to enhance audience engagement.

Dunkin Donuts successfully teased the launch of their mobile ordering app. The 360° video received over 7 Million views on Facebook alone.

Nike 'Spark Brilliance' - GOLD/SILVER SMARTIES

Nike's 'Spark Brilliance' emotionally engaged its younger audience by utilizing 360° video, giving them access to a locker room speech by Turkish National Team coach, Arda Turan.

The Spark Brilliance ad received 14 Million views and became the number one film viewed in Nike Turkey's football history.



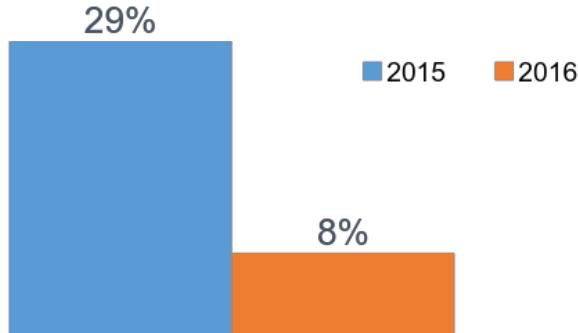
WINNING TREND #4

Great mobile campaigns create their own engagement ecosystem through apps and sites



While campaigns focused on app launch were down, winners still utilized apps in mobile campaigns

% submissions for launch of app



% o f campaign's using mobile app in campaign



While submissions with app launches declined from 29% to 8% year to year, mobile websites and apps are still a fundamental component of a strong mobile presence. Brands that continue to push the boundaries of branded apps and mobile websites can build strong and nuanced engagement with audiences. While mobile apps and websites don't present the same level of excitement as newer technologies such as augmented and virtual reality, they provide for a deep, consistent engagement that very few, if any, platforms can match.



Apps and websites draw the consumer into multi-layered brand engagements



Don't lose focus on the fundamentals. Brands must continue to push the boundaries in the types of experiences their apps and websites can provide.



Miami Heat New Mobile App – *GOLD, SMARTIES*

The Miami Heat developed a full-service, customizable app that generated personalized content for fans and simplified game day by allowing customers to buy tickets, enter the arena, and pay for concessions with mobile.

There were over 140,000 daily users during the first season, spending an average 5:41 per session. The Heat Mobile app also translated to revenue for the HEAT with users of the app's mobile wallet spending 20% more than fans using cash.

REI, #OPT OUTSIDE – *BRONZE, MOBILE LION*

REI's #OPTOUTSIDE app is a tangible component of the campaign, urging audiences to eschew Black Friday and go outside. It provides a visually rich tool for exploring national parks and the outdoors – both closely aligned with REI's mission.

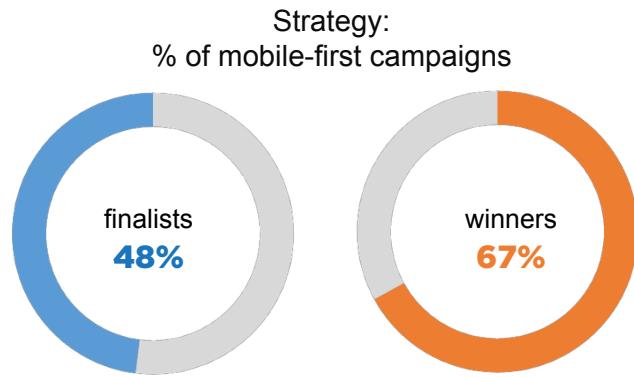


WINNING TREND #5

Great mobile campaigns set mobile as a cornerstone and build with other channels



Mobile-leading campaigns outperform those where mobile is just a component



Great mobile campaigns put mobile as the cornerstone.

Some of this year's most creative campaigns were built from a mobile-first mindset, adding channels from that as a way to provide a unique perspective and supplemental levels of brand engagement.



Mobile forms a creative cornerstone and can be bolstered by other channels



Consider channel combinations.
How can a mobile-led experience paired with a traditional channel provide an altogether new experience?



Nike 'Spark Brilliance' - GOLD/SILVER, SMARTIES

Though the cornerstone of Nike's 'Spark Brilliance' was the 360° locker room speech, the campaign also launched on TV during halftime across Turkish's primary football channels. Nike also incorporated an in-store component, giving free Google cardboard VR headsets to those who purchased national team jerseys in store.

Stylight/Shazam 'Fashion Mag Hijack' – GOLD, SMARTIES

In fashion mag Hijack, Shazam and Stylight team up to integrate mobile and print, allowing customers to scan items seen in the magazine and buy it directly through Stylight. To do this Shazam bought an ad in the magazine to use for the Hijack and then scanned all of the images from the magazine so that they were available in the Shazam database and could be matched with products.

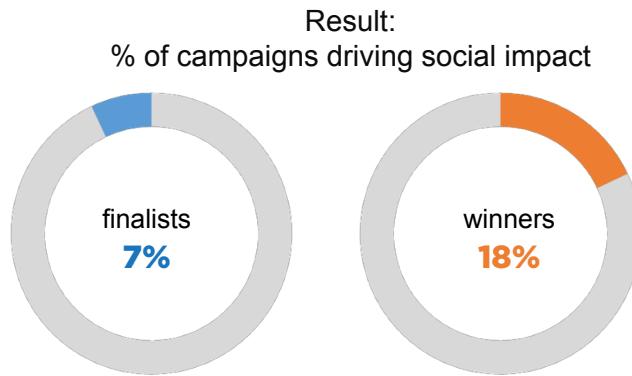


WINNING TREND #6

Great mobile campaigns drive change and social impact



Campaigns that demonstrate *social impact* are more likely to be winners



Social impact is not typically an objective for most mobile campaigns – nor is it usually one of the intended results. Nonetheless, driving social impact can enhance the quality and weight of mobile campaigns.

Demonstrable social impact was a winning characteristic both in campaign planning and campaign effectiveness.



Social impact provides both a creative anchor and a tangible result



Leverage mobile's inherently personal and portable nature to be an accessible change agent.



Stray Notification 'Disque Denuncia' – *SILVER, SMARTIES*

Stray Notification focused on mitigating the issues of stray bullets and illegal weapons concealed by drug lords in Brazil. Using geo-location technology to identify people within affected neighborhoods, they sent targeted text messages with a hotline number to anonymously report weapon caches. As a result, the number of hotline tips increased by 250% and hundreds of arms and ammunition were recovered.

Active Wheel 'Lo Kar Lo Baat' – *2x SILVER, SMARTIES*

Indian detergent brand Active Wheel facilitated communication amongst some of the many married Indian couples living apart through 'Lo Kar Lo Baat' (Let's Talk). A toll-free number connected the caller to their loved one. The campaign connected over 8 M couples, and boosted Active Wheel Top-of-Mind Awareness by 145%.



AREAS FOR GROWTH

FOUR EMERGING AREAS WITH POTENTIAL

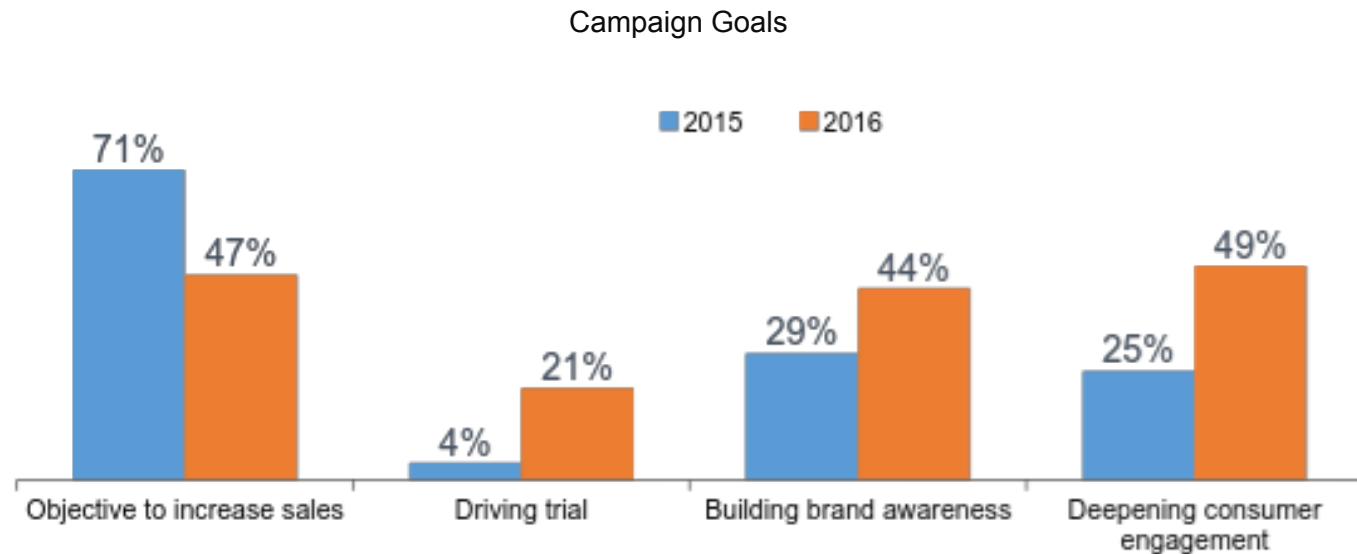


GROWTH AREA #1

Leverage chatbots & virtual screen demos as ways to drive trial



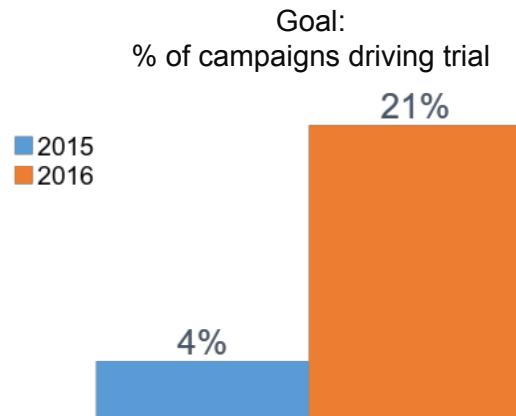
Campaign goals have shifted from direct focus on sales to equity and engagement



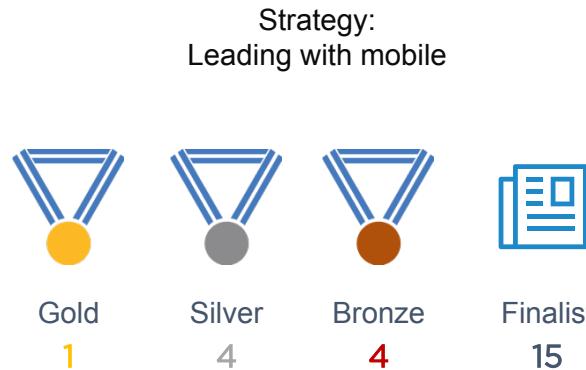
For 2016 Smarties entrants, deepening consumer engagement was as important a campaign objective as increasing sales.



While ‘driving trial’ as a focus has increased, it is unevenly executed



Strategy:
Leading with mobile



The number of campaigns with driving trial as a campaign goal was 5x higher in 2016

Nonetheless, there was fairly uneven execution for the strategy. This year, only one campaign with a strategy of driving trial was recognized with a Gold Smarties Award. The majority of entries with a driving trial goal were only finalists. This may be driven, in part, by the reliance on coupons, discounts and the other traditional means of driving trial that are not linked to overall campaign quality. Instead, the path forward to driving trial appears to be in creating more compelling pre-experiences with the brand.



Samsung's 'Try on a Six' sets the standard for using technology to build an experience

Utilize innovations in mobile and the Internet of Things to provide your audiences with trial experiences, without ever having to enter a store.

Samsung, 'Try on a Six' – SILVER & BRONZE, SMARTIES

Samsung and R/GA allowed iPhone owners to experience Samsung with a virtual on-screen demo that turned their physical devices into a Galaxy S6. Based on the phone's movement, users would see videos about certain features or design elements as well as areas where their current phone fell short.

Samsung's 'Try on a Six' campaign married innovation and a beautiful on-screen creative experience. By virtually putting the phone in consumers' hands and explaining key features—like an in-store salesperson would—the execution eliminated a traditional barrier to sales: users need to hold a Samsung in their hands before they would ever let go of their iPhones.

The experience drove a 14% conversion rate into the online store and time on the Samsung site rose from 3 minutes to 7 minutes. This technology and execution is now part of Samsung's marketing repertoire.





Chatbots may prove to be the next generation in driving trial

Are Chatbots a fit for your brand? Determine the creative guardrails to put in place to ensure both an engaging and effective experience.

Sony Pictures – Goosebumps – *BRONZE, SMARTIES*

UM and Sony Pictures leveraged AI technology via Facebook Messenger to converse with consumers in a creative way. They had Slappy, a popular Goosebumps villain, participate in one-on-one conversations with consumers, dishing out exclusive content, trailers, and show times.

Sony Pictures achieved its goal, opening #1 in the box office, ahead of The Martian. Four organic posts (\$0 cost) led to 440+ hours of fan-generated engagement.

While the execution itself may be one that other advertisers can replicate, it was the first-of-its-kind initiative that likely precedes a bot revolution. According to reports from Citigroup, the number of messenger bots in Facebook's Messenger grew 70% faster than the number of apps in Apple's App Store from the third to sixth month of operating.

The image shows a Facebook Messenger interface for the "Goosebumps Movie" page. A message from the bot says, "Glad you enjoyed it." The user replies, "Want to hear something interesting?" The bot responds with a fact: "Fact: R.L. Stine began writing Goosebumps after he was asked if younger children would like to be scared." The user replies, "Hm.... Didn't know that." The bot asks, "Do you think gnomes are friendly?" Below the messages is a text input field with placeholder text "Type a message..." and a row of message composition tools (Aa, camera, etc.). To the right of the messenger window is a large, detailed image of Slappy the Dummy's face, showing his characteristic wide eyes and stitched mouth.

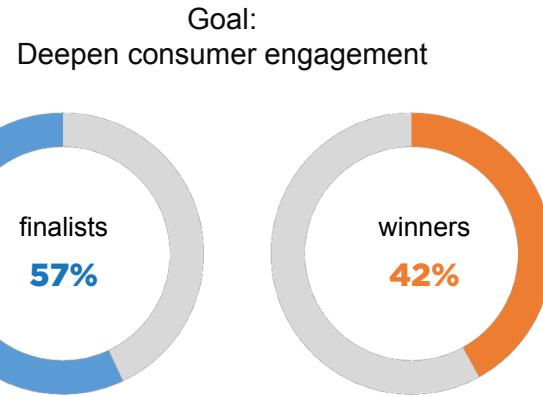
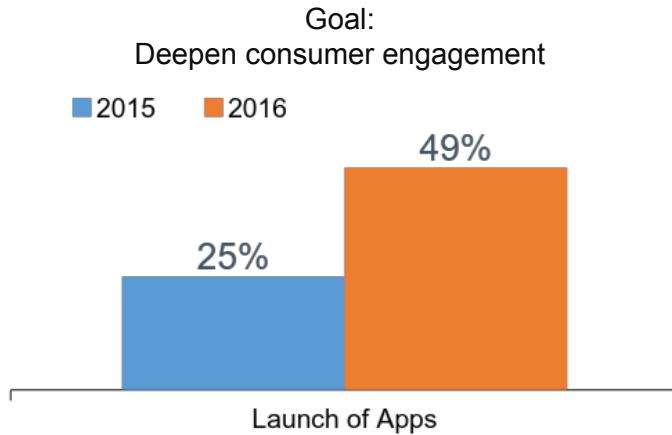


GROWTH AREA #2

Gain a better understanding of what it means to drive engagement



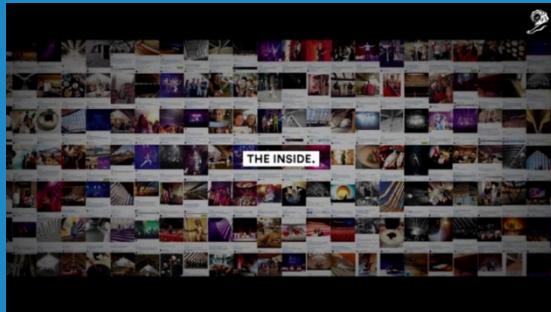
While deepening customer engagement as a goal increased, it did not result in winning campaigns



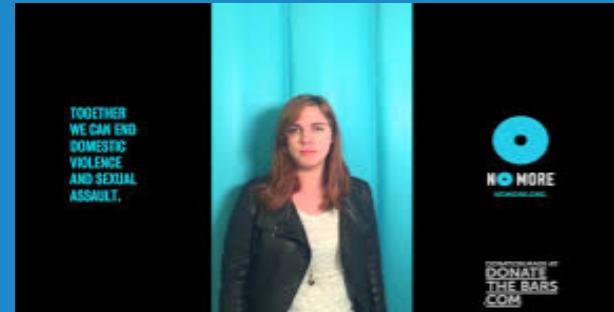
Deepening customer engagement is another area of increased focus that remains unevenly applied. This may be due in part to the lack of clarity around what engagement truly is. Is it a deeper level of attention, a behavior, a share, a like, a creation? Marketers need to be more deliberate in the sub-goals that they set for engagement to deliver better creative quality and achieve stronger results.



Encouraging user-generated content is a means to amplify media presence and deepen engagement



Explore how you can create opportunities for your audience to co-create content with your brand.



Sydney Opera House '#COMEONIN' – GOLD, MOBILE LION

The #COMEONIN campaign, a Gold Mobile Lion winner, shows marketers a multi-faceted strategy for driving engagement, both brand-driven and user-generated. Australia's Sydney Opera House wanted to boost the number of visitors inside. In a four week campaign, they used geolocation software to invite Instagrammers to go inside the Opera House for a custom experience when they posted a photo of the Sydney Opera House. Those invited posted and shared their experience, amplifying the Opera House's own efforts.

Atados 'Donate the Bars' – GOLD & SILVER, SMARTIES

Similarly, in Atados' 'Donate the Bars' campaign, audiences utilized the black bars on the side of their uploaded videos to feature a message from a non-profit or NGO (non governmental organization). In effect, their user-generated content provided an advertising opportunity to the participating non-profits and NGOs.

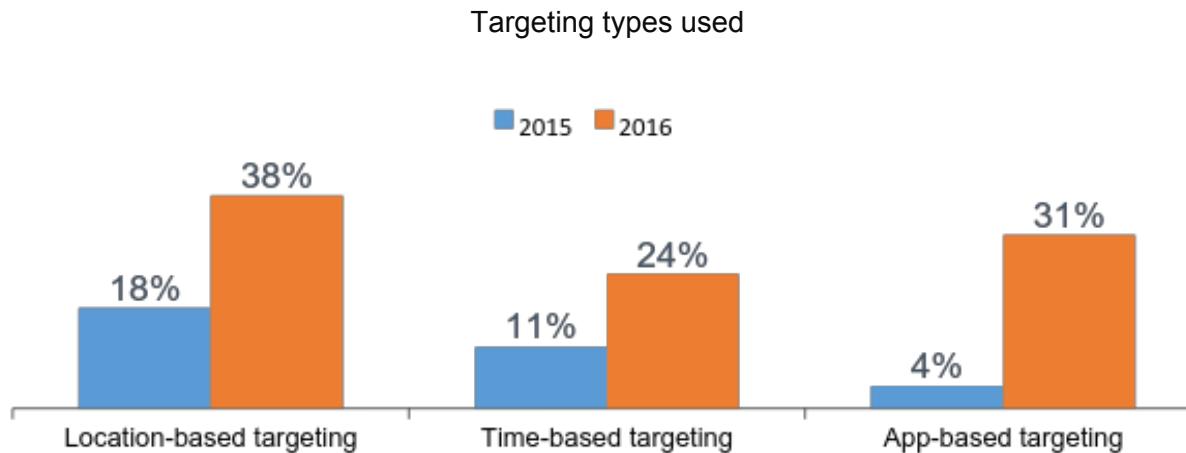


GROWTH AREA #3

Implement targeting that's more evenly balanced with creative quality



Though new types of targeting are being used, they do not yet yield demonstrable differences in quality



Entrants this year eagerly moved beyond using just behavior-based targeting to reach audiences. The number of finalists and winners utilizing location-based, time-based or app-based targeting more than doubled. Nonetheless, across these groups only app-based targeting was a distinguishing factor between finalists and winners, underscoring that targeting standing alone does not drive campaign quality.



GROWTH AREA #4

Accelerate adoption of augmented and virtual reality



We've only just begun to achieve creative greatness with reality platforms and we're not yet at scale

% of Campaigns utilizing augmented or virtual reality platforms



While augmented and virtual reality are undoubtedly the most exciting mobile technology this year, it is neither at scale nor has it reached the pinnacle of its creative potential. While winners were more likely to use augmented or virtual reality platforms compared to last year, very few campaigns used it in a truly meaningful way. Compared to last year's Volvo XC90 campaign, there was not any one campaign that integrated strong creative with an virtual/augmented strategy.



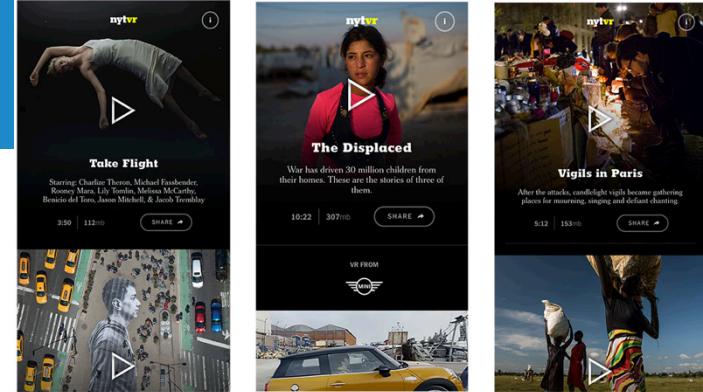
The New York Times reality work showcases capabilities, but now marketers must adopt

Aim to integrate augmented and virtual reality elements into your mobile campaign, but not at the expense of the narrative or creative strength.

New York Times, CANNES MOBILE GRAND PRIX

When the T Brand Studio of the New York Times won the Cannes Mobile Grand Prix for mobile for their Augmented and Virtual Reality submissions, AdWeek questioned whether this was “A ‘Wright Brothers Moment’ for Mobile?” While we still believe that scalable AR/VR advertising will be a watershed moment for mobile, we do not yet see it as fait accompli.

T Brand Studios offer marketers an incredible opportunity to revolutionize how their brand's story is told, but the reality is for most consumers AR/VR is an expensive technology that is not yet accessible to them. Marketers and their technology partners still must work towards a VR that is more accessible and offers higher quality visual content beyond that available through Google Cardboard. T Brand Studios is a starting point, but now the industry must catch up.



5 directives for succeeding in mobile

Focus



Focus on ROI.
Mobile is no longer an add-on, it's a channel that drives ROI.
Strong mobile campaigns deliver financial and brand impact.

Lead



Lead with mobile; strong campaigns start with mobile and pull in other channels.

Identify



Identify your creative core, the values or brand purpose that will build brand relevance and facilitate a deeper connection with your audience.

Build



Build a human connection and deliver a narrative that utilizes strong visuals and immersive formats to draw the audience into the mobile experience.

Amplify



Amplify the effectiveness of mobile creative through well placed and well targeted media.



Questions?

Sheryl.Daija@mmaglobal.com

Joline.McGoldrick@millwardbrown.com

APPENDIX

	Finalists	Gold	Silver	Bronze
2015	34	12	12	13
2016	42	11	19	15