MMA
MOBILE MARKETING ASSOCIATION

APAC 2016 YEARBOOK





CREDITS

Rohit Dadwal, Managing Director, MMA Asia Pacific
Ammita M, Consultant, Strategic Projects, MMA Asia Pacific
Jasveen Kaur, Senior Regional Membership & Marketing Manager, MMA Asia Pacific
Preeti Desai, Country Manager, MMA India
Tam Phan Bich, Country Manager, MMA Vietnam
Sammi Gong, Country Manager, MMA China
Madanmohan Rao, Yearbook Editor
Yen Le Ngoc, Project Coordinator, MMA Asia Pacific

First published 2016

Copyright © 2016 Mobile Marketing Association

Published by
Mobile Marketing Association

APAC Headquarters
E-mail: apac@mmaglobal.com
Website: www.mmaglobal.com

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publishers.

Designed and produced by Reality Premedia Services Pvt. Ltd.

CONTENTS

FOREWORD 5

WELCOME LETTER 6

EXECUTIVE SUMMARY 7

PART I. SHIFTING ECOSYSTEMS

TOP TRENDS LEADING THE CHARGE FOR MOBILE IN 2017
by Vikas Gulati,
Managing Director for Asia at AdColony 12

MOMENT OF TRUTH FROM ALL DIRECTIONS AND ANGLES
by Gowthaman Ragothaman,
Chief Operating Officer, Mindshare Asia Pacific 14

FROM LOCAL TO GLOBAL: MOBILE EXCELLENCE IN ASIA
by Anita Nayyar,
CEO-India & South Asia, Havas Media Group 17

STOP BUYING ATTENTION, START GAINING IT: EXCELLENCE IN MOBILE VIDEO
by Sapna Chadha,
Head of Marketing, Google India 19

MOBILE INTERNET, BIG DATA AND ARTIFICIAL INTELLIGENCE: A CHINESE APPROACH
by Steven Chang,
Vice President, Tencent 21

MOBILE UX: SHIFTING REQUIREMENTS FOR MARKETERS
by Rajat Harlaka,
CEO, Bellurbis Technologies 23

PART II. LESSONS LEARNT

JOINING DATA AND CREATIVITY TO SET YOUR APP APART
by Ronen Mense,
VP Asia, AppsFlyer 28

MOBILE MARKETING AND SURGICAL METRICS: HOW INDONESIA HOPES TO SUCCEED
by Joe Nguyen,
Senior Vice President, Asia Pacific, comScore, Inc. 30

NINE KEY TRENDS IN CHINA'S MOBILE MARKETING IN 2016
by Ivy Zeng,
CEO, Morketing 33

MOBILE PROGRAMMATIC 2017: FROM CONTACT EFFICIENCY TO CONSUMER ENGAGEMENT
by Ying Chen,
Marcom Lead, Amnet China 36

TOTAL AUDIENCE: MEASUREMENT AT SCALE
by Dolly Jha,
Executive Director, Nielsen India 39



PART III. THE ROAD AHEAD

LEADERSHIP STRATEGIES FOR MOBILE MARKETING
by Eka Sugiarto,
Head of Media, Unilever Indonesia and SEAA 42

FROM CLUTTER TO CONNECT - HOW MOBILE MARKETERS CAN OVERCOME THE CHALLENGES OF APP OVERLOAD
by Supriya Goswami,
Marketing Director for APAC and India, InMobi 44

UNIFYING CHAT, SOCIAL, COMMERCE AND ADS: THE NEXT FRONTIER FOR BRANDS AND ADVERTISERS
by Krishnadeep Baruah,
VP, Asia Pacific, BBM 46

SHUT UP OR BE INTERESTING TO ME! FROM CAMPAIGN TO CONVERSATION: REDEFINING MOBILE ENGAGEMENT
by Damon Hakim,
CEO, Red Asia Inc. 48

MOBILE GAMING, THE GAMECHANGER: HOW DO BRANDS COMMUNICATE TO A POKEMON WORLD?
by Rohit Sharma,
CEO, POKKT 50

CREATING MOBILE MAGIC
by Graham Kelly,
Regional Executive Creative Director,
Bates Chi & partners 55

PART IV. MMA BOARD OF DIRECTORS

PART V. MMA MEMBERSHIP

PART VI. AWARD WINNERS: THE SMARTIES

APAC 2016 Winners 66
China 2016 Winners 69
India 2016 Winners 70
Indonesia 2016 Winners 72
Vietnam 2016 Winners 74

PART VII. DATA POINTS

MOBILE MEDIA IN THE ASIA-PACIFIC 78

AD SPENDING IN SOUTHEAST ASIA: NEW FORECASTS FOR AN EMERGING DIGITAL REGION
by Shelleen Shum and Cindy Liu 85

MOBILE ECOSYSTEM AND SIZING REPORT: INDIA 2016
by GroupM, Madhouse & partners 87

FOREWORD

Welcome to the 2016 MMA Yearbook for Asia Pacific, now in its fourth edition. The Yearbook continues to reflect the dynamic creativity of mobile marketing in Asia, not just its sheer volume but its variety and creativity.

We have come a long way from the early days of largely SMS-centric marketing, to a dazzling and even bewildering range of engagement options. From new hardware and apps to a range of workflow platforms, mobile marketing offers a lot for the industry leaders as well as creative startups – and especially for the empowered consumer.

We see this diversity also reflected in the 2016 SMARTIES awards in the region, which continue to set new benchmarks of creativity in South, East and Southeast Asia. Mobile ad spends are increasing and have certainly crossed the tipping point by some measures, but have much more room for growth and impact.

Industry cooperation and transparency are needed more than ever before to tackle concerns on metrics reliability, fraud, scams and even security breaches. The MMA leaders and directors will continue to play an increasing role in promoting greater collaboration across disciplines, countries, and media platforms, and I request all of them to take a bow for their efforts and initiatives over the years.

Mobile is transforming so fast that we are now witnessing 'mini-generation gaps' in terms of user behaviour within five years, and not just 10-20 years as with earlier media. Mobile and other digital media are converging and reinforcing each other as never before, posing challenges to the traditional silos of media, marketing, advertising and IT.

In this regard, the MMA will continue its mission of accelerating mobile marketing excellence and innovation. From connectivity all the way to creativity, mobile practitioners need to engage with the full-stack ecosystem. The MMA hopes to increase the confidence of our communities to tackle the mounting challenges and tap the growing opportunities across the region.

As the world's leading non-profit trade association in our sector, no one is better positioned than the MMA to keep our community right at the cutting edge of the mobile wave and in the boardrooms of key decision makers.

I would like to offer my sincere thanks and gratitude to all the contributors who have so generously shared their hard-earned insights, and helped make our Yearbook a useful chronicle and barometer of our times.

Happy reading!



Ashutosh Srivastava

Chairman & CEO,
Global Emerging Markets

WELCOME LETTER

2016: THE MOBILE MAGIC

As the most ubiquitous piece of high technology the consumer market has ever seen, the mobile phone continues to dazzle with an ever-growing range of features and capabilities – and marketers are beginning to create magical experiences with this digital medium.

The fourth edition of our annual Yearbook as well as the engagement we saw in the MMA Forums held in 2016 in India, China, Indonesia, Vietnam, and Singapore reflect the growing thought leadership and creativity in our industry today.

Mobile marketing seems to be at the ultimate convergence of a range of disciplines and tools. Machine learning, analytics, AR, VR, digital wallets and Internet of Things are only the tip of the iceberg – these need to be harnessed by behaviour mapping and then converted into profitable business practices in a sustainable and ethical manner. Sounds like a tall order, but that is precisely the challenge that the MMA aims to tackle and collectively solve.

The MMA is pleased to be at the cutting edge in our field today, and looks forward to more excitement and commitment from our members this year. The MMA continues to keep its members right at the forefront of the information clutter of our age by keeping the focus solidly on shifting ecosystems, lessons learnt, emerging trends, and leadership strategies.

Mobile is sweeping across the world, and each region offers its own unique twists and flavours, thus opening up thought leadership and market opportunities not just within Asia but between Asia and other regions of the world. Asian innovation in mobile marketing is effectively described in this Yearbook and in our regional forums as well as online deliberations.

Brands and marketers are on a continuous and steep learning curve, and need to have the humility to keep relearning, unlearning and reinventing themselves. Learning applies not just to ourselves but even the machines and algorithms that are becoming our digital partners. Co-creation and design thinking are becoming increasingly sought-after paradigms.

One of the hardest challenges is keeping up with the ever-increasing demand of our information-consuming and response-impatient consumer. Brand loyalty is being challenged as never before – and rewarded in equal measure for the few successful players. New forms of creativity and even business models are called for, as the online and offline worlds clash as well as reinforce each other.

With new technology come great power and a deep sense of responsibility, and industry players need to have broader scopes of leadership. Success metrics keep getting redefined, and success today does not guarantee market dominance tomorrow.

Magic is about the moment as well as the attitude and mindset, and to create mobile magic our industry needs to think like gamechangers. This calls for out-of-the-box thinking as well as ecosystem management, and the MMA is ready to meet this challenge for our industry.

We all have something to learn from each other in our individual organisations, markets, geographies and disciplines, and we are glad the fourth edition of the Yearbook carries on this spirit of best practice sharing, crystal-ball gazing, and defining the pointers for success in mobile marketing.



Rohit Dadwal

Managing Director,
Mobile Marketing Association APAC

EXECUTIVE SUMMARY

by Madanmohan Rao

With 17 authoritative chapters on mobile marketing and insights from a range of research reports, the 2016 Yearbook of the MMA presents a treasure-trove of insights and inspiration from across the Asia-Pacific. The Yearbook showcases the winners from the flagship MMA events and Smarties awards in Singapore, China, India, Indonesia and Vietnam.

The 2016 Yearbook lists organisational members in the Asia-Pacific and profiles the Board of Directors who have taken on the task of spearheading the mobile marketing industry in our part of the world. This chapter ties together the various threads and trends addressed in the individual chapters of the Yearbook, and provides an overview of where we are as a regional industry.

PART I: SHIFTING ECOSYSTEMS

Some of the key developments from 2016 will continue to grow in 2017 – the most notable being the rise of **vertical video format** on mobile, and greater strides in performance advertising and optimisation. Vikas Gulati, Managing Director for Asia at AdColony, identifies trends such as migration of audience from TV to mobile, rise of machine learning, VR and digital wallets. Mobile will be the channel that delivers consistent value for today's consumers, and effective community engagement is the key to success.

Behavioural economics has never been as important as in the mobile era: it is important to know not just who the consumers are, but what they do, explains Gowthaman Ragothaman, Chief Operating Officer, Mindshare Asia Pacific Bridging the silos of media, creative and CRM is key for the success of **marketing automation.** Enterprise Data Management Platforms (DMP) help make consumer promotions intelligent, identify most valuable consumers, and choose the most responsive channels and relevant contexts.

Within this context, Asia takes centre stage in mobile excellence, according to Anita Nayyar, CEO-India and South Asia, Havas Media Group. Every global brand and CEO has an eye on Asia for this Connected Asian Customer. Young inspired Asian entrepreneurs have innovated and built products and/or services for the ordinary consumer, and opened the floodgates for mobile phone brands as well as aggressive expansionist telecom operators. Asia has shed its imitator image and is now a digital innovator in its own right. From missed calls to conversational commerce, the evolution of **digital innovation in Asia** has lessons for other markets as well.

This requires marketers to tap trends such as the key role of **mobile video,** advises Sapna Chadha, Head of Marketing, Google India. The triage of access, devices and content is resulting in an explosion of opportunity in the mobile video arena in markets such as India. Brand presence should therefore be incorporated in the first few seconds of the message; the brand message should be specific, straightforward and actionable. Multiple video formats are emerging, and marketers should re-focus on gaining attention rather than buying it.

China offers valuable lessons not just from the sheer size of its mobile market but qualitative strengths such as the transformative adoption of **artificial intelligence (AI).** Consumer time online is divided between a multitude of mobile platforms and apps, and advertisers need to switch from 'media buying' to 'audience buying.' Steven Chang, Vice President, Tencent, shows how AI is an innovative tool for data analysis, and helps identify the optimum form, message and moment for marketing interactions. Self-learning capabilities will help make strategic predictions in smart marketing campaigns, and brands need to invest in new technology and talent.

A new type of user experience (UX) is also emerging — one that is built around sensors and intelligent software. Chatbots open up new frontiers in **conversational UX,** along with voice recognition, beacons and virtual assistants. Pressure-based technology and swipe gestures now facilitate actions such as share and delete. Marketers should ensure that UX is continuous, personalised, uncluttered, and responsive, advises Rajat Harlaka, CEO, Bellurbis Technologies. UX analytics along with user recordings and touch heatmaps are important tools in this regard.

PART II: LESSONS LEARNT

Mobile is the most measurable ecosystem ever created, and consumers expect nothing short of a perfect experience on the mobile platform, explains Ronen Mense, VP Asia, AppsFlyer. Ads need to be relevant, engaging, non-intrusive and meet users' expectations. **Statistical and creative talent** will be needed in equal measure. App engagement and monetisation are important metrics beyond mere downloads and installation.

Mobile has brought new audiences, new content types, and created overwhelming volumes of *new* digital time around the world, says Joe Nguyen, Senior Vice President, Asia Pacific, comScore, Inc. Tapping this medium effectively and sustainably requires **industry cooperation,** well exemplified in Asia by the Indonesian Digital Measurement Consortium (IDMC). Trusted online metrics have



benefits for both buy and sell sides of the advertising marketplace, and yield powerful learnings for content, user experience and marketing. Industry collaboration helps agreement on what is being measured, how to align expectations, and when to make the right decision.

The industry continues to experience changes in ad format and marketing tools, and marketers need to keep on top of this evolution and its impact, urges Ivy Zeng, CEO, Morketing. **For example,** the rise of video in China has led to popularisation of pan-entertainment content. **Newsfeed ads** are increasingly accepted, along with scene marketing, VR and chat-based e-commerce. Cloud products are gaining industry acceptance, and local competencies are opening up global markets as well for Chinese players such as WeChat. However, marketers need to be wary of the increasing risk of fraud and lack of information clarity.

The role of **mobile programmatic** is also evolving, from contact efficiency to consumer engagement. The total mobile programmatic ad spending in China will grow 50.2% to reach US$33.57 billion in 2017, according to research cited by Ying Chen, Marcom Lead, Amnet China. VR Programmatic can unlock the power of data and model innovation, blending real and virtual worlds thanks to platforms like VirtualSky. Mobile native ads can ensure that relevant content will be delivered to the right audiences who are most receptive to the messages. Context marketing powered by beacons can transform online-to-offline (O2O) commerce. Marketers need to develop more contextual and performance-based metrics in this regard.

It is now possible to envisage a mobile marketing framework that believes in activation of one, but measurement of all. We now have access to **big datasets** that have census scale, along with consumer information, explains Dolly Jha, Executive Director, Nielsen India. Audience measurement frameworks should address single as well as shared devices. Cross-media comparisons are becoming frequent, but need to be more independent, transparent and actionable. Marketers should therefore look at audiences, not just impressions; they should adopt different campaigns for different channels and platforms.

PART III: THE ROAD AHEAD

Digital transformations are causing the very idea of market leadership and its practice to be revisited and redefined. **Invention and innovation** will be key priorities for market shapers to handle scale, technology and optimisation, affirms Eka Sugiarto, Head of Media, Unilever Indonesia and SEAA. For example, tech such as IVR and chatbots can help messages and campaigns scale up cost-effectively and deliver better UX. Partnerships and thought leadership will help fuel even more exciting engagements.

Unfortunately, we are living in a world of information overload and clutter; it is important for marketers to address challenges like app uninstalls. A download means nothing if you cannot drive engagement and ultimately monetise that engagement, according to Supriya Goswami, Marketing Director for APAC and India, InMobi. Marketers should avoid creating 'me-too' apps, and instead focus on their core USP and **stickiness factors.** They should learn how to convert social media and mobile data into insights across digital channels. Brand vision and customer experience should go hand in hand.

Messaging apps are now the go-to place in the digital world; the killer app is chat, explains Krishnadeep Baruah, VP, Asia Pacific, BBM. They are becoming an attractive media and e-commerce ecosystem for both consumers and brands. Mobile messaging is the great convergence, and apps are not the sole focus. Mobile social ecosystems are key to provide instant gratification and action, especially for younger users. Mobile messaging along with chatbots offers more audience engagement, precision targeting and better efficiency. Marketers should meet their customers where they are, and embrace new technology.

Marketers also need to stop thinking only about campaigns and focus more on **conversation,** according to Damon Hakim, CEO, Red Asia Inc. Effective conversations are about listening, common connects, context, empathy, mutual expression and flexibility. The beauty of mobile is its ability to do hyper-targeting across consumer interests, device, and location. However, the mobile moment is a small window of opportunity, and should not be wasted without achieving conversational excellence.

Another gamechanger to watch is **mobile gaming;** mobile has made video games a mass phenomenon, explains Rohit Sharma, CEO, POKKT. The mobile economy also introduced the concept of 'freemium' games, and allowed brands to leverage the gaming audience (which hardly existed earlier). Mobile gaming is by far the most downloaded and the most engaging category in the app eco-system. Four out of five smartphone owners have played a game on their device, and 46% play games on a daily basis. Games are a form of media, just like television and print. Mobile game advertising also gives room for creative flexibility. Adver-gaming and interstitial ads can result in high brand-recall, as examples from markets like India and Thailand show (Dabur, Patanjali, Rexona, Nissan).

At the end of the day, marketers have a tantalising opportunity to create real **mobile magic.** AR and VR are recent technologies with a lot of potential to dazzle and deliver. When you build AR campaigns around a strong core concept, the effect can be immensely powerful, according to Graham Kelly, Regional Executive Creative Director, Bates Chi & Partners. Pokemon Go was the No.1 mobile phenomenon of 2016. It was the first time most people had experienced AR, and they found it magical. Chatbots have perhaps been overhyped, and many users have not enjoyed chatting with them so far – but there is much room for creativity and effectiveness. They key is to focus on the bigger idea and not just the technology to connect with the audience.

In addition to the insightful chapters in Part I-III in the Yearbook, we have included comprehensive data charts from GSMA and Ericsson, along with takeaways from two major research reports on ad spends in Southeast Asia and mobile marketing in India. Shelleen

Shum and Cindy Liu, in the report by IAB Singapore and eMarketer, cover trends in **ad spends** in six markets in Southeast Asia: Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Double-digit gains in digital ad spending are expected in 2017 across these markets. The digital experience for the industry keeps getting better, smarter and more meaningful. Shares of digital in the overall ad spend will range from 17.1% in Indonesia to 40.4% in Taiwan in 2017.

GroupM, Madhouse and other marketing experts chart how India is edging towards becoming a mobility superpower; it crossed the US at the end of 2015 to become the second largest mobile economy in the world. The change in consumer lifestyle is making brands and advertisers in India create immersive experiences for their consumers on mobile using technologies such as programmatic, location data, audio beacon technology, video, re-targeting, and analytics. In 2020, the majority of connections will be 3G enabled (at 54%), followed by 4G at 27% and 2G at 19%. LTE will be the game changer for mobile internet in India. Local language marketing via mobile has also been proven to be effective. "At its core, mobile marketing will centre around skillful and impactful **storytelling,**" sums up Amarjit Singh Batra, CEO, OLX South Asia.

Dip into this Yearbook and draw your own inferences, takeaway points and action items! Get involved, get excited, and get on board for driving the mobile momentum in the Asia-Pacific and beyond!

Dr. Madanmohan Rao is the editor of the *Asia-Pacific Internet Handbook* and co-editor of *Global Mobile*. He has published over 15 books spanning five series, covering digital media, innovation, knowledge management and culture. He is research director at YourStory Media, and has spoken at conferences in over 80 countries around the world. Madan was editor of the MMA Yearbooks of 2013, 2014 and 2015 and can be followed on Twitter at @MadanRao



Madanmohan Rao



TELKOMSEL MSIGHT
Mobile Consumer Insight

TELKOMSEL
by Telkom Indonesia



Get to know your consumer unlike before.

Discover insights from Telkomsel Consumer Big Data - from more than 157 Million Subscribers Across Indonesia

How Telkomsel MSIGHT benefits Marketers

DESIGNING
A CAMPAIGN PLAN

OUT-OF-HOME
MEDIA PLANNING
& OPTIMIZATION

STORE
OPENING

LOAN APPLICANTS
ID VERIFICATION

For more info contact :

Mia Melinda (mia_melinda@telkomsel.co.id) +62811 131492
Marvin Mahadharma Muditajaya (marvin_m_m@telkomsel.co.id) +62811 1981869
Indra Gustamam (indra_gustamam@telkomsel.co.id) +62813 10008100
Aulia R Amin (aulia_r_amin@telkomsel.co.id) +62811 299044

TELKOMSEL Digital Advertising
You'll be surprised!

MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 1

SHIFTING ECOSYSTEMS





TOP TRENDS LEADING THE CHARGE FOR MOBILE IN 2017

by Vikas Gulati, Managing Director for Asia at AdColony

A new year always feels like a clean slate, with new challenges and opportunities ahead. For the mobile advertising industry, some of the key developments from 2016 will continue to grow in 2017 – the most notable being the rise of vertical video format on mobile, and greater strides in performance advertising and optimisation.

Asia-Pacific currently boasts more than a billion smartphone users and this number is expected to rise to more than two billion by 2020. This provides brands and marketers with the opportunity to harness a very powerful advertising medium, if they can keep abreast of consumer trends. We see seven key trends that will make the most impact in the mobile advertising space for 2017.

1. THE NEW PRIMETIME

Publishers are going to wake up to the fact that consumers will no longer accept content pushed upon them; we are already seeing significant declines in viewership of primetime TV. We now live in choice-based, 'pull' environment – for example, on-demand TV and streaming content platforms such as Netflix, Hulu, HBOGo and Amazon Video, where the consumer is in control.

Mobile is now an integral part of consumer lifestyle, with 45% of all screen time spent on mobile devices, making significant inroads into traditional TV viewing. The migration of audience from TV to mobile will not only continue but accelerate. There is still a clear need for high quality content and new distribution models.

It remains to be seen whether traditional content producers will be able to make the shift to mobile and which existing streaming services will prevail. We could even be faced with a situation where an entirely new player will enter the market in the years to come and completely disrupt the industry.

2. VERTICAL VIDEO

With smartphones intuitively held straight up rather than sideways, it wasn't so long ago that 'Vertical Video Syndrome' became a satirical but legitimate affliction. Yet, it is now the natural, default position for consumers to view content on most apps, and has forced the entire industry from app developers to advertisers to rethink their approach to video ad creative for mobile.

When users have to rotate or tilt their device to view content, the drop-off rate instantly goes up. Vertical video presents a more natural viewing experience, so it is no wonder that there is an increase in views, interaction and engagement when content is presented in a more user-friendly format. We will see more content moving to vertical format in 2017.

3. PERFORMANCE, DATA SCIENCE & MACHINE-LEARNING

Mobile is the most measurable medium for advertising because it offers brands and marketers the opportunity to target very precise audiences, with very relevant content, at the most appropriate time. We are going to continue to see brands become more performance-focused in 2017, caring more about results and outcomes than impressions and clicks.

The very definition of performance in user acquisition marketing is evolving rapidly. For example, in the app world, it is not just about app installs anymore. App marketers will be moving quickly toward post-install metrics like retention rates, registrations and in-app purchase behavior.

Data science and machine learning will play a pivotal role in the understanding of consumer behavior, and predictive algorithms will allow marketers to bid and execute media buys on a real-time basis to deliver highest ROI.

4. MOBILE AD CREATIVITY & INNOVATION

If you thought mobile video was hot in 2016, wait till you see what's next in 2017. Video advertising is going to enter its next phase where its gets a whole lot more interactive, more responsive and custom-built for mobile experiences. Consumers will be able to engage with video during their app session, make choices on characters and products, and participate in shaping the brand stories. They no longer have to wait for the end card to be served to engage in the video, and this opens up a world of possibilities.

The video creative is simply the base layer, the backdrop for features such as personalised text based on consumer's demographic or geo-location, real-time voting or tapping to respond on Twitter, or even shaking your phone for a chance to be an instant winner. We can finally provide the kind of instant gratification that mobile users demand, which is memorable and therefore extremely effective.

5. VIRTUAL REALITY

The age of consumer virtual reality (VR) is here. 2016 marked the commercial peak with new consumer products, putting users front and centre for experiences. For marketers and advertisers, the challenge was understanding the new format of an immersive screen and its unique content.

This year, VR will not only continue to redefine how we experience things, but also create moments that we want to relive again and again. There are going to be massive implications for categories such as gaming, travel, shopping and many others. Marketers are going to be building bridges to VR, with a series of small steps that lead toward fully immersive advertising experiences – leveraging 360-degree video, and even haptic effects to add dimensionality to the creative.

6. MOBILE WALLETS

Digital payments and wallets are becoming mainstream in Asia Pacific. The rise of mobile-first business in a shared economy coupled with innovation in the payments space is causing massive disruption in the way people previously consumed products and services. Consumers will continue to become more accepting of conducting commerce on their devices in 2017.

So much is already trusted to a mobile device, that with improved experiences, there is no longer significant rationale for consumers to have reservations about making purchases on their phone. This will change the way brands are built, distributed and consumed in the mobile-first world.

7. VOICE-ACTIVATED AI

The promise of voice-activated artificial intelligence (AI) will finally be realised in 2017, propelled by innovation in smart home technology. Voice-enabled, connected devices such as Amazon Echo and Google Home are gaining popularity since jumping into the home assistant space, providing consumers with a more intuitive user experience to manage their homes.

However, outside of these devices, the potential of voice-activated AI has not been fully realised. People are not yet accustomed to talking to their computers or mobile devices, and there are still improvements that need to made within a mobile operating system to make your smartphone a true AI companion. Nonetheless, if the phone is a training device for all the new experiences that pervade into other electronic devices, voice is something that will be more deeply integrated into our lives this year.

As we move into 2017, we will see media companies addressing these trends through their creative strategies. Mobile is clearly the channel that delivers consistent value for today's consumers, whether it be a fantasy football app that they update during their lunch break or a streaming music app they listen to while they work out. It is companies that were born of mobile that are serving consumers in a way that no one else can, and that will be leading the charge in 2017.

Vikas Gulati is Managing Director, Asia, at AdColony. He has 16 years of experience in building and scaling up digital media, mobile and ad-tech startups in Asia. He was previously Vice President at Vserv (mobile advertising exchange). In 2008, he set up the Asia business for Sprice.com, now part of Travelport. He was earlier at ZenithOptimedia/Publicis, managing accounts such as Procter & Gamble, Asia Pacific Breweries, LVMH, ESPN, and LG. Vikas has served on the advisory board of the Mobile Marketing Association and ad:tech ASEAN, and is also an active angel/seed investor in startups in South East Asia.



Vikas Gulati,

Managing Director, Asia at AdColony



MOMENT OF TRUTH FROM ALL DIRECTIONS AND ANGLES

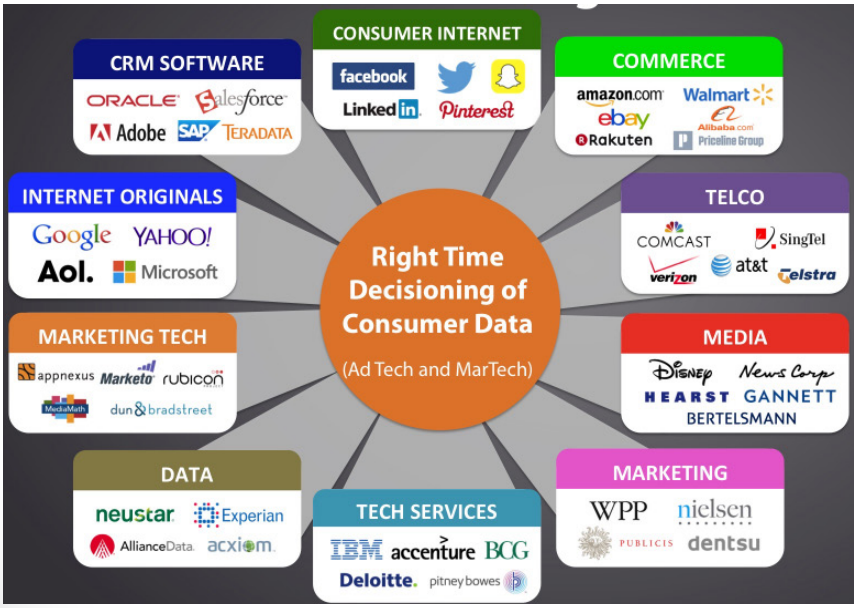
by Gowthaman Ragothaman, Chief Operating Officer, Mindshare Asia Pacific

In the last few years, almost nearly 10 industries have mushroomed slicing the marketing function into various specialities. The only thing that is common to all these industries is the consumer. He is the King who is walking into different walled gardens, leaving behind various footprints, sometimes cautiously (after reading the 'terms and conditions') and sometimes with gay abandon, without even knowing the implications.

As the half-life of cookies dry up by the third month, the moment of truth is becoming elusive for marketers – to actually know who their consumer is and what he is doing. Behavioural economics has never been so important. Understanding the behaviour of the consumer across the various walled gardens in real time requires a stronger attribution of his behaviour to the effect (or the cause) and without this Programmatic is only half efficient.

At a fundamental level, it is important to know not just who the consumer is, but what he does. Essentially, profiles matter, but what matters more is to understand the behaviour of these profiles -- and over a period of time, build a 'learning machine' that not only predicts but also prescribes the cause and the effect. There will come a time, when dashboards and screens will become incidental and an intelligent query through a secure system should then throw up the required screens for the decision maker to read and analyse.

It is with this background that Marketing Automation takes centre stage. Most marketers have at least three external agencies in their roster: media, creative and CRM. There are other marketers who have as many as 10 agencies in their roster and I leave it to the imagination of the readers to list who these 10 can be or will be! Even when a marketer has three external business partners (and there also their own internal silos across Sales, Research and Business Intelligence partners), I can safely say, there is not even one single marketer who has assembled all the mission critical information in one place.



(pic credit: LumaScape)

Marketing Automation is totally futile and will remain a hare's horn until all the silos are broken down and all the data sets assembled in one place. Marketing Automation is one of the fundamental pre-requisites, especially if one needs to 'conquer' the digital world where data and technology take ultimate importance. The emergence of various Data Management Platforms (DMP) to address these needs are in the right direction but often there are limitations on their application and scale. There is also the much-needed cost benefit analysis of investing in an enterprise-level DMP which is very often lacking.

In my personal view, investing in an Enterprise level DMP far outweighs its cost to the benefit it brings to the marketer and I am listing down a set of 'buckets' that it helps bring together.

1 > Making consumer promotions intelligent: These are often zealously guarded by the insights team and more often than not, never used beyond some campaign level understanding. Some of the consumer promotions (often called as CPs) that marketers run leads to a lot of insights about the consumer response that often sits in a spreadsheet but not capitalised. These CPs can be made 'intelligent' only if we create a cadence to assemble all these information in a structured manner. Marketing Automation helps you get there.

2 > Who is my most valuable consumer? While the sales team knows about the consumer to the last mile and to the grassroots,



often the CRM team never shares the information with the sales team to help classify the consumers as to who actually are their most valuable consumers on the basis of their actual interaction with the product. Often, the CRM team has a 'two-way' view of the consumer which is much more deeper. Marketing Automation helps you get there.

3 > Breaking down walled gardens: Despite having the best of the analytics in their team, return on investment from search has never been applied to the learnings from any social media engagements. We are still living on case to case attribution of different platforms but never a 360-degree view of a consumer. The entire journey of the consumer from awareness to action is only in theory or a hypothesis but never fully complete. Marketing Automation helps you get there.

4 > My most responsive channel: In most parts of the developed world, even TV signals can be attributed with return path data to really assess as to who has actually viewed the communication. Even if we ignore this advancement, whether the intended consumer has actually 'viewed' the communication is now becoming an essential part. It is no longer about the 'sample projected to the universe' but the actual views in millions. Marketing Automation helps you get there.

5 > Context is as important as content. Placement of the communication is often suspect, more so in the digital world as the potential impressions that are possible is equal to individual times the seconds in a day i.e., 605,000 billion impressions at the maximum! There are enough opportunities to be at the wrong place at the wrong time – not the other way around! With the right filters on the supply side, Marketing Automation helps you get the right person at the right place and the right time at the right context.

6 > Continuous optimisation to minimise wastage: At any given stage, there is a dynamic attribution to the brand lift (be it sale or health) from the communication from a particular channel. In these times, it is not the past that decides the set attribution to the communication but the real time situation and the context. By integrating sales with marketing effort, we will be able to attribute the right effort and continuously and dynamically optimise the marketing investment. Marketing automation helps you get there.

These are the six most important pillars that closes the loop and assemble all the stakeholders in an organisation into one stack – and more often this so-called 'Enterprise Stack' is something that needs to be customised and made relevant to the size the organisation, the sector they belong to, and the magnitude of data that is being assimilated into their system.

If we just scroll back to this article – making consumer promotions intelligent, most valuable consumer, unified consumer journey, full viewership, contextual advertising and attribution to sale are basic marketing tenets even in the days of the past. It is just that the volume and velocity of data in these times has made marketing a 'permanent white water' instead of 'fishing in a calm lake.'

And in these times, when there is a constant churn and change, the only counter force to manage this churn and change are the principles that anchors all discussions. These principles have always remained the same – it is all about reaching the right audience, at the right place, at the right time, often enough, under a suitable environment, to make the desired response.

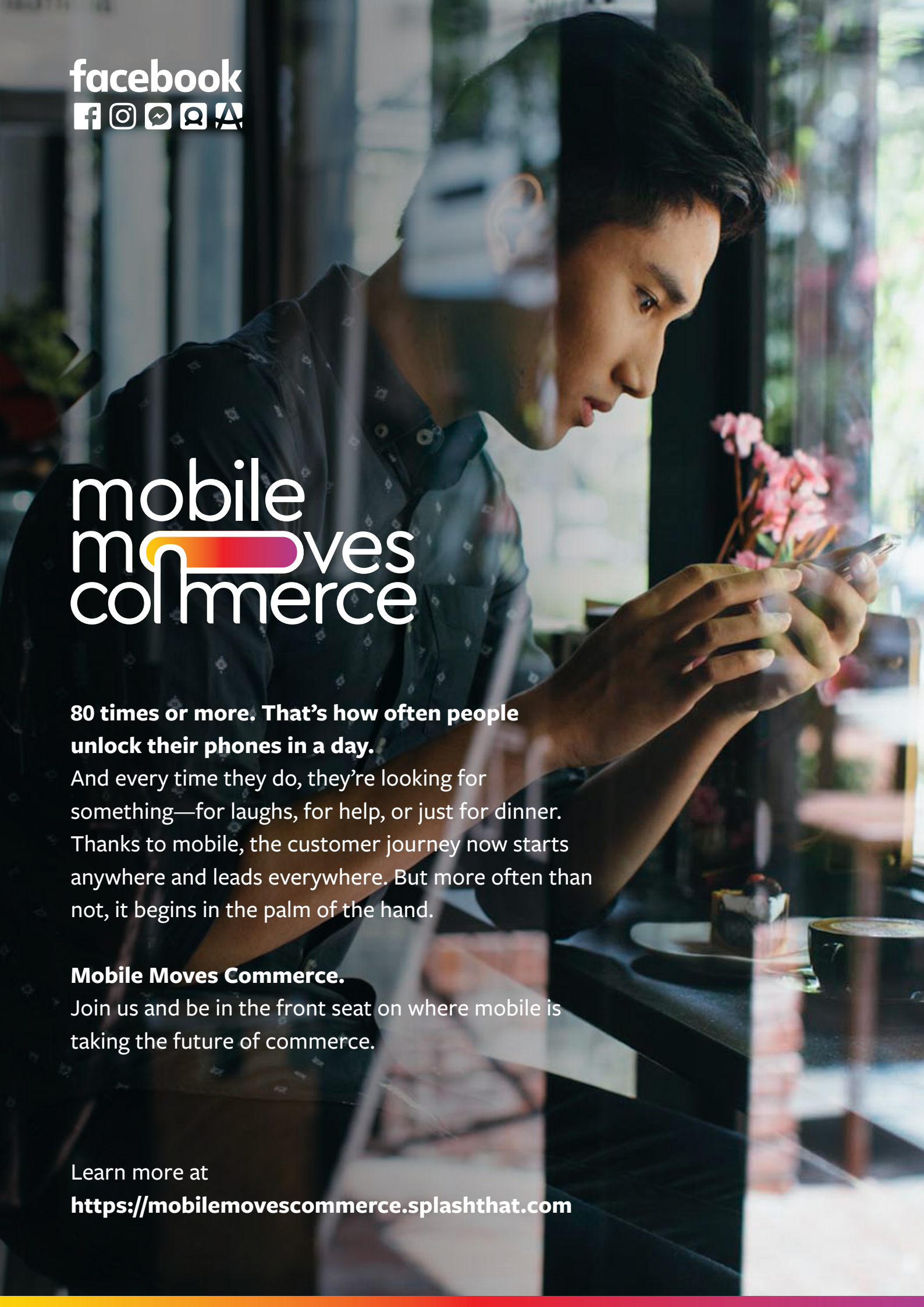
Back to first principles. And Marketing Automation enables that!

Gowthaman Ragothaman is Chief Operations Officer at MindShare Asia Pacific (Twitter: @GowthamanR). He focuses on leading the delivery of all emerging services across Analytics, Digital, Big Data, E-Commerce, Mobile Marketing, Emerging Class Consumer Activation and B2B services for all the clients across Asia Pacific. He has been in the media industry for 24 years, out of which he has spent his first two decades in India.



Gowthaman Ragothaman,

Chief Operating Officer,
Mindshare Asia Pacific


facebook
mobile moves commerce
80 times or more. That's how often people unlock their phones in a day.
And every time they do, they're looking for something—for laughs, for help, or just for dinner. Thanks to mobile, the customer journey now starts anywhere and leads everywhere. But more often than not, it begins in the palm of the hand.
Mobile Moves Commerce.
Join us and be in the front seat on where mobile is taking the future of commerce.
Learn more at
https://mobilemovescommerce.splashthat.com

FROM LOCAL TO GLOBAL:
MOBILE EXCELLENCE IN ASIA

by Anita Nayyar, CEO-India & South Asia, Havas Media Group

Asia, particularly the low income mass consuming groups, missed the bus on the PC-connected world. But it has leapfrogged to mobile and mobility making Asia the hotbed of business, targeted by brands and marketers. We see that every global brand and CEO has an eye on Asia for this Connected Asian Customer, mega contributor to world GDP, ruled by China, India and Japan. Mobile in pocket, this interactive consumer across the top and bottom of the pyramid can be reached in real-time; spelling huge opportunities for brands.

ECOSYSTEM OF ENTREPRENEURSHIP

The Asian mobile phone market is complex and highly fragmented with differences in customer profile cum economic status, infrastructure vital to connectivity, data-voice charges and government regulation – not only across each country but with gaping differences across the length and breadth of each country.

Overall, Singapore, Australia, Hong Kong and Korea are in sync with the latest technologies and mobile usage of developed markets in the world. In the developing markets of China, India, Indonesia, Philippines and Vietnam, feature phones have a higher market share and greater demand for low-end phones, as a whole.

The internet and technology with its low entry barrier coupled with capacity to do away with high cost brick-and-mortar stores, freed up the emergence of young inspired Asian entrepreneurs who along with established global players, innovated and built products and/or services for the ordinary man – thus empowering him. The 'affordable' tag of their product/services not only flipped the business map of the world, but also, forever changed its communication, marketing and messaging.

Brands today can not afford to ignore the significance of the rising Asian middle-class and its millennials - more educated, with a higher propensity than their parents to experiment and spend. Keen to engage, share, always on the move, in the know of the latest happenings, and eager to make a mark – brands have a dream customer, on getting it right, relevant and meaningful.

These entrepreneurs opened the floodgates for *mobile phone* brands. To name a few, from China - Huawei, Oppo, Vivo, OnePlus, Moto (Motorola formerly owned by Google, now Lenovo), Coolpad, Alcatel OneTouch/ TCL (formerly French), Gionee, OnePlus, Techno, LeCo, Xiaomi; South Korea's Samsung, Japan's DoCoMo (partnering with Tata in India); along with Lava, Xolo, Micromax, InTex, Jivi, iTel, Mtech - all Indian manufactured handsets.

This ecosystem was driven by local and glocal *telecom operators* aggressively vying for market share. India's Bharti Airtel has expanded to 18 countries across South Asia and Africa. Reliance Jio has played the price-war with its initial free voice-data offering driving people to low-end smartphones.

The ecosystem was further fueled by both home grown *messaging apps* like WeChat (China), Line (Japan), Hike (India); *search engines* like Baidu (China); and *e-commerce companies* like Alibaba (China) as well as the likes of Flipkart and Snapdeal in India. They plied their way into customer mindspace, notwithstanding the Google's and Amazon's of the world. Understanding the pulse of their audience, they all, played on it buoyed by their investors-JV partners.

They pushed and pulled audiences on their platforms via e-commerce and then m-commerce. India's demonetisation driving payments to mobile (with incentives and cashback) has fast-forwarded India's mobile usage and payment patterns by at least five years for a mass of humanity, as noted by governments and marketers across the world.

INNOVATING: LOCAL TO GLOCAL

The need of the hour was, and still is, to innovate to unlock the power of the mobile for a regular feature phone without internet access, as also deliver lower cost smartphones with competitive data-voice charges.

Previously dubbed copycats, in the new age, Asians and companies with Asian roots have drawn the 'innovator' card as the ace. Indians practically invented the 'missed call' as did Bangladesh and the Philippines. Initially causing operator revenue loss, it positively changed the game for marketing to the masses with its ability to tap new users at scale. The *Kan Khajura Tesan* (KKT) from Hindustan Unilever has its origin in the missed call. Many million advertising and business dollars accrued as did fresh new consuming customers, when brands needed them most.

The famous Cannes-winning KKT turned the feature phone into a radio channel in a media dark region. Marketers use the *missed call* in conjunction with *OBD/Voice* to bypass lack of reading skills. (Outbound Dialing –Voice is a single layer session for 30 seconds where the user hears a voice



message of awareness or interaction.) On interacting he/she receives a call back and possible gratification option.

The missed call is also used with *IVR* (Interactive Voice Response, a multi-layer session where the voice interacts with the user to select options, sharing information, before receiving gratification), as in the case of SURF – HAPPINESS OPERATOR 2015 PROJECT (Gold Global Winner) in rural Vietnam flooded with feature phones. Surf, which was losing out to local products, successfully gained market share by creating awareness, communicating and spreading the brand message – 'daily happy moments lift up my life' via stories (users had to key in a code and share their profile before hearing the stories).

SMART TXTBKS, an interesting case study, took advantage of the feature phone, created value and rightly won the Cannes Media Grand Prix. Developed nations use e-Readers and Tablets so that kids can focus on their studies over exhaustion and injury due to carrying an overload of books. The cost however outweighed a whole family's monthly income in the Philippines. Here, low-end text-capable phones were predominant.

So the country's largest telecom SMART initiated a collaborative drive for the books and lessons to be converted to 160 characters text loaded on a SMART TXTBKS SIM inserted in the mobile. The innovation has the capability for revolutionising education in underprivileged societies, thereby mobilising a new generation of tomorrow's millennials (or the term of the time) who will be both consumers of the world's products as well as builders of future products and services.

POKEMON GO, which hit the globe like a storm, was conceived by the Japanese company for mobile. Collaborating with Google Maps, it pioneered for the world a new future format of gaming and marketing – delighting users with augmented reality and taking interaction and experiential marketing to a whole new level.

WECHAT's mobile-first, app-within-an-app model is already where many messaging apps hope to go. In China, people on mobile can not only interact with friends and family but also post photos, order food, book a movie or train ticket, pay bills, review investment services or take a doctor's appointment. WhatsApp and Facebook, who dominate in many markets with their first mover position, can take a page from WeChat's book. WeChat's model meaningfully optimises app utility, customer convenience and marketer reach.

OUTLOOK

The road ahead will see more apps, an explosion of online video and live streaming. India is already seeing OTT's focused on entertainment (Netflix has its competition cut out) but this will extend to areas such as education, healthcare, finance, and so on. Gaming, including gaming for education and gaming to market, will come more into play. We will also see more content developed specifically for mobile, location based marketing, micro-video moments, and rise of m-commerce.

Augmented Reality will change the experience and story driving stickiness. The phone will certainly be the click button for the Internet of Things (IoT). All our digital assistants will get smarter so our phone will be a bridge to Artificial Intelligence (AI) too. Certainly, exciting times and tremendous opportunities for the human race!

In Asia, the ecosystems of product, platform, service and offering have dovetailed one into the other creating a new behemoth – the Asian customer, supplier of the numbers every brand needs. The best global companies never dreamed up creating this scale. After all, it was the Indian business intellectual C.K. Prahalad who wrote the book - 'The Fortune at the Bottom of the Pyramid.' Asia is also home to the rising millionaires and millennials.

India, China and Asia as a whole have brought a previously far-reachable word to its doorstep with its high performance, as well as taken Asia to the world. It has been the architect drawing the blueprint for the best of global to local and local to glocal in marketing and mobile – the magic wand of our times. Asia will continue to weave her magic, delighting the world and empowering her poorest people to have a fair share of the new smart world, smartphone in hand!

Anita Nayyar is CEO of Havas Media Group (Twitter: @Anitarox1111). Taking the reins as CEO in 2006, she has established Havas Media Group in India to be an integrated communications hub for traditional, digital, mobile, performance marketing and out-of-home. She was voted the second most influential media person in India by the Brand Equity Survey 2006 and has been on the top list of media personalities ever since. Havas Media India was ranked both in 2016 and 2015 in the Top 5 India Media Agencies by RECMA (Qualitative Evaluation 2015 and 2014.)



Anita Nayyar,

CEO-India & South Asia,
Havas Media Group

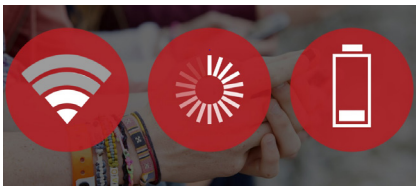
STOP BUYING ATTENTION, START GAINING IT:
EXCELLENCE IN MOBILE VIDEO

by Sapna Chadha, Head of Marketing at Google India

India is witnessing an internet revolution: we are at an inflection point where we are ranked second just behind China in the overall number of internet users, and there are more people coming online daily than in any other country in the world. These users are discovering content, availing of services, buying products, and are spending a lot of time online. Aided by mobile and growing access, there is tremendous engagement happening in digital across channels.

Nowhere is this more evident than in the video space. Of the 350 million internet users, 75% are using data on mobile and roughly half of all these users own a smartphone. All of these segments are growing at different rates; however, the triage of access, devices and content is resulting in an explosion of opportunity in the mobile video arena.

The profile of an Indian online video viewer is a promising one for brands. 60% of all online video viewing is happening on mobile and 65% of these viewers are between 18-30 yrs of age. Their top reasons for watching videos online are entertainment, education and pursuing interests. Data consumption trends suggest that mobile video viewership peaks in the afternoon and at night.



With all this at play and in this ever connected world where a low battery, weak data signal and video buffering are the new signs of fear, how does a brand break through the clutter and drive results? In this blooming space full of promises and pitfalls, what should a marketer focus on to deliver a message? Fast dwindling attention spans, no cost of switching and an endless array of options are the new challenges of today. Given all this, we have gathered five key principles which can help you score on this turf; by paying attention to these, your messages can earn you engagement, consumer love, and ultimately drive business results.

1 > Early brand placement matters
Any type of brand presence, whether audio, graphic or on product, should be incorporated in the first five seconds of the message. It has a demonstrated impact on ad recall, alongside brand: product association is stronger when you establish it sooner rather than later.

2 > Call to action is critical
In the avalanche of stimulus that consumers are subjected to 24/7, it is imperative for a brand to be clear as to what they expect users to do. Be specific, straightforward and succinct: the presence of call to action's has shown a clear influence on your message's desired outcome.

3 > Take control of time
Everyone is short on time and even shorter on patience. How you craft your message and what its eventual run time is going to be are contributing factors to success. There are a variety of formats available in the video space, from less than five seconds to over a few minutes. Choose between short, medium to long form content based on the objective you want to drive, and at all times be in control of the clock.

4 > Sound and video work better together
60% of online video viewers claim that they are fully engaged while watching content. They are not just playing videos in the background; in such a scenario using both visual and audio is key. Watching videos with audio combined results in higher brand awareness among users, as compared to those who are watching video alone.

5 > Let device orientation not be a constraint
Many brands choose to lock the screen orientation and force viewers to switch to a particular orientation to view the ad. Keep in mind that forcing your consumer can be at the cost of frustration. It was uneconomical to shoot videos in different aspect ratios but there are a variety of new technologies available that have made this a lot more feasible now.

To summarise, by ensuring early brand placement, having a clear call to action, being conscious of how you are using time, deploying audio and video together, and not forcing users to fit screen orientation, you can win in this exciting space of mobile video. By observing these key principles you will be able to stop buying attention, and start gaining it.

Sapna Chadha is the Head of Marketing for Google India where she is responsible for all of Google's marketing initiatives in India including brand & strategy, consumer marketing, B2B marketing and acquisition growth, and more. She has 15 years of industry experience, and was previously with American Express (Vice President of Marketing) and Deloitte Consulting in New York. Sapna has an MBA from the Kellogg School of Management; she is a proud mother to four-year-old twins who keep her on her toes.



Sapna Chadha,

Head of Marketing at Google India

POKKT
VIDEO ADS

APAC's LEADING
Mobile In-app AD Platform for Games



- Guaranteed Completed Views
- In Game Branding
- Effective Targeting
- Audience & Data Insights
- Programatic Ready

90% Reach
Of Mobile Internet Users

3000+
Top Games

Premium Games



Exclusive partner of EA™



Advertise with us : sales@pokkt.com

MOBILE INTERNET, BIG DATA AND ARTIFICIAL INTELLIGENCE:
A CHINESE APPROACH

by Steven Chang, Vice President, Tencent

It is not hard to notice that China takes the lead in the growth of mobile internet. According to China Internet Network Information Center (CNNIC), 92.5% of internet users use their mobile phones to surf the net. Mobile internet permeates into every part of our daily lives.

This means that the power of mobile marketing has become more and more apparent. This is more distinctive in China than in other countries. This is not surprising when 42.2% of businesses, surveyed by CNNIC, revealed that they have already shifted their focuses to mobile marketing.

Along with the growth of mobile internet market, the volume of Big Data is expanding dramatically, playing an important role in mobile marketing. The convergence of mobile internet and Big Data has supported the transformation of artificial intelligence (AI) from a distant concept to a reality accessible to everyone. As AI became one of the hottest topics of 2016, a marketer could not help but wonder how this phenomenon will affect mobile marketing, and how the industry will respond to these changes.

MARKETING AT THE JUNCTION OF MOBILE INTERNET AND AI

Mobile internet is everywhere. It is present in countless real-life scenarios throughout a typical user's day. In an internet powerhouse such as China, an average internet user could spend as much as 26 hours online in a week, as noted by CNNIC. For as long as the user remains online with his or her mobile phone, brands are presented with tremendous opportunities to reach their target audience at the most opportune times.

If we take a typical Chinese NBA fan as an example, it is not hard to spot the moments when he is most receptive to marketing content, starting with the beginning of the day when he checks out the latest sports headlines on a news app. Because of the time difference, his morning commute is a perfect time to watch the games that are taking place across the Pacific, and also a perfect time for advertising on video platforms that offer live streaming NBA games. Arriving at work does not put a stop to his passion, as he stays tuned in to the ongoing conversations with other fans on WeChat and/or QQ via his mobile phone, yet another excellent opportunity for serving marketing content.

In fact, the typical day of this NBA fan is representative of most other consumers in today's China. It is clear that consumers are spending more time on online platforms, from news to social networks. But this time online is divided between a multitude of mobile platforms and apps. From the perspective of an advertiser, 'who' will see an advertisement is more important than 'where' to advertise. So it is only natural that advertisers switch from 'media buying' to 'audience buying.'

Since the user often hops from one app to another, it makes more sense to target precisely the right 'person.' This is not something to simply expect in the future, but can in fact be carried out here and now, as long as you have amassed 'enough' data.

It goes without saying that Big Data is of great importance in mobile marketing. But the greater the data volume, the more challenging it is to analyse. To unearth the true value of data requires advanced algorithms and a sophisticated tag system. This is where AI comes into play, as an innovative tool for data analysis. Various industries are already investing heavily in AI for this very purpose. From smart search engines to smart gaming and smart robots, and even smart home systems, we are now in an era where simulated human thinking at every step of our daily lives is just an arm's length away.

When mobile internet and AI come together, they can become a powerful vehicle for marketers to achieve their goals. Mobile internet makes it easier for users to enjoy different kinds of online activities, providing a potential obstacle to marketers as the target audience becomes harder to pin down. But AI can help marketers overcome this obstacle through its ability to 'study' users and thus satisfy their needs.

AI does so by analysing the large amount of data amassed by mobile internet and providing marketers with very specific information on their target audience, including user behaviours, personal interests and habits, and even their locations. Such data analysis empowered by AI produces findings that not only help identify the best form of marketing for brands, but also offers insight into how to communicate with users in different scenarios.



ADAPTING TO A MARKETING ERA OF AI

Needless to say, the continuous expansion and segmentation of data will inevitably lead to a future of marketing reshaped by AI. AI helps to ensure accuracy in reaching target audiences. With its capacities for self-learning and self-evolving, we can expect that AI will become able to make strategic predictions in marketing campaigns in the near future, outlining patterns of user behaviours such as the next moment when an NBA fan will log onto a particular online platform. Furthermore, the influence of AI on future marketing is expected to be more prominent in terms of content production, approaching target audience, and advertising automation.

When creating content, marketers have always needed to understand how their target audience thinks and what attracts their attention. But we must now consider the role that AI can play in upgrading our marketing content. At a time when consumers are overwhelmed with online content, it is difficult for advertisements to attract and maintain their attention for an effective amount of time. AI may have the answer to this problem. The ability to make strategic predictions will allow marketers to forecast what kind of content will be most appealing, both in genres and forms.

AI can also be useful in accurately pinpointing the most suitable moment to reach out to the target audience. Today, marketing campaigns tend to convert personal attributes and user behaviours into tags in their attempts to outline consumer patterns. The factor of time has been largely ignored due to the lack of suitable technology. But imagine these tags can follow consumers in real time wherever they go – this is the possibility opened up by AI. It will allow marketers to pinpoint the time when the target audience would be most receptive to marketing content.

While programmatic advertising has been a boon to the industry, advertisers' demands are evolving, pushing programmatic advertising to likewise change with the times. What can we expect AI to bring to advertising technology? The possibilities are truly exciting. We will begin to see an even 'smarter' version of advertising automation.

Brands will able to deliver automated advertisements targeting consumers by their interests and hobbies at a particular moment, while expanding the reach to their 'lookalikes' at the same time. The advert will be shown across various devices and platforms, under the guidance of analysis of the user's online footprint and user profile.

Ultimately, as AI is applied more widely, it will encourage machines to take over certain roles that are currently held by humans, even those in marketing. This is not a matter of 'if' but 'when.' When we envisage humans and AI working together, the imagination should not be limited to the application of AI in marketing, because consumers will enjoy the benefit of technological advancement as well.

This could possibly be in the form of digital AI assistants: when a consumer decides to make a purchase, the choice of product might be informed by a digital assistant which is capable of processing and carrying out cloud-based data analysis. In other words, future marketing plans will eventually need to include this new type of audience.

To respond to these changes and to plan an entry into AI, brands should prepare themselves internally to keep an open mind-set and for upgrading their infrastructure. Brands should not invest only in technology and talents, but should also be prepared to break away from the old days, from top to bottom, in terms of thought and habits.

For example, if your decision-making is still informed by your gut feeling and experience, you should think twice. As a way forward, you might find that deciding on the basis of data analysis and facts will be more accountable.

The combination of mobile internet, data and AI will assist marketers in effectively communicating with users in a sophisticated way. While mobile internet presents abundant opportunities for marketers, the scope of future data expansion is beyond imagination. This huge data volume calls for an innovative tool for data analysis, and AI is coming to the marketer's rescue.

As AI becomes more accessible, marketers should be excited about some of the changes, such as those in marketing content production, reaching target audiences and 'smart' programmatic advertising. Those brands which prepared themselves internally, with an open mind-set and for infrastructure upgrading, will be able to react effectively when it happens.

Steven Chang is Vice President of Tencent, in charge of online media marketing solutions and advertising business. Before joining Tencent in 2014, Steven had acquired extensive experience in the advertising industry in Hong Kong, Taiwan, and China. In 1995, at the age of 28, he became the youngest media director in Hong Kong to be elected Chairman of the Committee for 4A Agencies. In 1996, as one of the founders of Zenith Optimedia, he played a key role in the company's office and team setup. In 2010, he was appointed CEO of Zenith Optimedia Greater China.



Steven Chang,

Vice President, Tencent

MOBILE UX:
SHIFTING REQUIREMENTS FOR MARKETERS

by Rajat Harlaka, CEO, Bellurbis Technologies

Changes in human habits and behavior along with advancements in technology and device landscape are redefining mobile user experience (UX) as never before. More than ever, users are moving between platforms and devices. We are also just beginning to see a decline in user interfaces as the primary point of user interaction, at the same time that a new type of user experience is emerging — one that is built around sensors and intelligent software. This has enabled experiences such as those provided by Disney's Magic band or apps like Move, which rarely need to be even launched.

This complex web of changes and advances are ushering in new UX trends for mobile, some of which we will explore in this piece. Although these changes mean a learning curve for marketers but they also provide brands an opportunity to interact with consumers as never before.

TECHNOLOGY ADVANCEMENTS

The rising advancements in the fields of artificial intelligence (AI) have enabled chatbots to proliferate further down in the consumer market. Conversational UX opens lots of new possibilities for how apps can interact with users and strengthen the ability to do business on mobile and connected devices. These dramatic improvements can be made on the backend of the mobile app and can transcend onto the UX to allow companies to expose capabilities that do not exist from a glass perspective.

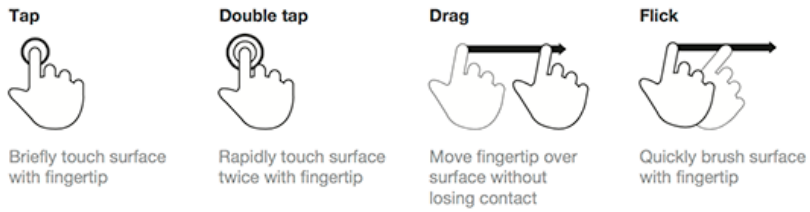
We are also witnessing specific examples of several different technologies such as geo-location, biometrics, voice recognition and many others combined to make even simple tasks seamless, like authentication and identity management. This of course is making app makers look at UX from a completely new perspective.

As virtual assistant and machine learning technology invades the mobile marketing space, we will witness a paradigm shift in offering proactive and personalised ads. Besides Big Data and real-time analytics, tools such as sensors and devices such as iBeacon allow marketing to be much more innovative and responsive.

GESTURES

Gestures are the new clicks. Gestures are ways to simplify the user interface and UX, creating shortcuts to users' goals and to delight them in subtle ways. For example, swipe gestures now facilitate actions such as share and delete.

With a slew of apps already implementing 3D touch technology, and with more hopping on board the touch train, it is safe to say that users are expecting to use gestures in all their apps. Marketers need to pay attention to this development closely as the pressure-based technology will allow users to perform a slew of new functions, lead to less clutter and will kick off a bunch of shortcuts, leading to interesting opportunities to engage with users.



(Reference: Luke W's Touch Gesture Reference Guide)

CONTINUOUS UX

As the amount of devices per user rises, more apps are getting universal or cross-platform. They can be installed on different devices and used with one account and 'communicate' with the same service. Because of the fact that a lot of users own multiple devices, they often perform a task on one device and want to finish it on another device. The importance of offering a seamless transition is enormous, and hence marketers should increasingly look at creating, optimising, and activating cross-platform mobile and web campaigns for consistent messaging across all consumer touch points.

PERSONALISED UX

Personalisation is a smart UX that is able to 'get to know the user'. In the age of Big Data, there are countless ways to improve mobile UX. Say, for example, your users prefer to read a certain type of content - a personalised app would give content they need without having to ask for it. With this information, an app can achieve not only user satisfaction but also higher engagement.

This is different from a customized UX that made users think for themselves. Users need to change preferences or indicate what they want to do with and what they want to see in the app. Personalisation can yield great results in push notifications, for example. Marketers can now deliver messages which users want and when they want it.

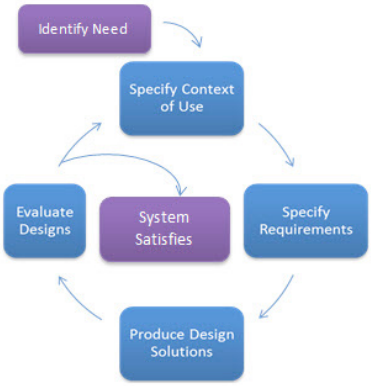
USERS FIRST

Unlike in the past where apps were built to achieve business goals, there is a shift where apps are now designed with goals that the user needs to do to complete a task. Many companies



are finally realising that true business success comes as a result of putting the user first: understanding the mobile app from a user's point of view, empathising with the user's needs and desires, and building the product based on what users need, not what the business wants.

UX designers need to constantly ask themselves, how can they help users complete a task quicker, easier, and in a more enjoyable way. The best way to achieve a great user experience is by following a user-centered design (UCD) process throughout design and development while focusing on gaining a deep understanding of who will be using the product and what their goals are. The International Organisation for Standardisation (ISO) uses this standard, ISO 13407, as the basis for many UCD methodologies.



(Reference: Usability.gov)

Marketers have also started realising this and we are increasingly seeing even ad formats designed with user's interests in mind. In fact, IAB has come up with a LEAN initiative that focused on ad units that are non-invasive, lightweight and opt-in.

MINIMAL UI DESIGN

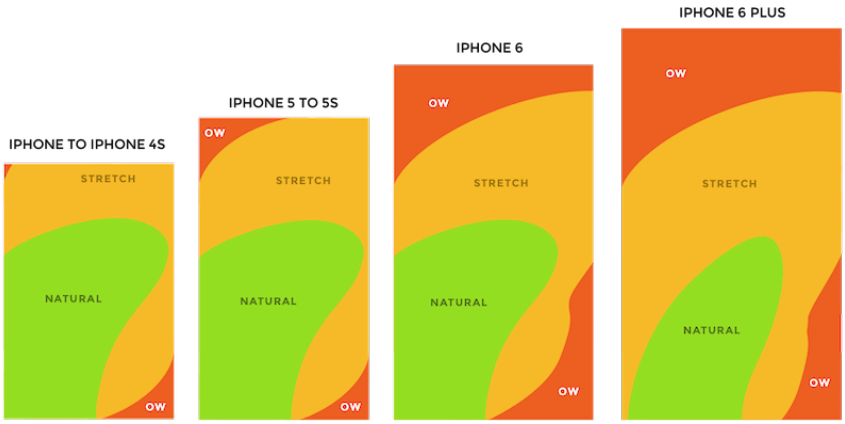
A growing trend over the past few years has been to use Coherence and Minimal UI Design. The key principle of this approach is to present the user with only what they need to know. A simple UX practice stipulates that users are more likely to continue using your site or mobile app if you group pieces of content together into digestible chunks. Especially on mobile apps, if you do not follow this practice, users may struggle to find the information they need or struggle to complete a task.

For example, Google chose to make card-based design that does progressive disclosure and optimal amounts of content. Each card represents a digestible piece of related information—typically defined by a headline, an image or graphic, and a short string of text that gives you a general overview.

A challenge here will be building apps with a lot of features but without losing the UX. A strategy that Facebook used was unbundling its messenger app but the jury is still out whether that is the way to go.

CHANGING DEVICE FORM FACTOR

As the smartphone screen real estate grows with each new release of a larger device, designers must consider the implications and adjust their designs accordingly.



(Ref: Scott Hurff Blog)

The "safe" green zone stays roughly the same across different iPhone devices because our thumbs do not scale with the screen size. The iPhone 6 Plus actually gains natural thumb space because of its screen size. By comparison, the iPhone 6 just runs out of real estate.

This means that we cannot just treat screens in the 5.5" range simply as a scaled-up version of a smaller phone. Grips completely change, and with that, the interface might need to do so, as well. Most of the best examples of creative mobile advertising take this into consideration to ensure higher user accessibility and hence engagement.

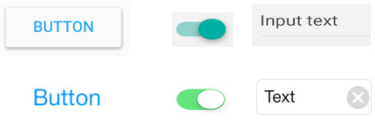
Besides with evolving standards of screen definition, it has becoming ever more important to incorporate rich, vibrant and deep colors into designs. A consequence of these amazing levels of clarity is that images and illustrations need to be absolutely pixel-perfect, as any imperfections will stand out. This also applies to email marketing campaigns, as the percentage of messages opened on a mobile device is often higher than 50% and hence embedded images should be optimized for different devices.

CONSISTENCY

A fundamental mobile UX principle is consistency. Users expect to feel a sense of continuity when using an app. Discontinuity disrupts the experience and plucks the user out of it. The user is then challenged to re-learn something they once believed to know.

When building apps for multiple platforms, it is imperative to not carry over themed UI elements from other platforms and not mimic their specific behaviors. The approach should be to think of the app as part of a whole device. Inconsistency between an app's interaction design and that of the device causes friction.

For example compared to Material Design, iOS apps are typically flat in appearance, making no use of depth or drop shadows. iOS also has a plain text style button, but it doesn't share Android's uppercase styling, and is lighter in font weight.





USER EXPERIENCE AND DIGITAL MARKETING

Inbound marketers have been following the upward trend of mobile marketing for years, but it has reached a point where marketers cannot ignore it anymore. Google has put ever-increasing emphasis on user experience in its ranking algorithm over the past few years. This trend will only become more apparent as websites with a well-designed interface and thoughtful navigation will outrank sites with similar domain authority.

Essentially, there are five levels to a successful content marketing model: SEO, UX, content strategy, content creation and content distribution. Traditionally, UX has been seen as marketers as a way to keep users engaged once they are on your mobile site, but with UX also determining how users find your brand online, this is becoming a center piece to the entire digital marketing strategy.

As US is the second step in a robust content strategy, it has to be done right. Otherwise, the whole strategy will come toppling down before taking off. As organic search become more reliant on engagement metrics like bounce rate, time on site, pages per visit, and so on, navigation decisions become a lot more about keeping visitors on your site and getting them to content quickly than making sure your navigations are optimised for search phrases.

MEASUREMENT

Last but not least, for a final strategy an app's UX must be monitored from Day One by utilising app UX analytics that will help understand the why behind the key metrics and quantitative data. Marketers need to A/B test their screens to make sure every layout is getting as much engagement as possible. If elements are not being interacted with or found, consider sizing, placement, and design changes that may help - and test again.

There are several tools that go beyond quantitative data and present qualitative data by providing unique features, such as user recordings and touch heatmaps. These insights along with a continuous rinse and repeat process can help marketers to move closer towards the holy grail of ultimate UX optimisation.

CONCLUSION

While many marketers shrug off UX as an industry buzzword, this is not the case. In fact, the most successful marketers in the industry will tell you that user experience is the key to facilitating conversions and helping you to become that glistening needle in a giant (and oversubscribed) digital haystack.

As users' expectations for a seamless, simple experience continue to grow, especially for products or services with complex functionality, mobile UX becomes an increasingly critical component for success. The bottom-line for app makers is to keep themselves up to date and react to trends and user expectations.

Rajat Harlalka is the founder and CEO of Bellurbis Technologies, an enterprise mobility focused startup, and Operating Partner with GSF (Twitter: @rajatharlalka). Rajat has over a decade of experience in the mobile industry across US, EU and Asia. He is an alumnus of IIT Varanasi.



Rajat Harlaka,

CEO, Bellurbis Technologies



People spend the majority of their time in mobile apps outside of social platforms.

Your brand should, too.

Meet the new

ADCOLONY

Largest presence in the **Top 1000 apps** (2nd only to Google)*

Covering categories where consumers spend **57% of their time****

Garnering **76 awards** for mobile creative in 2016, from Adweek to IAB

Delivering outcomes that drive your business

That's Today's Primetime.

That's AdColony.

*MixRank, Q1 2017, US | **comScore Mobile Metrix, 2016

MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 2
LESSONS LEARNT





JOINING DATA AND CREATIVITY TO SET YOUR APP APART

by Ronen Mense, VP Asia, AppsFlyer

If you have been around digital advertising for a while, you have probably heard the Mad Men analogy repeatedly. If you have not, here is the gist: now that advertising is data-driven and measurable, Mad Men (the whiskey-consuming ad agency execs in the 1960s from the hit TV series) are a thing of the past, and it is the Math Men - the number crunchers - who are taking over from the creative bunch.

The truth is that you really need both to prosper, especially on mobile.

The user experience (UX) is always important but when it comes to our mobile devices, which we are deeply connected to, it seems even more so. The obstacles and challenges are greater - mostly because of the smaller screen - but consumers expect nothing short of a perfect experience that rapidly delivers on all fronts.

One such front is mobile advertising. Ads need to be relevant, engaging, non-intrusive and meet users' expectations. When this repeatedly does not happen, the results can be damaging to a brand, and can lead to app uninstalls and even ad blocking. A positive experience is particularly important in app install campaigns. Think about it: asking users to download an app is quite a lot to ask for. A wow factor can certainly help. More on that ahead.

It is also obvious why you need Math Men, whether they are the same men as the Mad Men or not. There is an explosion of data on mobile. In fact, mobile is the most measurable ecosystem ever created: offline is hardly measurable, while the web is based on crumbling cookies, whose lifespan is not much longer than several weeks.

But on mobile it is different. There are multiple measurement methods that are highly accurate: device matching (IDFA, GAID), Google Play Referrer, and even the fall-back fingerprinting mechanism is very reliable in the short term, which is when most installs occur post-click. Mobile measurement is not a challenge, it is actually the solution! The real challenge for marketers is omni-channel tracking, but that is the subject of a different article.

Although creativity is paramount to engaging with people, with human beings, we need the data to tell us if the message and creative we worked so hard to create and produce was actually impactful, engaging and ultimately profitable. Traditionally, the success of an ad was measured by click-through rates (CTR). But in app install campaigns, it is actually quite a weak signal of success. Not only because of the fat fingers phenomenon and accidental clicks, but because in the freemium-dominated app economy, even an install - which is one step deeper in the funnel than a click - is no longer the most important KPI to measure. It is actually engagement and monetisation. Just to put things in perspective, if only about 0.5% of clickers become installers and only about 2-3% of installers become buyers, you can understand why a click is only the beginning.

The good news for user acquisition (UA) managers is that they can have so much more to work with than just CTR. They can connect a specific creative variation of a specific campaign appearing on a specific publisher to an install and from there to any post-install activity. This includes any in-app event, usage, uninstall rate, the revenue it generated, and its ROI. Connecting the initial attribution with marketing analytics to trace everything back to its source is the key to the vault.

Let's look at the anonymised data of one of our clients - broken down to ad creative level of an app install campaign on Facebook (see Fig. 1).

We can see that Ad 1 has stellar performance. Not only did it generate the highest scale, it also had the best RoI, the highest loyal user to install ratio, and the lowest uninstall rate. Clearly this creative delivered a positive experience: it was likely relevant, engaging, non-intrusive and met users' expectations.

Ad 4 on the other hand generated a negative ROI. All in all, it performed fairly well but was not able to deliver a high average revenue per user. Perhaps that was not the immediate goal of the creative, in which case it is fine - but if it was, than something went wrong.

Ultimately, both the Mad Men and the Math Men should carefully examine these creatives and understand what makes them so successful -- or unsuccessful -- and adapt accordingly.

But the importance of robust measurement does not end with app install campaigns. It also enables marketers to sharpen their retargeting messaging. This is done by grouping existing users based on the actions they perform in-app. For example, by measuring rich in-app events, a marketer can single out users who not only added a product to the shopping cart, but have added running shoes priced above $100 to their cart. Armed with this knowledge, they can then create segmented messaging and creatives that can significantly improve relevancy, and with it, engagement and conversions.

Another important aspect of a great

Aggregated Performance Report

All Media Sources > Facebook Ads > FB Android app installs campaign > Android End 2016

Ad	Impressions	Clicks	Installs ↓	Conversion Rate 52.12%	Sessions	Loyal Users	Loyal Users/Installs 49.95%	Cost	Revenue	ROI 38.80%	ARPU	Average eCPI $0.88	Uninstalls	Uninstall Rate
Ad 1	112,233	1,087	602	55.38%	4,540	317	52.66%	$415.81	$1,280	207.90%	$2.13	$0.69	54	8.97%
Ad 2	92,301	882	398	45.12%	2,646	204	51.26%	$401.98	$691.71	72.08%	$1.74	$1.01	104	26.13%
Ad 3	112,186	815	335	41.10%	2,326	165	49.25%	$443.51	$776.51	75.08%	$2.32	$1.32	77	22.98%
Ad 4	50,302	443	249	56.21%	1,346	117	46.99%	$183.36	$114.51	-37.55%	$0.46	$0.74	101	40.56%
Ad 5	19,453	210	118	56.19%	677	57	48.31%	$73.28	$156.00	112.89%	$1.32	$0.62	45	21.42%

Fig. 1: Aggregated performance report

UX on mobile involves the use of deep linking to connect mobile environments. You have experienced this all too often: clicking on an ad you already have installed only to find yourself in the app store; or clicking on an ad with a specific promotion - say a 10% discount for your next purchase of gems in a game - only to find yourself in the app's opening screen. When that happens, even the best creative will not help. Setting up deep linking will ensure users end up where they expect to end up, whether they have the app installed or not.

So Math Men, as we have demonstrated, have a sea of data to work with. The Mad Men also have more and more options to create the best-looking and most-engaging creative on mobile. First and foremost we are talking about mobile video ads, which are exploding in popularity because of their ability to deliver high retention rates. When a user can witness the preview of an app, it leaves less room for surprises.

Then there is TV which is also driving an impact for mobile apps. TV attribution is measured by connecting air time and a defined post-view window that credits the campaign if a user installed the app within the set time frame. Also, there are beautiful examples of HTML5 creatives. Plenty to work with to create a wow factor!

To sum up, whether it is a 360-degree ad, a rewarded video, or a standard banner (an integral part of any mobile media mix), the Math Men offer the only way to understand if the Mad Men's gut feeling indeed helped grow your mobile business. Bringing these two teams, two people, or two parts of one brain together is integral to success.

Ronen Mense is VP Asia at AppsFlyer, a global leader in mobile attribution and marketing analytics (Twitter: @ronenm). He joined AppsFlyer in July 2014 to accelerate its growth across the Asia region. His vision is to provide mobile marketers with an industry-leading set of tools that enable them to measure and analyse their user acquisition funnel and make informed decisions.





Ronen Mense,

VP Asia, AppsFlyer



MOBILE MARKETING AND SURGICAL METRICS:

HOW INDONESIA HOPES TO SUCCEED

by Joe Nguyen, Senior Vice President, Asia Pacific, comScore, Inc.

In the markets measured by comScore globally, two observations stand out when reviewing the impact of mobile platforms since their inception. The first is perhaps to be expected, that the emergence and subsequent growth in consumption via smartphones and tablets have revolutionised the digital landscape in every region.

The second insight is that whilst broad generalisations and global trends can provide important macro-level understanding, the geographic and demographic nuances already present in a desktop-only world have increased exponentially with the growing ubiquity of handheld devices. Mobile has brought new audiences, new content types, and created overwhelming volumes of *new* digital time around the world, but it has done so in an uneven manner that presents both challenges and opportunities for players in this space.

This additional fragmentation clearly presents a need for sophisticated and granular measurement of mobile behaviour, but since the majority of global internet users access via more than one device in a month, these solutions cannot exist in isolation from the wider digital mix. It is important for brands, agencies and publishers to know which opportunities exist to reach particular users, and only unduplicated views between platforms can truly help connect audiences, content and advertising.

WITH THE INDUSTRY, FOR THE INDUSTRY

The digital advertising industry in Indonesia has taken a united approach in solving this new world of measurement needs, independently reviewing a range of providers before selecting comScore as the Online Audience Measurement Partner in Indonesia for two years from 2016 to 2018.

The appointment, supported by the Indonesian Creative Economy Agency (Bekraf), means that ongoing development of digital measurement forms one part of a collaborative effort to grow the digital industry. Research and development can follow a path that fits the evolving needs of the Indonesian Digital Measurement Consortium (IDMC), comprising five associations that represent the majority stake in Indonesia's advertising ecosystem: the Association of Asia Pacific Advertising Media (AAPAM), the Indonesian Advertisers Association (APPINA), the Indonesian Digital Association (IDA), the Indonesian E-Commerce Association (idEA) and the Indonesian Advertising Companies Association (P3I).

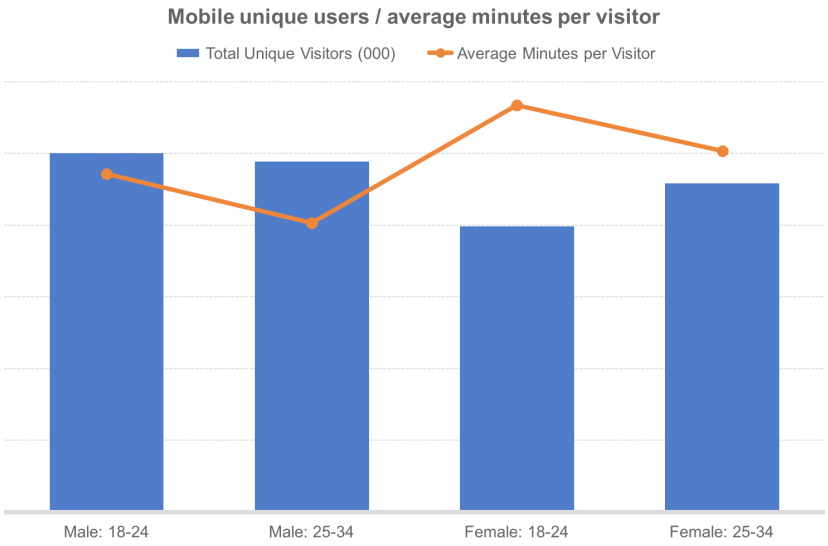
As we see in other markets with measurement agreed to by joint industry representation, the presence of a trusted online currency has benefits for both buy and sell sides of the advertising marketplace. It helps advertisers and their agencies to identify digital content that best reaches their target audiences, using a set of free-standing and directly comparable metrics, and it allows publishers to independently demonstrate the true value of their digital properties. A reliable, scalable methodology allows the integration of new platforms, and more scope to align and compare audiences and advertising with other media.

UNCOVERING MOBILE AUDIENCES

Measuring today's digital markets relies heavily on the ability to incorporate mobile within the scope of research. Over the past couple of years, comScore has developed a census tag-based solution to rapidly build momentum for mobile measurement in a greater number of international markets, and to create the commercial frameworks to eventually create user research panels on these devices.

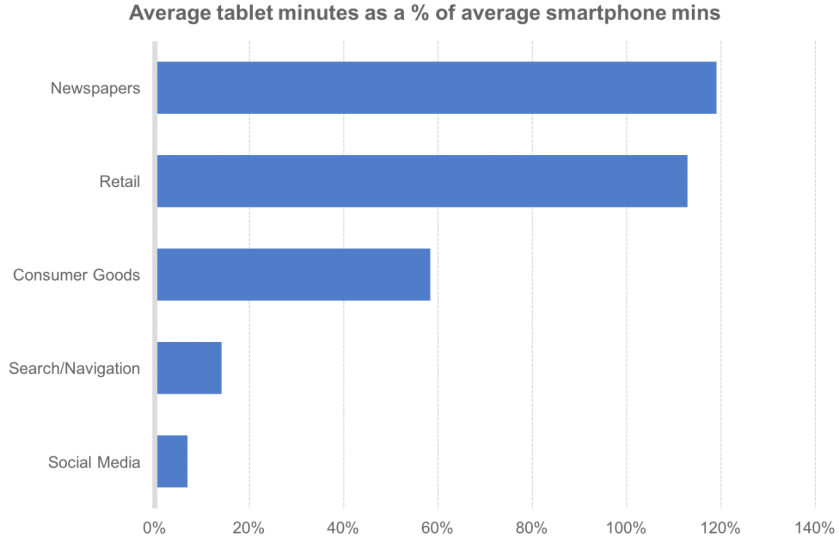
For Indonesia, this first step has unlocked usage behaviour for the 51.7 million consumers (an incredible 81% of the total digital population) who access the internet via mobile devices, and have given advertisers and agencies greater scope to their digital planning. Already, we have uncovered valuable insights into audience scale on mobile devices, demonstrating that the largest mobile properties now offer audiences beyond leading websites on desktop.

It is not simply a case of volume. Understanding the behaviour of mobile users is critical for publishers to refine their content experience, and for advertisers to make the best use of the right platforms to convey their messages across the entire digital mix. This includes understanding variations in audience volume and engagement by demography, such as the age / gender breaks shown in the chart (male audiences are larger, but female users consume more mobile minutes per person), but also habits of site and category audiences. This extends to distinguishing between smartphones and tablets, and between browsing versus app consumption.



(Source: comScore Mobile Metrix, Indonesia, October 2016)

Even within the umbrella of 'mobile', platform selection for consumers can be deeply nuanced. Looking at a category-level view, it is clear that smartphones often account for more time-sensitive or location-based needs, whilst more open-ended tasks are deferred to or proactively enjoyed on tablet devices. This type of consideration can become even more revealing when looking at individual entities, understanding where and how mobile and multi-platform consumers are consuming content and can be reached with advertising.



(Source: comScore Mobile Metrix, Indonesia, October 2016)

Perhaps most revealing of all is how mobile audiences interact with desktop audiences. At a national level, Indonesia has a much smaller multi-platform segment of users, with 14% of consumers active on both desktop and mobile within a month, but this picture looks different within categories and for individual entities. Understanding what makes news readers on mobile different from users of the social media category yields powerful learnings for content, user experience and marketing.

LOOKING TO THE FUTURE

A complexity particularly pertinent to the mobile world is that the landscape itself has rapidly evolved even during the development window of measurement solutions. Faster connections have led to an increase in more data-heavy usage such as rich advertising formats and video consumption, and mobile devices have opened the door to new forms of content consumption. The iPhone App store launched in June 2008, and eight years later in June 2016, mobile apps crossed the 50% threshold for share of all digital time in the UK (and 49% in the US).

Measuring apps adds complexity to an already difficult task, from the metrics (what constitutes a page view in an app?) through to the execution using non-cookie-based tools that reduce the reliance on mobile publishers to incorporate third party tags into their app development. The most reliable methodology requires development of panels, but the recruitment challenge here is greater even than on desktop, but the payoff in terms of breadth and depth adds another layer of value. We are eagerly anticipating the formal upgrade of our mobile measurement capabilities, incorporating the panels which have been recruiting and producing preliminary data in recent months.

Mobile advertising, along with its desktop equivalent, must continue to develop solutions and tools in order to combat the increasingly sophisticated issues surrounding viewability, invalid traffic and fraud. Once metrics and standards are available, marketers and their agencies can assess mobile campaigns to the same degree of effectiveness as other digital investments. Marketers considering mobile as part of the overall digital strategy need to understand cross-device usage and reach at a campaign level. This will help increase digital share overall, and allow mobile share to be based on specific goals for those platforms.

PLOTTING A COURSE FOR SUCCESS

With digital collectively and mobile especially growing audiences and share of media time, the need for accountable and trusted measurement is required to enable brands to operate across platforms with confidence. We read frequently about the fragmentation of media, and that suggests an even greater need to streamline the path between consumers, content and advertising – an independent currency



that addresses all platforms and is developed in consultation with the industry itself seems a logical starting point for that unity. There are three key considerations in this regard outlined below.

1 > **Know what is being measured:** For either media planning or advertising currencies, it is crucial to know what is being measured, either when implementing insights from one provider, or comparing between several. From an audience perspective, there is a clear difference between one user visiting a site on their laptop, smartphone and tablet versus three different users. From an advertising point of view, viewability measures will vary wildly if one provider automatically removes invalid traffic (including fraud) while another does not.

2 > **Ensure all parties are aligned on expectations:** At a customer / client level and for the industry as a whole, it is important to establish standards and expectations that are based on the concepts in the previous point. Reach and frequency metrics are more effective if based on actual humans, rather than devices, while viewability should be anchored on stringent accuracy, rather than inadvertently incentivising the use of less thorough measurement to achieve artificially high numbers.

3 > **Optimise based on true value:** The real value of surgical metrics is the ability to make informed marketing decisions. Knowing where valuable audiences can be found, factoring in the overlap between platforms, and understanding where advertising is delivered efficiently allows marketers to accurately plan or evaluate each impression and refine campaigns for the most impact at the best ROI.

The digital and especially mobile world shows no sign of easing its growth and development, but in Indonesia, we are heading on the same path.

Joe Nguyen is Senior Vice President, Asia Pacific at comScore, Inc., a leading cross-platform measurement company. With more than 20 years in the online analytics industry, Joe has experience in panel-based audience measurement on the user and vendor sides, as well as in site-side analytics. He is the co-founder of iamWednesday Singapore, and is currently on the Interactive Advertising Bureau Singapore leadership council and Mobile Marketing Association Asia Pacific board of directors. Joe holds a BSE degree in Mechanical Engineering from Princeton University. He was born in Vietnam and emigrated to the US after spending a year in a Malaysian refugee camp.



Joe Nguyen,

Senior Vice President,
Asia Pacific, comScore, Inc.

NINE KEY TRENDS IN CHINA'S MOBILE MARKETING IN 2016

by Ivy Zeng, CEO, Morketing

NINE KEY TRENDS



Fig 1: China Mobile Internet User Scale Forecast in 2016-2018

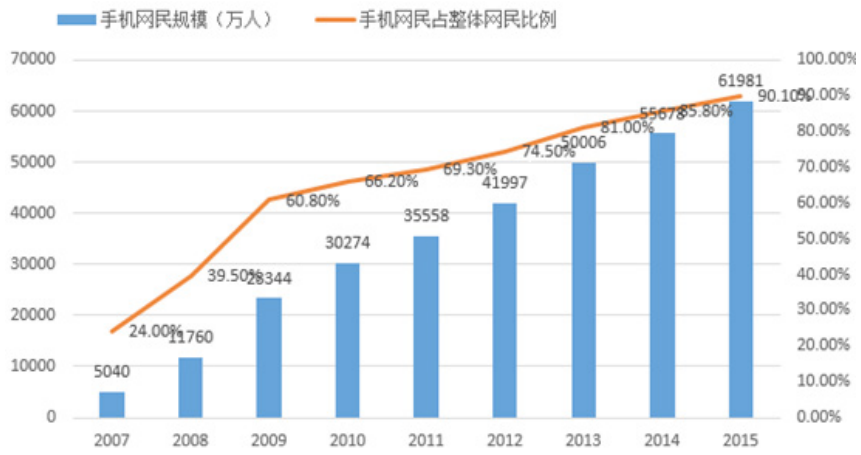


Fig. 2: The Scale of China 's Mobile Internet Users (with percentages: CNNIC)

2016 was a year full of innovation and change in China's mobile marketing industry. We welcomed the great change of ad format and media environment; further mature and abundance of the whole industrial chain; and constant emergence of new marketing platforms and products. There is also a new channel, new market and new industry, making mobile marketing industry more complicated and complex than before.

1. DIGITAL VIDEO

Video became more acceptable to China mobile users in 2016, which showed that the mobile video's duration time became more longer than before. Three main reasons are rapid development of short film and live video streaming on mobile platform, the popularisation of pan-entertainment content, and continuously decreased traffic expense.

Video advertising therefore got developed, for the advertisers would invest more budgets on video. Some traditional advertisers are still 'wait and see,' but more and more apps have tried video ads, especially the short film and rewarded video ad. Digital video is estimated to become the media's top driving force on revenue due to user experience promotion, high-quality creatives, better positioning, and shorter loading times.

2. NATIVE AD

A large number of mobile internet companies is in quest for traffic monetisation with the change of economic environment, and native ad would be their first choice. The early adopters came from three kinds of apps: social, tool and news, e.g. WeChat, Weibo, Toutiao, Particle News, Meitu.

Native ad could be designed in accordance with the app's own style, so that it would bring the users good experience. Now the native ad has been accepted by most apps as their main monetisation way, especially the newsfeed ad.

3. SCENE MARKETING

Mobile apps have covered every aspect of daily life, after the conflicts between the O2O companies which nearly ended in 2016. There were many more formats



in the scene trend of mobile internet. LBS technology and related offline geographic data, with the support of retargeting, and LookAlike and beacon technology, helped mobile ad agencies quickly attract the attention of the local market, including the malls, supermarkets and other distribution channels.

The scene could be segmented into multiple but different parts based on users' time, location, activity and devices, thus the development of scene marketing could be promoted.

4. TRAFFIC

The price of traffic in the China market shot up in 2016, irrespective of the display ad, PPC ad high-quality traffic gradually accrued to big companies, since the Hero app had shown its value for gathering traffic. The social, news, tool and live video streaming apps have already built their own trading desk and got good scores besides BAT.

For instance, Weibo's revenue on ad has risen eight times according to its financial report. The 80/20 rule proved its effectiveness; the monopoly led to tight relationship bbetween supply and demand so that the price rocketed. On the other hand, the tide of mobile internet start-ups has led to increased demand for traffic, especially the apps which need traffic the most, such as games, internet finance and entertainment.

5. MARKETING CLOUD

China market is at its turning point: marketing strategy and technology's mature lead to ad technology's transformation, so that ad technology has become a huge subset of marketing technology. On the other hand, fragmentation occurred in the digital marketing industry, both at the technical level and the channel level. 'Data island' has become a critical problem.

More and more marketing cloud products and services appear in the China market, such as APEX Marketing Cloud by Chinapex, which could be described as the marketing technology product based on SaaS. The marketing cloud's specification is API for the interface and data for the link, providing a full range of marketing services for advertisers in an open ecology.

6. OVERSEAS MARKET

China mobile internet enterprises are marching onward to overseas markets, under the 'the belt and road' economic policy, and attracted by the wide range of users as well as competitive pressure. Their former experience in China helps to expand the new markets. Game industry, e-commerce, tool apps, content, social and live streaming, tourism and external publicity also targeted the overseas market.

A large number of mobile advertising agencies have also been influenced to expand their market share overseas. Those agencies transformed their business model from traffic-oriental to technology-oriented, and they began to export technology, data and capital so as to meet the advertisers' needs. These include insights to overseas market, traffic acquisition, and advertising monetization, and other requests. Incidentally, Facebook and Google are still the most important overseas media for China advertisers, in terms of channel and resource.

7. VR

2016 will be the first year of VR in China, although the whole industry is in its early stage. A number of mainstream VR products have begun to sell, such as internet and mobile brands promoting their own mobile VR products and apps. The Daydream platform launched by Google provided a unified foundation for mobile VR's development at the system level. These help to educate the market and popularise the VR concept.

VR brought a thrilling visual and audio experience, and very powerful sensory experience. Mobile VR has lower access cost and lower entry barrier, and is closer to the Chinese consumers as compared with the PC VR. A lot of marketing service providers have begun to try VR marketing in China.

8. FRAUD AND ANTI-FRAUD

The advertisers increased their ad budget on mobile platforms, but their trust in advertising is declining. Brand safety, fraud and anti-fraud and other problems have become more serious than before, and have now roused industry-wide attention. We have reached the critical point where the advertisers may not trust the digital industry anymore.

Credibility and brand safety have been questioned. If the advertisers refuse to pay, the entire industry could be damaged. The elements involved include opaque, unclear technology; short-sighted behavior, lack of information clarity; and the conflict of interests inside the chain.

How to rebuild the advertisers' trust, improve the anti-fraud system, establish the industry's supervision system, and construct a safe and transparent trading environment have become problems that must be resolved by China's mobile ad industry.

9. MERGERS AND ACQUISITIONS

Many acquisitions occurred in China in the area of global advertising technology. Mobvista acquired NativeX, Spearhead acquired Smaato, and Orient Hontai Capital acquired Applovin, for example. Those cases showed that China enterprises' concept of mobile advertising is maturing, and the trend of globalisation is clear. These enterprises can enter the overseas mobile ad market much faster after merger and acquisition, and their own technology ability will be enhanced.

Ivy Zeng is Founder and CEO of Morketing, a leading creative marketing agency in China. She has more than seven years of experience in marketing, online advertising, e-commerce and digital media. Launched in 2014, Morketing is a platform that integrates content and services for mobile marketing for the benefit of brands, advertisers and ad tech companies.



Ivy Zeng,

CEO, Morketing

"Our AppsFlyer account manager works closely with us to better understand our BI needs, which helps us get better results in real-time"

Playtika

User Acquisition & Retargeting Attribution

2000+ Integrated Network Partners

An official Facebook & Twitter Mobile Measurement Partner

TV Attribution



Unbiased & Transparent

OneLink Smart Deep Linking

Pay-Per-Use Performance Model

Retention & Cohort Analysis

Marketing Partner

OFFICIAL PARTNER

Google AdWords

2000+ INTEGRATED PARTNERS

AppsFlyer

Mobile Attribution & Marketing Analytics

www.appsflyer.com

MOBILE PROGRAMMATIC 2017:

FROM CONTACT EFFICIENCY TO CONSUMER ENGAGEMENT

by Ying Chen, Marcom Lead, Amnet China

The age of mobile programmatic is here. 2016 saw a new wave of growth in China's mobile programmatic buying industry spurred by game-changing digital technologies and shifting business models. According to the latest report from IResearch, the total mobile programmatic ad spending in China will grow 50.2% to reach US$33.57 billion in 2017, accounting for 67% of the country's digital display advertising market.

With the steady rise of ecommerce and social web, programmatic has emerged as a key driver of contact efficiency and consumer engagement, opening up a wealth of new opportunities for advertisers that are catching up with their audience on mobile.

Dentsu Aegis Network's programmatic specialist unit, has released its latest outlook and forecast for China's mobile programmatic industry trends in 2017. Here are some of the mobile trends which are driving dramatic efficiency and engagement.

1. EMERGING VR PROGRAMMATIC UNLOCKS THE POWER OF DATA AND MODEL INNOVATION

VR is more than just a buzzword. In 2016, China's leading video-streaming platforms including Youtu and iQiyi had been dabbling in virtual reality sector by launching VR content pages

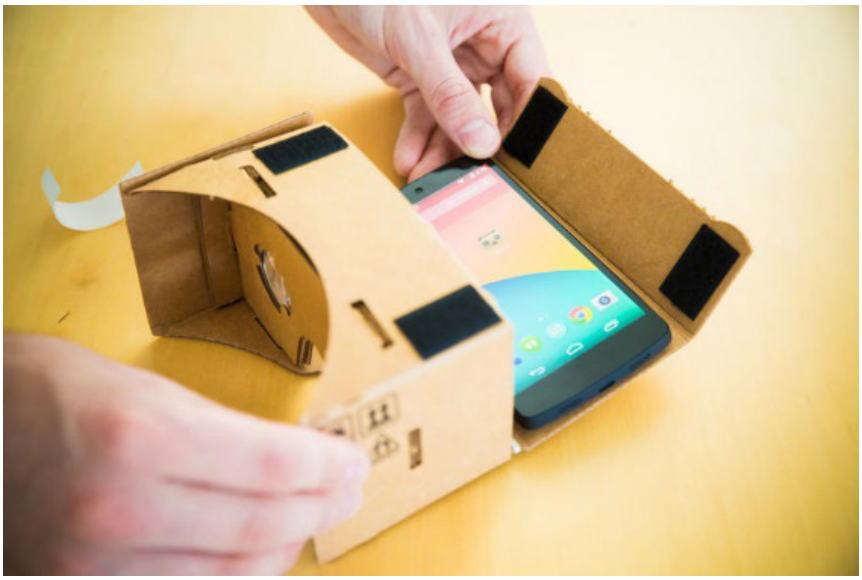


As we look to 2017, what would be the new power engines that further shape and even transform the current mobile programmatic landscape? Which current models will continue to double values for advertisers? Amnet, and apps that are integrated with VR devices. This was part of an effort to create a pioneering VR ecosystem for content production, infrastructure and distribution. Coupled with the growing popularity among users, stronger attention from both advertisers and media ends, better interactive user experience, and a higher conversion rate, the huge investment in this emerging market is opening up a unique opportunity for VR programmatic.

The VR programmatic advertising is reshaping the way brands engage with customers. It represents a revolutionary breakthrough which enables data and technology to send brand-related messages to target audience at the right time in a virtual world. Meanwhile, the data collected from the user experience will give a clear picture of customer behaviors for better targeting. In China, VR programmatic is still in its infancy stage, and yet to build a complete VR programmatic ecosystem.

So far VR has branched out into games, education, real estate, tourism, social network, e-commerce and more. Yet there is no comprehensive VR platform in China's market to consolidate demand and supply sides for ads delivery at scale. In comparison, an array of pioneers overseas are staying ahead of the curve.

VR advertising platform VirtualSky provides a VR programmatic buying platform that allows advertisers to serve 5-10 second VR pre-roll ads into more than 4,000 virtual reality apps and games. VirtualSky also offers a 'HotSpot' measurement capacity where advertisers can tell exactly where on the screen a viewer was looking and which parts of the VR video they chose to interact with. It is foreseeable that in 2017, VR programmatic platforms would increasingly appeal to investors and major media platforms around the world.

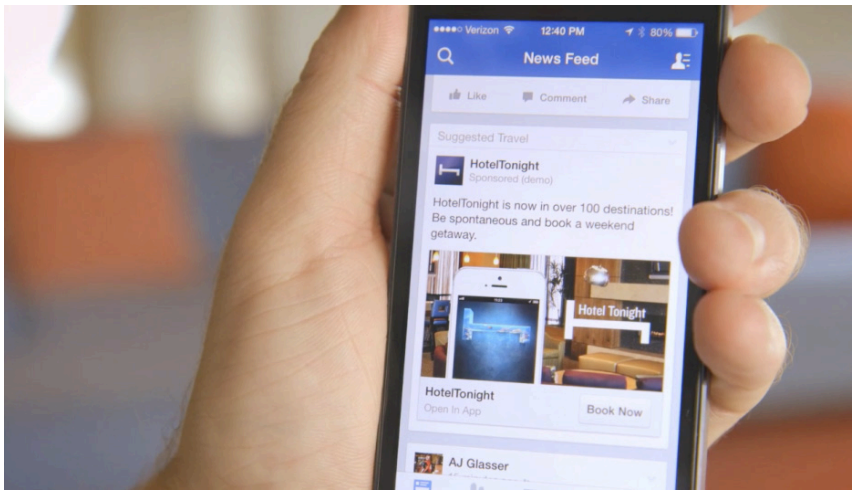


2. MOBILE NATIVE ADS CALL FOR DIVERSITY AND BETTER TARGETING

In 2017, mobile native advertising will continue to grow and step into a new stage. Apart from performance-based advertisers, brand marketers are also opting to spend more on native advertising. The most common mobile native advertising option in China's market is in-feed social and news units. Still, there remains room for development in technology, content and format.

A number of premium mobile publishers set off to embrace native advertising for app monetisation, with diverse placements and formats such as audio native and mobile video native. It is worth noting that mobile-first native video advertising is becoming the next tipping point of mobile programmatic buying. Facebook first referred to native video as the future of advertising industry back in early 2016, claiming that this innovation supported by audience profile analysis and multi-dimensional targeting tactics will provide greater reach and rich user engagement than traditional ad formats.

The core value of mobile native advertising is to fit in with the app or mobile site's established editorial style and tone so that the editorial content-like ads offer a personal and interactive user experience. Powered by Big Data and technology, mobile native advertising has found its feet in a more effective and efficient way. A new vision outlined by advertisers and technology platforms is to make full use of data for deep audience insight in the pre-launch stage of mobile native campaigns. With a complete view of user behaviors, relevant content will be delivered to the right audiences who are most receptive to the messages. As a result, targeted ads based on audience profile leads to a higher conversation rate.



3. DATA-DRIVEN CONTEXT MARKETING TAKES OFF WITH LBS AND BEACON TECHNOLOGIES

The explosion of mobile internet and online-to-offline (O2O) commerce has redefined marketing in the digital era. The fragmented digital space makes mass communication no longer effective. Instead, context marketing is poised at the heart of the digital marketing mix: target the right audience on the go with relevant, personalised content at the right time, and to finally achieve engagement and efficiency from online to offline.

In China, the basic context marketing solution is to leverage LBS targeting technology and real-time location data, to target mobile users within a set distance from a business or reach desirable audience segments. They can be in a given area such as city, business area, retail store, or office building. While this established technology has proven practical applications, the volume of mobile data sets is expected to further increase implementation at scale.

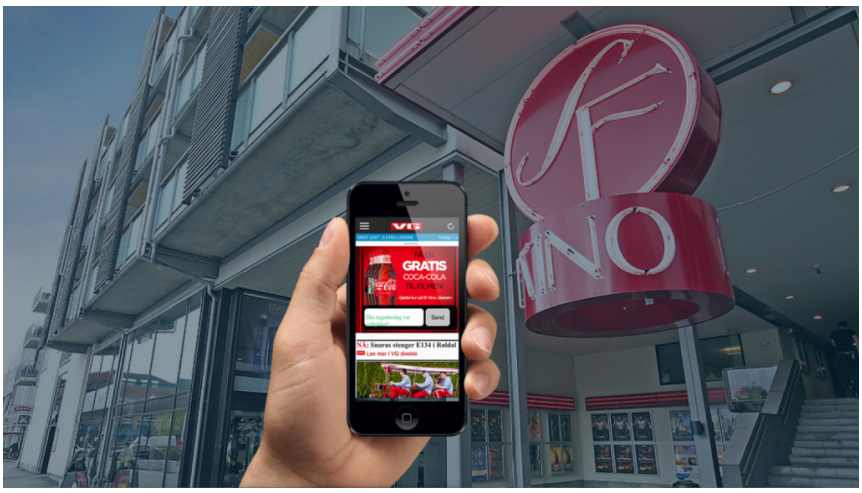
In addition to LBS targeting technology, beacon deployment is also on track. This ground-breaking tool is designed to target mobile-device users who are in close proximity to a business. Increasingly, media giants and brand advertisers are starting to use beacon to bridge the gap between online interaction and in-store engagement.

Coca-Cola Norway's successful cinema campaign showcased an enormous potential of beacons. The cinema-goers with Norwegian publisher VG's app on their phone received a 'free Coke offer' notification as they walked through Nordic cinema CAPA. Beacons were used to collect the data of app users who had redeemed the offer. A retargeting for those users was implemented one week later to achieve a higher conversion rate. In sum, the results included 60% landing page rate, 24% conversion rate and 20% offer redeeming rate.

In China, using beacon technology requires an advanced mobile operation system, SDK and back-end support, and thus not as widespread as WiFi. Given its cost effective feature and high targeting efficiency, in the long run, advertisers and media will see a bright future for beacon deployment in the Chinese market.

IMPLICATIONS FOR MARKETERS

In order to integrate these new formats and models into existing digital strategy, advertisers need to nail down campaign goals, and build up right targeting tactics and metrics for each stage of the marketing funnel.



1 > For VR programmatic, it can be utilised to implement demographic targeting for upper funnel prospecting. New metrics beyond the basic 2-D video ad impression are expected to include on-target rate, video completion rate and time spent on ads.

2 > Based on interest and behavior targeting tactics, advertisers are able to educate and engage mid-funnel prospects with mobile native ads. To measure the impact and effectiveness, advertisers should use performance metrics such as clicks, CTR and social sharing.

3 > A retargeting strategy powered by LBS technology enables brands to pinpoint already-interested customers and boost conversions. The key metrics for measuring lower funnel success should be number of downloads, subscriptions and offline store visits.

Ying Chen is the Marcom lead at Amnet China, the award-winning programmatic unit under Dentsu Aegis Network. She is a strategist and industry observer with a strong passion for cutting-edge technologies and data-driven marketing. She aims to stay ahead of the curve in China's evolving programmatic ecosystem as well as its dynamic digital landscape.





Ying Chen,

Marcom Lead,
Amnet China

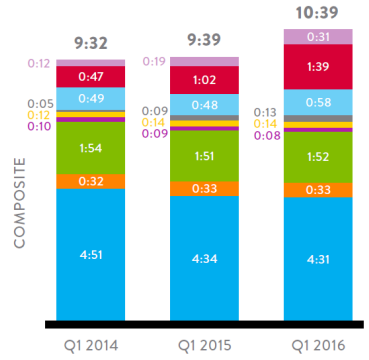
TOTAL AUDIENCE:
MEASUREMENT AT SCALE

by Dolly Jha, Executive Director, Nielsen India

Marketing in the digital age is exciting and dynamic but also unpredictable and challenging. Consumers are more connected—and reachable—than ever before, yet that same connectivity creates challenges, not just for advertisers but even for retailers and broadcasters. The very devices that unite customers and brands also bring clutter, distraction and choices.

Take for example media consumption in United States. In just 12 months, an average American has added an hour a day of media consumption. Incredibly, 49 minutes of this additional consumption have come from increased usage of the smartphone and tablet.

AVERAGE TIME SPENT PER ADULT PER DAY (TOTAL US POPULATION)



		2015-16 Diff	2015-16 Diff %
Total		1:00	+10%
Tablet (App/Web)		0:12	+63%
Smartphone (App/Web)		0:37	+60%
Internet on PC		0:10	+21%
Multimedia Device		0:04	+44%
Video Game Console		0:00	0%
DVD		(0:01)	-11%
AM/FM Radio		0:01	+1%
Time-shifted TV (DVR)		0:00	0%
Live TV		(0:03)	-1%

Source: The Nielsen Total Audience Report - US, Q1 2016

As more content shifts to the smaller screens, we continue to see rapid consumer adoption for these formats. In India too, we see video consumption on mobile devices grow exponentially. In fact, data consumption (cellular + Wi-Fi) on video streaming, increased from 1.1 GB in Nov '15 to 4.8 GB in Oct '16 – an increase of over 400% (as per Urban India Android users' panel). This has in turn given confidence to OTT players, who have been very active in launching new services.

A TOTAL AUDIENCE FRAMEWORK

Developing content and campaigns in today's complex media market starts with understanding the audience: who they are, what they like and how they interact with content—everywhere. It is therefore critical to get an accurate read of who this audience is, and that is where Nielsen's Total Audience enters the picture - a framework that believes in activation of one, but measurement of all.

Traditionally-held methods of media measurement do not apply in the digital space. Across advertising and content, we see huge fragmentation. We can access any episode, any programme at any point in time, from any device. Measuring this viewing behaviour on panels becomes highly restrictive and more importantly, fraught with huge errors. We overcame this with first starting to measure every single instance of such fragmented consumption, through census collection methods. This ensures that we accurately count every impression served and every second viewed, instead of estimating them.

Having said this, panels do have an inherent advantage – they know who is viewing, and what they are viewing. How does one solve this problem without a measurement panel? What if the panel was nearly as big as the internet universe itself? We now have access to big datasets that have census scale, along with consumer information. Marrying the census collection and census consumer information helps us to accurately report viewing in the digital space. Combining digital and TV viewing ensures that we cover the total audience for any content or advertising.

The Total Audience measurement framework also accounts for the manner in which viewers consume content:

1 > On any device – It therefore becomes critical to remove duplication between TV, mobile and computer, to provide a truly unique count of the audience that was exposed. This is important for advertisers as they need to understand the true reach of their campaigns across devices.

2 > On shared devices – In a market like India, where sharing of devices is common, an important need is to ensure that we ascribe the right demographic.

Finally, we enabled the same metrics for our digital measurement and Total Audience solutions, which clients have been accustomed to using for other media like TV. Gross Rating Points (GRP), Reach, Frequency are terms that are synonymous with planning for both agencies and advertisers.

DIGITAL MEASUREMENT IN INDIA

Digital Ad Ratings is Nielsen's flagship Reach measurement solution which is available in 25 markets including India. It works on census data and leverages user demographics from established big data providers to establish audiences with a high level of accuracy.

A frequent feedback we receive from our advertisers is that currently there are a plethora of metrics shared by agencies and publishers – CTR, video views, page views, and so on, and hence it is important to understand which



metrics should be used to evaluate the reach of a campaign. Moreover, as advertisers start investing more on digital, it becomes essential to have metrics which are comparable to TV.

These two challenges are addressed by Digital Ad Ratings as it provides a transparent and actionable audience measurement for digital advertising. With the ability to provide overnight measurement for campaigns running across all digital screens, Digital Ad Ratings reports a campaign's unique audience on computers and mobile devices (smartphone and tablet, in-browser and in-app). It offers age and gender demographic profiling of all ads served, with unduplicated audience across devices, publishers and placement of the ad with the ability to verify viewability of Ads by accounting for bots and fraudulent impressions. It also provides GRPs for digital campaigns making it possible for advertisers to compare campaign performance across media.

In India, we have measured over 300 campaigns with the majority of the impressions from the mobile device. Across these campaigns, we have seen an on-target performance in the range of about 10% to 85% with an overall average of about 60%.

While TV spends are still large in India, clients also end up having a digital leg to their TV campaign -- thereby making it important for them to get a complete read of their campaign reach and performance. The Total Audience framework offers a 360-degree view of ads and content consumed by user across TV and digital screens. This data from Digital Ad Ratings for digital campaigns will enable us to fuse it with TV Ad Ratings data and arrive at Total Ad Ratings.

IMPLICATIONS FOR MARKETERS

All these developments have a range of implications for marketers, in terms of platforms, practices and metrics.

- Look at audiences, not impressions. Today it's important to measure your campaigns on the same yardstick as they were planned.
- Avoid the temptation to run the same advertising on TV and Digital as engagement levels differ based on device used.
- Identify incremental reach provided by Digital over TV for better decision on your media mix.
- Identify platforms which are most effective in reaching your core audience. This will help you maximise your spends, and minimise spill-over to non-core audiences.
- Mobile, though it boasts high reach, is under-leveraged today. Common metrics like GRPs across screens will help establish the value of mobile as a platform.

ROAD AHEAD FOR DIGITAL MEASUREMENT

Markets and clients have had mixed responses to the new way of measuring audiences. While some believe that certain publishers or distribution formats are not measured uniformly, most believe that this is the right direction forward. Many agencies have backed the need for a 360 degree view of audiences.

Starting March 2017, Nielsen will offer the syndicated Total Content Ratings solution in the US for the next season's upfronts. Over time, the solution will only include more formats (as they crawl out of the cupboard) and publishers (as they warm up). Moreover, captive metrics by media companies and individual publishers are often viewed with scepticism. Having a truly independent measure of audiences is going to be critical for the new future.

Dolly Jha is an Executive Director with Nielsen India and leads the Marketing Effectiveness Practice. Prior to this, she led the Consumer Insights and Innovation businesses for FMCG at Nielsen. She has been part of several panels and has presented Nielsen at multiple industry forums. Dolly can be followed on Twitter (@dighedolly) and LinkedIn (https://www.linkedin.com/in/dolly-jha-3706a755/).





Dolly Jha,

Executive Director,
Nielsen India

MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 3

THE ROAD AHEAD





LEADERSHIP STRATEGIES FOR MOBILE MARKETING

by Eka Sugiarto, Head of Media, Unilever Indonesia and SEAA

"The world is being re-shaped by the convergence of social, mobile, cloud, big data, community and other powerful forces. The combination of these technologies unlocks an incredible opportunity to connect everything together in a new way and is dramatically transforming the way we live and work." - Marc Benioff

As the world transforms, the traditional advantage created by sizeable leader brands has to be reflected in the new world. As one of the key players in consumer packaged goods, our desire for leadership and advantages along the value chain needs to be channeled in a new progressive ways.

Very soon, seeing our brands on display and getting a good proportion of store shelf, which has almost been a norm for most of our product items, will not be enough. The virtuous cycle of building salience, achieving more sales, and being able to demonstrate the salience, and so on and so forth, has to be manifested in the larger world, online and offline, and has to face a much larger competitive set of digital natives.

The challenge which will remain to be solved is what does it take to continue to be the most loved and most purchased brands amidst all of these transformations? We have the tendency to explicitly or implicitly do things to protect our current customers, their habit and their memory structure about our brands. Yet, the transforming world gives a strong sense of discontinuity, invention, and innovation that we are discovering in the way to engage with our consumers.

Our approach is in perpetual beta with three aspects to consider, namely SCALE, TECH, and OPTIMISATION, each of which will be discussed below.

Definition of SCALE in digital language goes beyond scaled presence. The approach in this space evolves from presence, to ability in landing innovation, to thought leadership, and finally to pioneering new approaches and planned experimentation. The growing number of connected consumers makes scaled presence a necessity, a situation where brands may start compromising opportunities because of absence.

Scale also helps generate opportunity to tailor innovation and allow for funds being set aside to play and experiment. Pepsodent's key campaign of educating children to brush at night has found a way through mobile execution, which includes IVR and execution through a chatbot via messaging.

TECH should be used to deliver a better user experience. In the evolving space of data-driven targeting, innovative advertising formats, better integration into device functionalities, practical creativity in the platform, and the application into advertising and content should tailor for a seamless hyper-relevant experience, and multiple necessary encounters for impact. There is still a significant distance between where we are now versus where we could be.

OPTIMISATION is a continued agenda to refine our perpetual beta. This is true across all parts of the ecosystem, from our assets optimisation: mobile first, mobile optimised, the use of data to sharpen and personalise, making all impressions and clicks more meaningful for us and consumers, and finally the review of activity inflight. On top of this comes creative optimisation and testing: what works and does not work in a certain mobile platform, and learn from measurements and analytics to shape our plans.

We started a while back to accelerate our investment growth in digital and progressively in mobile, and a significant share of it has gone to mobile. It is a scaled project driven by the realisation of how consumers spend their time across media, which gets more fragmented. We run mobile marketing programs across more than 30 brands, and increasingly have made mobile an inseparable part of our brand experience and consumer journey.

The key enabler to the scaled investment is the partnership, which lets us understand the opportunities, access different ad format and technologies which enable reach and engagement through user experience. This experience needs to improve over time, with data and tracking technology in the equation.

Finally, a reinforcement: 'no mobile, no meeting' being applied all across all layers of organisation, which aims to put into discipline the fact that all work deployed for mobile, needs to be evaluated on mobile. It needs to be mobile-first creatives that empathise with the circumstances of media consumption.

A long journey has been started with a single step. Looking forward, major advancements in data and technology shall be fueling even more exciting engagements which we together earn in the partnership and ecosystem.

Eka Sugiarto is Head of Media for Indonesia and SEAA at Unilever (Twitter: @ekasugiarto). She has more than 15 years of marketing experience across Unilever, both in local Indonesian business and within the global organisation in brand development. A chemical engineer with a business degree, she has found her passion in connecting with consumers and exploiting category growth opportunities. At home, she is a mom with two opinionated daughters. She enjoys eco-travelling, playing musical instruments, and creating with gadgets.



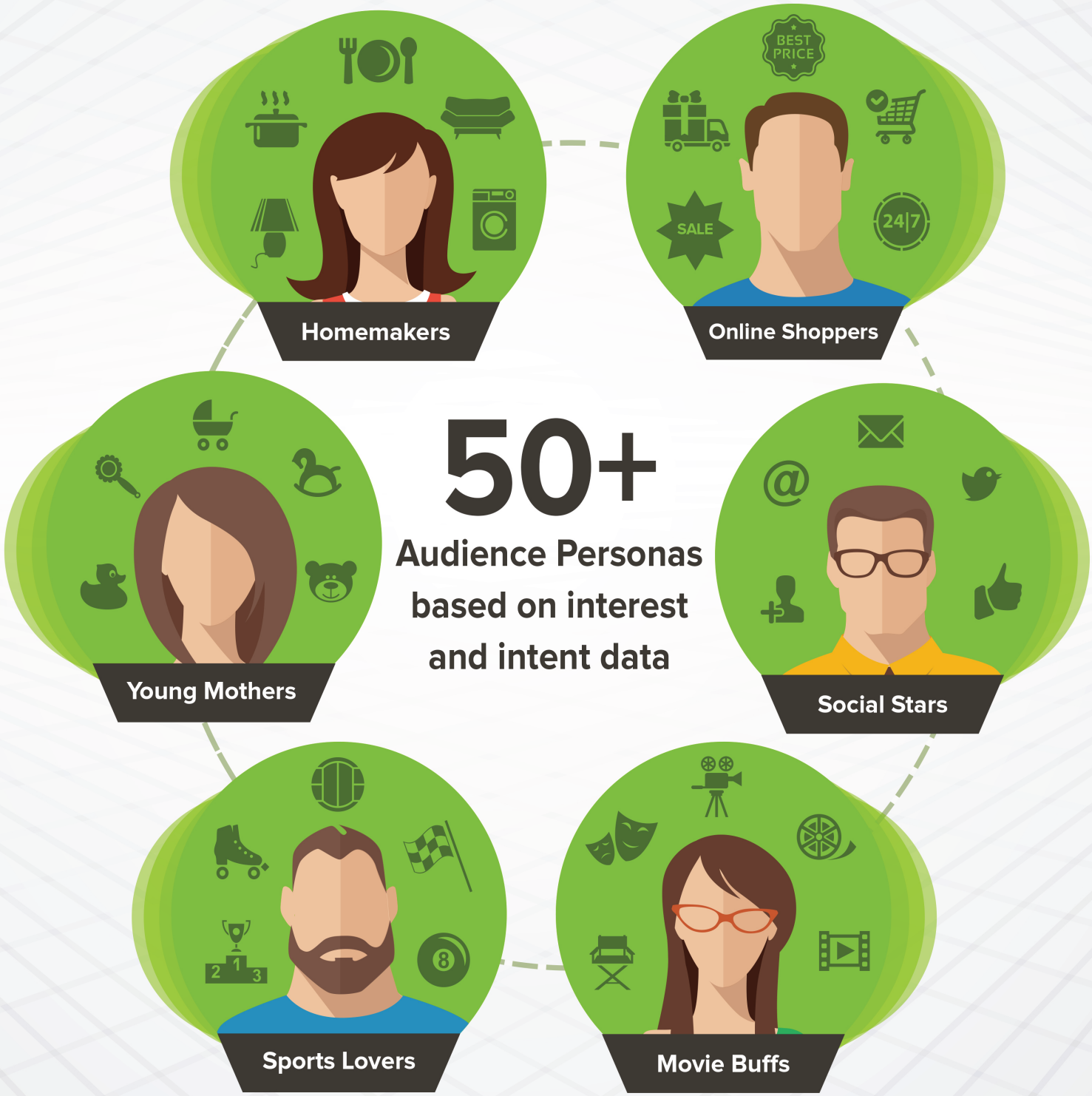
Eka Sugiarto,

Head of Media,
Unilever Indonesia and SEAA

vserv

www.vserv.com

The audience targeting platform with richest user profiles



50+

Audience Personas based on interest and intent data

Wide variety of engaging ad types

Video | Display | Rich Media | Native

Want precision targeting? Reach out to us on **marketer@vserv.com**



FROM CLUTTER TO CONNECT -

HOW MOBILE MARKETERS CAN OVERCOME THE CHALLENGES OF APP OVERLOAD

by Supriya Goswami, Marketing Director for APAC and India, InMobi

There are about 4.5 million apps in today's supercomputing mobile age. This is a vast digital ocean and one can drown in its complexity. An app needs to resonate with a generation that has the attention span of a goldfish. This need is further exacerbated when we realise that the number of active apps is going to double by 2020, according to data from Statista (on the App Store). It's the classic information overload problem of our generation. And yet, if there are apps that solve unique problems, how can marketers differentiate them from the clutter?

The silver lining for marketers is that 93% of the time spent on mobiles is on apps, rather than browsers, according to App Annie. People play games or order cabs from an app. However, the flip side of apps being central to the mobile ecosystem is the limitation of storage space on a customer's phone, restricting the number of apps possible. The biggies like Facebook, Google and Mail apps have it all covered, always being placed on the first and second mobile screen pages. All the other apps must fight for that peripheral mindshare, and the journey is a long way to the top.

A customer installing an app is definitely a stamp of approval and buy-in to the developers' USP. However, while downloading an app is one of the most crucial parts of the 'customer-product' experience, pushing a conversion is a whole new tussle with the customer, especially considering their attention span and the formidable competition. The bottom line is that a download means nothing if you can not drive engagement and ultimately monetise that engagement.

Marketers need not press the panic button. There are brands who have mastered this, and the evolution of technology and platforms have helped navigate this dizzying domain.

1. FROM 'ME TOO' TO 'WHY ME'?

Why should brands be noticed, or even be taken seriously by their customers? To take their rightful place in the crowded marketplace of apps, organisations will have to go back to their unique proposition and capitalise on what makes them stand out in an era where biggies with deep pockets are killing the 'me-too' apps.

With 20% of installed apps deleted after being used just once, finding a market gap or creating one like Evernote or Instagram must become a marketer's North Star. Articulating your USP, and making it crystal clear to your target audience, is the only way to increase the 'stickiness factor' with your customers.

2. THROUGH THE LOOKING GLASS

Today data is coming in from customers' devices, app platforms, and from the app's own analytics. Marketers are buried under mountains of data and Big Data is becoming the new holy grail. The trick is to convert 'data' into 'insights' so that it becomes the oil in the marketing machinery.

By systematically collecting, assimilating and mining data, a marketer can identify potential audiences, segment existing audiences according to the RFM – recency, frequency, monetary value - framework. Segmenting users across how recently a customer has opened the app, how frequently they engage with the app, and how much they purchase or drive revenue for the business, is a good starting point. Not just audience research, but the scope widens to develop creative excellence in forms like advertising that has customers bound to click and engage.

For example, InMobi has seen a 150% spike in mobile video ad spend across 2016, and marketers are trying out new and interactive forms of video to engage with customers. Mapping the customer across the entire brand–customer lifecycle and creating a roadmap that will pay dividends in the near and long term will be a tricky strategy to master. Near term could be as common as a taxi app pushing the customer to take their first ride in the first week itself, or long term as a well-balanced strategy of push notifications, app-only offers and more.

3. THINK 'UNIVERSAL' EXPERIENCES

Thinking more than just the app (unless the business is app-only) is creating a universal experience: a cross-channel strategy, like a series of parallel tracks on which the customer is travelling. She might start an interaction by checking a product on a website or a marketplace, or might read an article on a web browser. The next hour she might be on the go and switch to a mobile browser or better still the brand's app. Marketers have to think channel agnostic i.e. not being focused just on a mobile or desktop channel but ensuring a seamless and near-equal experience across existing channels.

For example, to spike brand awareness for Sunsilk among 25,000 young Singaporean women, the brand used a combination of offline, digital and mobile marketing to provide a universal and consistent experience to potential customers. The brand set up pop-up salons in the country so that users could experience their product. To get users to the pop-up salons, the brand partnered with the InMobi mobile ad platform to geo-target potential customers around these pop-up salons.

The ad unit simulated a call from top youth influencer Naomi Neo inviting users to sign up for a free makeover session. Users could also post on pictures on social media after their makeovers. Over 9,000 potential customers signed up, a great example of thinking cross-channel and creating a universal experience for a customer.

4. HOW YOUR AUDIENCE PERCEIVES YOU:

This ties in with another valuable mantra, to engage with your audience in a personalised way. Turn your perspective over to them. For them, you are the only brand, unlike your view of each of them being one of many. Customers nowadays are looking for personalised experiences. When they invest time in you, tailoring offers and campaigns that affect them in a personal way is the best return you could provide. It could be in the products or campaigns or advertisements you offer. Keeping your ears to the ground, listening to what your customers are saying across forums, reviews, social or messaging media, and acting on them to create the next best plan of actions are some measures that everyone needs to follow.

In summary, a combination of a vision where the app aligns with the expectations of your customer, data analytics to build and engage with your customer segments, a customised experience across multiple channels, and a continuous channel of two-way communication with your customers is necessary for marketers to win in this 'app for everything' era.

Supriya Goswami is InMobi's Marketing Director for APAC and India (Twitter: @SupriyaGoswami). She has 13 years of experience spread across marketing, consulting and human resources. She drives customised product positioning for key customer segments across demand (brand, performance advertisers) and supply (publishers). Supriya has an undergraduate degree from Lady Shriram College for Women, an MBA from Insead, and a Masters in Human Resources from Tata Institute of Social Sciences.



Supriya Goswami,

Marketing Director, APAC and India, InMobi





UNIFYING CHAT, SOCIAL, COMMERCE AND ADS:

THE NEXT FRONTIER FOR BRANDS AND ADVERTISERS

by Krishnadeep Baruah, VP, Asia Pacific, BBM

Messaging apps are now the go-to place in the digital world. They are the new social media. The killer app is chat, and additional services—like airtime top-up, bill pay, games, travel booking, and shopping—are turning them into a very attractive ecosystem for both consumers and brands.

THE GREAT CONVERGENCE IN MOBILE MESSAGING

In January 2016, 1.97 billion people were active on mobile social media. That's 27% of the world's 7.35 billion people.[1] Perhaps even more striking is the rate of growth in that number. It's 17% higher than in it was in January, 2015.

In April 2016, *The Economist* reported that "Over 2.5 billion people have at least one messaging app installed..." and went on to predict that "within a couple of years, that will reach 3.6 billion, about half of humanity."[2]

In September 2016, *Business Insider* asserted that the top four messaging apps now have more monthly active users than the top four social networks.[3]

So, it is likely that the total number of messaging users is now also larger than total social media users, and the crossover happened sometime during 2016.

THE APP WARS ARE OVER. MESSAGING WON

Aside from traffic shifting to messaging, all the data from 2016 made it clear that the era of the app is coming to an end. People are installing fewer apps on their phones, and opening most of them just once. On average, people only frequently use about five apps.

What are those few apps? Messaging consistently tops the charts—especially among millennials. BBM is a perfect example: Once people install it, they keep it and use it. We have one of the lowest uninstall rates of apps globally.[4]

So, if mobile messaging is the new place where people spend their time, then that is where brands and advertisers must meet their audiences.

BEYOND CHAT: MOBILE SOCIAL ECOSYSTEMS

Mobile messaging can deliver way more than just chat. It can become a thriving mobile ecosystem: people's first stop for games, news, taxis, shopping, making payments, booking appointments, ordering take-out, and lots more.

The transformation of messaging apps in this way started with content. First there were stickers, which introduced the concept of buying virtual goods for use in the messaging app to great success. Next, different apps experimented with subscription services, top picks of the day's news, games, music and vouchers. After that came payments—peer-to-peer, bill payment, and airtime top-up—as sending money was a logical next step to sending photos or other files within chat.

Each addition catered to the chiefly younger demographic that expects instant gratification and action, and trusts the messaging app with its most private images and conversations.

At BBM, we aim to help people manage their daily lives, entertain themselves, stay informed, connect to brands they love, and keep in touch with those who matter most. By uniting chat with social media, content, and commerce, we are turning BBM into a digital hub that will make doing all the things we do on our mobiles easier, more convenient, and more fun.

BRANDS CAN FILL THE MARKETING 'GAP' ON MOBILE

What are all those things we do on mobile? It seems like the list gets longer every day. Every year, we shop more on mobile. (Alibaba reported that 82% of its 2016 Single's Day sales came from mobile, up from 72% in 2015.) We bank more on mobile, book travel on mobile, use mobile GPS and maps, pay with our phones at retail shops, and more. Our mobiles have become indispensable tools for so many different things.

BETTER REACH, TARGETING, ENGAGEMENT AND EFFICIENCY

Therefore, mobile messaging is clearly the place to be. Yet marketers and brands have been slow to arrive. There is a gap between the number of consumers and amount of activity on messaging apps and the marketers there to meet them. Globally, ad spend for digital channels is still less than television—even though mobile messaging offers a more engaged audience, more precise targeting, and better efficiency.

Additionally, recent research shows that more people share significantly more content via 'dark media' (email and messaging apps), than on social media: 77% to 23%.[5]

1. We Are Social, "Digital in 2016," January 2016, http://wearesocial.com/uk/special-reports/digital-in-2016
2. The Economist, 9 April 2016, "Bots, the next frontier" http://www.economist.com/news/business-and-finance/21696477-market-apps-maturing-now-one-text-based-services-or-chatbots-looks-poised
3. Business Insider, 20 Sept. 2016, "Messaging apps are now bigger than social networks" http://www.businessinsider.com/the-messaging-app-report-2015-11
4. SimilarWeb, "Uninstalls: The Data Behind Deleted Apps," 1 June 2016, https://www.similarweb.com/blog/report-uninstalls-the-data-behind-deleted-apps
5. RadiumOne, "The Light and Dark of Social Sharing," August 2016, https://radiumone.com/wp-content/uploads/2016/08/White-Paper-RadiumOne_DarkSocial.pdf

There is no logical reason for this gap. We can chalk it up to inertia. Messaging is still relatively new territory, and it is easier for brands to keep doing the same thing than to try something different. Inertia may feel safe today, but it is no long-term strategy for winning new customers or increasing loyalty.

PIONEERING BRANDS

There are a few pioneering brands forging ahead with exciting campaigns, like KFC South Africa, which gave away 1,000 vouchers every day to people who added the KFC South Africa channel to their BBM last fall. Coca-Cola, Alfamart, Lifebuoy, Sale Stock, Rumah.com, Garuda Airlines, Lazada, Liputan6, Qoo10, and others reach customers through their own BBM Channels to promote daily deals, special offers, news, and other content. We've worked with several brands to offer sponsored sticker packs, including Duracell, MasterCard, Origin (a Nigerian beverage), McDonald's, Lifebuoy, and Zalora (Indonesia) to drive their in-store or online promotions.

If you have been thinking about connecting with your consumers via messaging, now is the time to get started. There are plenty of options: via text or video ads, through your own content, or sponsored games and stickers, and in January 2017 via bots. With mobile penetration and usage rates continuing to climb, it is clear that messaging will be a popular destination for years to come. The longer brands wait, the more crowded the space will become, and the harder it will be to stand out.

STAYING RELEVANT AMID FAST-PACED CHANGE

Technology in general, and mobile technology in particular, is a fast-paced industry defined by rapid change. Nothing is sacred. At BBM, we have incorporated two lessons from our history into our organisation. First, meet your customers where they are. Second, embrace new technology.

MEET YOUR CUSTOMERS WHERE THEY ARE

BBM, originally BlackBerry Messenger, was the first form of text communication that was instant, cross-carrier and mobile. It debuted in 2005 as part of the BlackBerry Enterprise Server 4.1 release. Revolutionary at the time, it gave people the ability to be 'always online.' BBM was a quick success. The fact that it only worked on BlackBerry devices was not an issue, as BlackBerry was the standard in mobile devices for business.

Fast forward just a few years, and the landscape is entirely different. Android and iOS devices completely changed the market and BBM has had to evolve with the changing landscape.

To stay relevant, we met our customers where they were. We took BBM cross-platform, releasing Android and iOS versions—and our users increased in droves. Today, the vast majority of our customers are on those cross-platform apps, and they are the ones fueling our rapid growth and expansion today. This same principle is behind our recent 'license deal' out of BlackBerry into our own entity, a subsidiary of Emtek, Indonesia's leading digital media content company.

EMBRACE NEW TECHNOLOGY

Another value that directs our work is the willingness to embrace new technology and developing trends. Just a few years ago, stickers seemed like a crazy idea to many. Now, every messaging app has them, as they are increasingly popular with users, and have become a reliable source of revenue.

Just this year, we have added video chat capabilities to BBM, which was our Number One customer-requested feature. We expanded photo and video sharing. We added several new payment options, bill pay, and top-up services. Our new Game Centre has become tremendously popular, and we are adding new titles every two weeks to keep up with demand. News, shopping, travel booking and voucher services are expanding what is possible inside BBM.

Another customer-requested feature was allowing people to create new accounts with their phone number instead of an email address. These days, our phone numbers often stay with us longer than email accounts, so it makes sense to offer this option, which speeds the process for signing up, resetting forgotten passwords, and finding friends to chat with.

LOOKING AHEAD

For us, 2017 already has a theme: chatbots. These are the computer programs that can work inside messaging apps to provide useful services via conversation-based interactions. Bots may fuel the big advances in the tech world this year because they will help brands connect with their customers in messaging apps.

From the consumer side, early results show that chatbots provide an easier and faster way to connect to companies, leaving them with a better perception of the brand behind the bot.[6] From the business side, brands are finding bots to be a more economical and successful way to provide service and product information.

Sounds good - because you might as well meet your customers where they are, instead of trying to get them to come to you.

Krishnadeep Baruah is Vice President Sales APAC at BBM. He brings to his role more than 20 years of expertise in the mobile and telecommunications space. He holds a Masters in Management and a Mechanical Engineering degree. BBM is one of the largest and the world's first mobile messaging app. Blackberry has recently formed an alliance for the global market with Creative Media Works, a division of PT Elang Mahkota Teknologi Tbk, Indonesia's largest media, content and technology business.

6. Survata and Pingup, "Messaging and Chatbots in Local," October 2016, http://pingup.com/wp-content/uploads/2016/10/chat-bot-survey-pingup.pdf



Krishnadeep Baruah,

VP, Asia Pacific, BBM



SHUT UP OR BE INTERESTING TO ME!

FROM CAMPAIGN TO CONVERSATION: REDEFINING MOBILE ENGAGEMENT

by Damon Hakim, CEO, Red Asia Inc.

There is around a 78% chance you are reading this on a mobile device. And there is a 99% chance you will stop reading by the end of the first paragraph. In the world where our attention span is getting as low as a monkey, creating content like writing this very article becomes more challenging than ever. So bear with me when things get a bit boring, I am trying my best. Wish me luck. Wait, I can't do that, can I?

We can not ask the reader (our audience) to 'bear with us'. And wishing for luck is exactly what most brands, marketers or agencies are doing most of the time when it comes to expecting their contents and campaigns to engage with the audience. The word 'viral' becomes more luck-based instead of strategy-based. Ridiculous? Read through.

The Story of The Mouth Across The Table/ So imagine this: seriously, try to picture the next story as if it is really happening to you right now. This is the first time we meet; I have been planning this for two months prior. I am across the table, smiling and trying to win your heart. I have put up my best outfit, groomed myself, put us in the best table and most expensive one in the restaurant, basically done everything I can to look my best.

Then I started talking. I start with who I am, what I am interested in, and what I do for a living. Then I keep going on and on about the things that I have that I can sell to you, and sometimes trying my best to not reveal my true goal of selling by making it sound like it is you who needs me rather than the other way around. Obviously, you lost interest.

Then comes the next meet. This time, based on my 'historical learning' I know for a fact that you were not interested in the past conversation. So I tried talking with different kinds of body language, lingos, more animated expressions, fancier more colorful outfits - heck I even put blinking Christmas lights around my neck to keep your attention on me. It works for longer than the previous one, but nothing sticks, I am still not interesting enough for you and most likely you would not accept my invitation for a next one.

Now re-read the story again, change that context into the way you do mobile campaigns. Change me into your brand, you as your audience. The restaurant as your mobile channel, the expensive table as your marketing budget spent. You see the problem? Of course. There is no conversation in it. So what is conversation? What makes a good conversation? How do you measure and find out if it is happening?

1. DON'T START WITH TALKING.

What? How can I start a conversation without talking? Well here's news for you who doesn't know it yet: [A great conversation starts with listening. Not talking.] Out of the millions of messages our conversation partner receives constantly, most become nothing more than noise.

So to stand out, to be memorable, or to be meaningful we need to be contextual. And to be contextual we need to first understand the context of who we're talking to. There are more than enough tools available in the market for a proper listening of what your market wants to hear, interested in, and other factors that makes you relevant. The problem in the 'table story' I wrote earlier is I started talking without even understanding the context of you. I assume. And we all know the word assume is 'Ass' + 'U' + 'Me' = Making an ass of you and me.

Key takeaway: start your mobile campaign plan by first using listening tools to setup the base of

how you want to start your conversation.

2. THE MAGIC OF 'ME TOO!'

Remember that time in a party where you found a total stranger who happens to go to the same school with you or know similar people in your circle? Or when he suddenly used the quote "You know nothing Jon Snow" or how he hates the Lannisters? Me too! Remember how it feels? Suddenly a 'stranger' becomes 'a possible-friend.'

Find similarities between what your audiences are interested in with what your brand has and you will be able to potentially make that connection. So after doing your homework in the first step (Listening), time to make that connection we all as human being are longing for. Similarities.

Key takeaway: turn your insights about your audience into tangible similarities in your campaign and content.

3. IT IS NEVER ABOUT YOU

Even after finding similarities, you still do not have the permission to make the conversation all about you and what interests you. The idea of a great conversation is to interact within the same context and make way for your conversation partner to talk about what interest him / her. So instead of making a mobile campaign that asks your audience to talk about you (seriously, enough with that photo uploads campaign with your product in

it), ask them to talk about themselves, within the context of your brand persona, message or what your brand stands for.

Key takeaway: let your audience talk about themselves within the corridor of your brand's context.

4. KEEP ADAPTING BEFORE ADOPTING

Everyone is different. They share some similarities, but they are essentially different. What is funny to you might not be funny to others. What is emotional to me might be boring to you. The beauty of mobile is its ability to do hyper-targeting. You can have a dynamic optimisation across different target segments with different interests, device, location, and many others. So before you think of how to adopt them as your consumer, adapt yourself first. Blend in.

Key takeaway: use mobile's hyper-segmentation capability to deliver different message angles to

different target segments, while maintaining a consistent goal.

5. REPEAT TO STEP 1

A good conversation can only keep going if both parties keep listening to each other and find new similarities to talk about while keep letting the other parties share their interest and adapting with each other. So the process from Steps 1 to 4 is basically an infinite loop of how brands should engage with their audience. Keep listening – Find Similarities – Let Them Talk – Adapt – Repeat.

Mobile is a very personal space that brands can visit and be present. So personal that it only takes a thumb flick or tap to dismiss you. The million-dollar question is, how well are you going to use that small window of opportunity to not only be present, but engaged and eventually loved. Too many opportunities, billions every day, are wasted in a conversation that is prepared for months, outfitted well, groomed properly, yet did not manage to even make it to the level of conversation.

What about you? Your brand? Is it just like the mouth across the table?

Damon Hakim is Managing Partner at Red Asia Inc. (Twitter: DamonHakim). Unlike other sons of carpenters - instead of becoming the President of Indonesia or savior of the world – Damon picked advertising. With 15 years of industry experience, he founded Red Comm Indonesia as an independent digital agency top global brands and NGOs to win the market. As managing partner of Red Asia Inc., a group of digital marketing and technology companies, he helps build-incubate-advise several startups; he also trains three young Jedi's when he is home.



Damon Hakim,

CEO, Red Asia Inc.





MOBILE GAMING, THE GAMECHANGER:

HOW DO BRANDS COMMUNICATE TO A POKEMON WORLD?

by Rohit Sharma, CEO, POKKT

I have been part of the gaming industry for more than 15 years now. The fact that mobile is the gamechanger for gaming is a big understatement, and that's mainly because mobile has made video games a mass phenonmenon.

WHY HAS MOBILE GAMING CHANGED THE RULE OF THE GAME?

Before the growth of mobile phones, video games were essentially meant for youth in the age group of 12-25. The platforms on which they were played were only consoles and PCs. Mobile changed the rule of the game because everyone became a gamer; be it kids, moms, teenagers, parents, or working professionals. For example, games like Candy Crush are only played by women who are 25 years and above. Games like Talking Tom are played mainly by kids in the age group of 4-12.

The second big thing that mobile phones changed is affordability. The business model that existed before was that of Retail Box Sales for Consoles (minimum USD 20 per game) or very highly monthly subscription for PC games. By the way we cannot ignore the fact that not only games software, but even price of hardware in case of consoles is very high and everyone cannot easily afford them.

The mobile economy also introduced the concept of 'freemium' games. The user can get the games for free and then do in-app purchase. This is win-win situation, as the user can download the app for free and only play for upgrades and so on, and even the game publisher sees a huge surge in their ARPUs (because users are more comfortable doing micro-transactions), plus a new opportunity to monetise the non-paying user through ads.

The third very important game changing aspect is the opportunity for brands to leverage the gaming audience (which hardly existed earlier). Because mobile gaming has become mass media, it can do efficient targeting and provides some very clutter breaking formats. There is a whole new opportunity for brand advertisers to talk their audiences through mobile games.

Therefore, while console games still exist and continue to grow (single-digit growth) and PC games continue to decline, it is mobile games that will continue to see a meteoric growth (almost 30% YOY).

THE NUMBERS

In 2006, mobile games accounted for 10% of the USD 40 billion global gaming market. In 2016, mobile games were 35% of the USD 99 billion global games market. By 2020, mobile games' share will be 60% of the global games market

As per App Annie, 2015 revenue from mobile game apps contributed to more than 85% of overall global app economy. In Asia, India had more than 125 million mobile gamers and is now the fifth largest gaming market in the world in terms of app downloads, and will be the third biggest market after US and China in the next few years. There were almost two billion games app installs in India which will grow to 5 billion by 2020. In sum, mobile gaming is by far the most downloaded and the most engaging category in the app eco-system

MYTHS OF ADVERTISERS

Typical reservations around in-game advertising concern 'interrupting the game experience' and 'appropriateness of content to the brand.' Yet, these issues rarely surface in discussions of television advertising, where advertisers regularly connect with audiences in the midst of intense television dramas to advertise ordinary consumer goods.

Advertisers generally believed till the recent past (whereas the perception is fast changing) that "I will advertise on gaming, if my brand message is relevant to gaming" or if it something that gamers generally love, for example, brands like Mountain Dew. However the mobile gamer is not the typical stereotype, because everyone is gaming on mobile. *Four out of five smartphone owners have played a game on their device, and 46% play games on a daily basis.* Mobile gamers are kids, boys, girls and parents. As per FLURRY, they spend more than 35% of their time playing games as compared to any other App.

Games are a form of media, just like television and print and the highly engaging nature of a game does not reduce from its ability to deliver brand messaging; on the contrary it enhances it. Mobile game advertising also gives room for creative flexibility, where publishers are encouraged to think outside the box when creating the interactive visuals and experience for their brand message.

Lastly, ads in mobile games provide a richer experience in comparison to other forms of mobile ads. Users are actively engaged in game play, in a leisure state of mind – a perfect

environment for grabbing the attention of the audience. IAB research shows that 75% of gamers accept advertising as positive when it comes to gaming apps as it provides an alternative to spending cash thru in-app purchase.

HOW SHOULD BRANDS COMMUNICATE IN THE POKEMON WORLD?

Mobile Gaming is mass media

Mobile gaming is not niche but a mass market media platform that can provide both reach and targeting to brand advertisers. Brands can target kids, parents, youth and adults. It is an extremely targeted contextual platform, because games are made keeping specific TG in mind. For example, a game developer makes a racing game keeping in mind a 15-25 male, whereas a Match 3 (Candy Crush) is made for a 25+ female. Or for that matter Talking Tom or Chotta Bheem is made for 4-12 year kids.

Strong Emotional Connect with the User

Advertising within mobile games creates an emotional connect with the users as compared to any other traditional media mainly because of huge involvement by the user in mobile gaming. The user has such high emotional involvement when playing the game that his propensity to engage with the ad is also higher.

A Positive moment for the user and positive rub-off for the brand

Advertising within mobile games also provides a very positive moment and positive rub-off for the brand, especially when it comes to Rewarded Video Ads. Mobile gaming is the only media platform which offers this format to advertisers, where a user get gratified (coins, level-ups, lives and so on) for engaging with ads; the user is also able to level-up in his favourite games, thanks to the brand.

In-game Advertising: very high engagement

Native advertising within mobile games entails very high level of engagement. In-game solutions involve integrating the brand message as part the gaming experience. This is a non-intrusive and highly engaging and contextual way for brands to target their audiences. The brand communication gets seamlessly integrated with the game-play, assets and game-economy of the game

Mini-games: adver-gaming on mobile

Mini-games of brands can be served as rich media interstitials as ads within gaming apps. From a gamers perspective, it becomes important to finish the challenge/game and therefore repeated interaction and engagement with the brand in case of a branded mini-game and eventually resulting in high brand-recall.

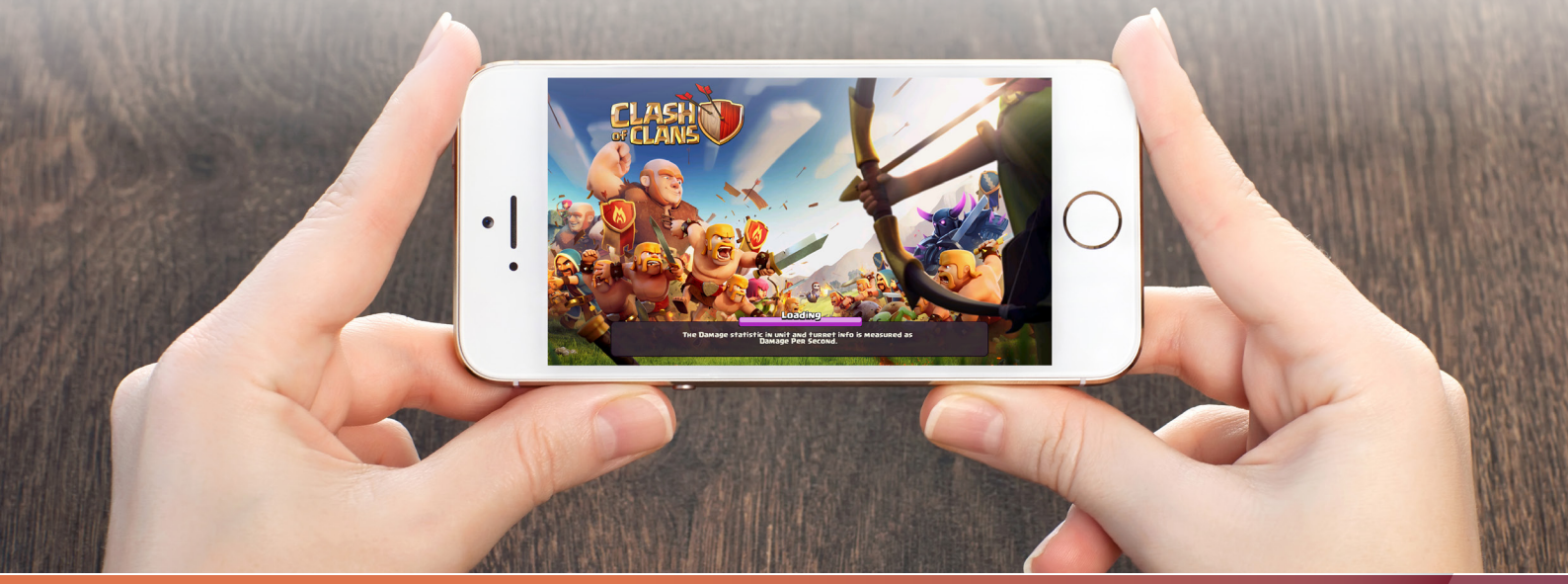
POKKT Video Ads has today emerged as the leading in-game mobile ad platform in India and Southeast Asia. We are working with more than 100 brands including Unilever, P&G, Dabur, Patanjali, Pepsi, Yamaha, Hero, Flipkart, Royal Challenge, Boost, Coke, Airtel, Idea, and Vodafone. These have includes all kinds of formats including video ads, interstitials, in-game branding, mini-games, and power-up branding; we have delivered great ROI for all our clients.

SO WHAT SHOULD BRANDS DO ON GAMING?

Brands can use mobile games as a reach platform by running in-app video ads within gaming apps and use them as digital mass media. Marketers can also use mobile games as an engagement platform through in-game advertising, which means integrating their brand within a game so that user engages with a brand. This could via in-stadium branding in a cricket game, or putting the brand of your car on the hoardings inside a racing game, or for that matter replacing coins within a game with biscuits or candies.

Brands can also create adver-games on mobile, which means create a game specifically for your brand and then push it on the app store. This could be a confectionary brand making a game like Candy Crush or an automobile brand making a racing game and sports brand making a sports game. But this is different from in-game integration because you create a game from scratch around your brand.

Finally, brands can also create mini-games as rich media interstitials ads. This is gamifying the brand ad. Brands can crate mini games around their brand message and run it as interstitials within a game. So the ad also becomes a game and the user engages with the brand when playing a game around the brand.









HOW BRANDS HAVE WORKED WITH POKKT

DABUR Real Juice: In-game integration of Dabur Real Juice brand within the most popular kids game, 'Chhota Bheem Jungle Run.'

This is a deep integration with all the power-ups in the game being replaced by Dabur Real Juice and the mascot of Real Juice became a character within the game.

PATANJALI Noodle: In game Integration of Patanjali Noodles within CHHOTA BHEEM HIMALAYAN GAME

Deep integration of PATANJALI NOODLES within the game. The main character was named as Noodle man, all the sign boards within the game and the power-ups were changed to PATANJALI NOODLES brand.



Mini-Game for Rexona Thailand:

POKKT created a rich media interstitial for Rexona in Thiland. The interstitial was a mini-game on the same theme as the brand message ('kill the odour in 10 seconds').



Mini Game for Breeze in Thailand:

POKKT created an interactive ad which was a game that vanishes dirt within 60 seconds. The users were asked to choose two detergents (Breeze and unbranded detergent); the user had to put one scoop of Detergent in washing machines and the dirt disappears within a minute.





Nissan Thailand - Interactive Banner within Gaming Apps

Nissan wanted to promote 500,000 cars in Thailand in all the key racing games. The banner was interactve features like 'choose colour' further was driven to the store loactor.



Game on ..... !

Rohit Sharma is Co-founder and CEO of POKKT, an ad monetisation platform for app developers and publishers in India and SEA to monetise through rewarded video ads. He has over 17 years of experience in building teams and businesses in Digital Media, Mobile and Consumer Internet. He was previously CEO, Digital Businesses, Reliance ADA Group and had set-up their gaming business zapak.com and Jump Games. 'Business Today' listed him amongst the top 25 young executives in India in 2009. A physics graduate from Delhi University, he has done his MBA from Lancaster University. A rock music enthusiast, he has a penchant for red wines, single malts and cigars.



Rohit Sharma,

CEO, POKKT


CONCEPT
NO
FAIL
STRATEGY
PLAN
HAVE
REALESATION
AND THEN...
TEAM
IDEA
STRATEGY
PLAN
TIME
WORLD TRANSPORTATION
SOCIAL NETWORK
PRODUCT
CONSUMERS
25% time
INTERNET
LOADING TO SERVER
main
A. ASIA
B. INDIA
C. USA
A. 640.320.00
B. 144.000.00
C. 286.000.00
D. 255.500.00
E. 540.000.00
RIGHT NOW DOWN
WWW
IDEA
45% is SALE!
25% time
MARKETING
SUCCESS
CLOUD
All recycling
45% is SALE!
money recycling
15% - ???
MARKETING
A. B. C.
money is
pursuit
A. LUCK
SUCCESS!
MAIN
SUB
300
2000
100%
25%
75%
50%
TEAM
internet
30%
15%
7%
18%
ANALYSIS

CREATING MOBILE MAGIC

by Graham Kelly, Regional Executive Creative Director, Bates Chi & partners

Sir Arthur C. Clarke, the renowned science fiction writer and futurist, famously said: "Any sufficiently advanced technology is indistinguishable from magic."

Given the theme of this Yearbook is 'Mobile Magic,' I will be focussing on two advanced mobile technologies: one already delivering magic, the other, failing to do so. By comparing and contrasting success with failure, I hope to tease out some lessons learned - and in the process suggest the key principle that makes for mobile magic.

First, let's consider a success. Augmented Reality or (AR) has been around for quite a few years. Things got off to a slow start, with the technology failing to fulfill its marketing potential. In my view, the main factor holding back AR from widespread adoption in marketing campaigns was simple. Nobody was using it creatively.

Because while the shiny new technology was all very impressive, consumers were not being exposed to strong ideas. Instead the campaigns were at most eye candy. Good to look at perhaps, but ultimately irrelevant, forgettable and not at all persuasive.

Incidentally, the same can be said of Virtual Reality (VR). VR is often confused with AR. The key difference is that AR superimposes stuff onto your view of the real world, whereas with VR you are fully immersed in a virtual world, for example a game. Another difference is that with VR the 'dork factor' is greater: you need to wear a wrap-around visor that looks like a toaster is mating with your face.

Anyway, I digress. Back to my earlier point... the most important learning from early uses of AR in mobile marketing is clear: if you do not start with a big idea, you end up with a gimmick. Conversely, when you build AR campaigns around a strong core concept, the effect can be immensely powerful.

One great example, and a personal favourite, was a campaign done a few years ago for Band Aid to promote their sticking plaster for kids. This was a lovely idea – one that used AR to solve a common problem: namely, how do you cheer kids up after they have had a little accident and are on the verge of tears?

The brilliantly simple concept was to add AR to the sticking plasters. It worked by including a printed graphic, called an AR trigger, to the plaster. When the kid held this up in front of a phone or tablet, it launched video episodes starring characters from the Muppets. Result, one placated kid, so engrossed that he or she has forgotten about the minor injury. Have a look at the case study to see this in action: https://youtu.be/FE2I6G2_ogk



Caption: ***Band Aid's winning combination: AR delivering a strong idea***

At this point you may be asking yourself: "Fine, but do most people really care much for AR?" I can answer that in two words: *Pokemon Go.*

Pokemon Go was the No.1 mobile phenomenon of 2016. In its first month alone, it generated $206.5 million of revenue, breaking all download records in both Google Play and Apple's App store. At the height of its popularity, Pokemon Go had more active daily users than Twitter. On average, users were spending more time with the game than on Facebook.

But the numbers were not the most interesting aspect. After all, it was soon clear that interest in the game started tailing off less than a month after launch. No, I think there is a bigger story here: Pokemon Go was the first time most people had experienced AR. And they found it magical.

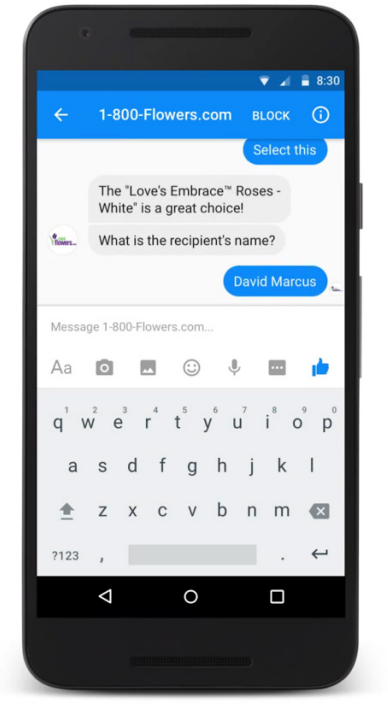
Let us now consider a mobile technology that fell short of expectations: chatbots. As an aside, bots themselves are nothing new. The first one was developed in 1966 (it was called ELIZA and simulated a session with a psychiatrist). However, bots never really caught on, and remained a niche interest of neck-bearded techies, who did not get out very much.

2016 was supposed to be different. In fact, some industry observers were proclaiming it: the 'Year of the Bot.' The mobile phone, allied with the tremendous computing power of cloud-based platforms, was going to

propel bots into the mainstream. Brands would embrace bots. Consumers would turn to them for information. Crucially for marketers, the public would switch to bots as an easier alternative to apps or the mobile web for all kinds of mobile activities. Most crucially of all, for shopping.

The flurry of interest was driven by Facebook. In April 2016, during their F8 developer conference, they unveiled developer tools to enable chatbots to be integrated into Messenger. Not to be outdone, Google and Apple threw their bot hats into the ring, both claiming to have made bots smarter thanks to various artificial intelligence (AI) technologies. Microsoft's CEO even claimed that "bots are the new apps."

And so, bots were duly launched. Ones for ordering pizza. Others for buying flowers. We'd soon be using these rather than boring old apps (or even more boring old mobile websites).



Caption: ***Ordering flowers by bots. Nice idea, poor execution***

The public however shrugged their collective shoulders and went back to using apps, the mobile web and pretty much everything else on their phone. Except bots.

What happened? In a nutshell, the reality did not come close to matching the hype. For one thing, the apps just were not advanced enough to make any kind of online transaction go smoothly. Users soon became frustrated by the apps' inability to deal with seemingly simple requests or instructions.

As a result, there was a distinct lack of trust that the bots could handle any kind of tasks, particularly important ones, such as booking a flight ticket. And who would trust a bot to deliver that all-important bunch of flowers to your significant other? Neither did it help that pranksters turned Microsoft's chatbot Tay into a frothing-at-the-mouth racist with a few mischievous questions.

These limitations aside, I think an even bigger reason for the public's indifference to bots was that people just did not enjoy chatting with them.

Bots talked to you in repetitive, dumb ways. In short, they were boring. Not the ideal starting point from which to start a sales pitch (as Ogilvy said: "You can't bore your customers into buying".)

And that is the big opportunity. A bot that will chat to you in interesting ways, injecting some humour here and there into the dialogue is going to be a hit.

Take the 'Insomnobot 3000.' Launched by the Casper mattress company in late 2016, this bot keeps insomniacs entertained during the wee hours with light-hearted chat. Naturally, when the conversation turns to ways of falling asleep, you can be sure the bot will give mattresses a mention.

As yet, there are not many examples like this, where bots have been created imaginatively and deployed thoughtfully. I am confident things will improve. For the record, I feel 2016 was a false start and that some day later bots will indeed have their day in the sun.

However, for this to happen, bots will need to have their Pokemon Go moment... their killer app. A bot that is so useful, smart and entertaining that the public experiences a collective moment of magic. After this breakthrough, expect to see more brands being much more creative with their bots.

Tellingly, Google seems to understand this more than most. They are employing writers from comedy titles such as The Onion to add a dash of smarts and plenty of humour to their bots. Likewise, they have brought creatives from Pixar on-board to dial up the emotional angle. And as we can all agree, intelligence, humour and emotion in general are qualities that underpin some of the world's most successful campaigns.

If I was to sum this up into one key point, it would be this. *Your audience sees ideas: not technology.* Indeed, your audience couldn't care less about the technology behind your campaign.

Start with this simple principle and the mobile magic will follow.

Graham Kelly is Regional Executive Creative Director at Bates Chi & partners (Twitter: @Grahamkell). He has a BSc Honours Degree in Chemistry from the University of Edinburgh, and has served as Executive Creative Director at Leo Burnett, TBWA Singapore, and Saatchi & Saatchi Singapore; as well as Regional Creative Director of Ogilvy Interactive, Asia Pacific and Isobar. He also founded GKIM Pte Ltd, and joined Bates CHI & Partners as Regional Executive Creative Director in 2015. Graham's digital work has been awarded at shows such as the Cannes Cyberlions, One Show Interactive, Clio Interactive and Communication Arts.



Graham Kelly,

Regional Executive Creative Director, Bates Chi & partners

MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 4

MMA BOARD OF DIRECTORS





ASHUTOSH SRIVASTAVA

Chairman & CEO – AMEA, Russia/ CIS

Mindshare



ROHIT DADWAL

Managing Director

Mobile Marketing Association Asia Pacific Limited



CHEUK CHIANG

CEO Asia Pacific

Omnicom Media Group



JOSHUA MAA

CEO & Founder

Madhouse Inc.



ANINDYA DATTA

Chief Executive Officer

Mobilewalla



SEAN RACH

Chief Marketing Officer

Prudential Corporation Asia



DONG HYUN KIM

Asia Digital/eCommerce Leader

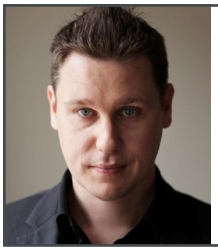
Procter & Gamble



DICK VAN MOTMAN

Chairman & CEO

Dentsu Aegis Network South East Asia



DAMIEN CUMMINGS

Global Head of Digital Marketing

Standard Chartered Bank



DAN NEARY

Vice President of Asia Pacific

Facebook



JAYESH EASWARAMONY

VP & GM, Asia Pacific, Middle East and Africa

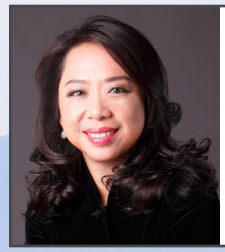
InMobi



PRAVEEN SHARMA

Regional Director, Mobile Sales and Solutions

Google APAC



BESSIE LEE

CEO

WPP China



JOE NGUYEN

Senior Vice President, Asia Pacific

comScore, Inc.



VISHNU MOHAN

Chief Executive Officer

Havas Media Group Asia Pacific



RAHUL WELDE

Vice President - Media

Unilever



MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 5

MMA MEMBERSHIP





MEMBERS

- AdMaster (China)
- Youku Inc. (China)
- Unilever Ventures Limited
- Hilton Worldwide
- Videology
- InMobi (China)
- AdSage Technology Co. Ltd. (China)
- Netmining
- Analysys (China)
- Getui (China)
- GRIDSUM Technology Co. Ltd (China)
- iPinyou (China)
- MediaBrands (China)
- Ogury
- Dentsu Aegis (China)
- Triad Retail Media
- Domob Limited (China)
- MMX China
- Pfizer, Inc.
- RadiumOne
- Walmart Stores, Inc.
- The Travelers Companies
- Ansible India a division of Interactive Avenues Pvt Ltd.
- Smartpipe Solutions
- Sony Pictures Networks India Pvt Ltd
- BP International
- Gatorade
- Omnicom Media Group India Pvt. Ltd.
- FRHI Hotels & Resorts
- Pinterest
- Esurance
- Cooguo (China)
- Adsame (China)
- AdColony (APAC)
- Kantar Media (TNS Media Vietnam)
- OnStar
- Barclays
- Simulmedia
- VNG Corporation
- Tyroo Media
- LeTV (China)
- Centech Communications JSC
- Sinomonitor (China)
- Cho Tot Company Limited
- Social Touch (China)
- RealityMine
- Coty
- Modern Media (China)
- LoopMe
- Rice Communications PTE LTD
- Carat Advertising Ltd (China)
- Goldsun Focus Media
- Kellogg Co
- JP Morgan Chase Bank
- General Electric
- Phunware
- Quaker
- Uber
- Touchmedia (China)
- POKKT Maiden Marketing India Pvt. Ltd.
- Lava Digital Company Ltd.
- ASDA
- VietBuzz Ad
- IMA
- Tapjoy, Inc.
- xAd
- Bank Of America
- Marketing Evolution
- Ford Motor Co
- Viva Mobile Media (China)
- Heineken
- Expedia Inc
- The Brown-Forman Corporation
- Metlife
- Hindustan Unilever Limited
- Uniqlo (China)
- Zalora South East Asia Pte Ltd.
- Madhouse Mobile India Private Limited
- Lazada Vietnam
- United Spirits Limited India
- Godrej Group
- Novi Digital Entertainment Pvt. Ltd. (Hotstar)
- Talking Data (China)
- Plexure
- AdFlex - EWAY GLOBAL
- Ping Coo (China)
- 247 (China)
- Dentsu Asia Pte Ltd
- Colgate-Palmolive
- Sam4Mobile
- Waze
- Unilever Vietnam International Company Ltd.
- Intuit
- Spotify USA Inc
- hdtMobile (China)
- OMP (China)
- Bacardi
- Mediacom
- Vietguys J.S.C.
- Trio Digital Integrated (China)
- Rite Aid Corp
- Safe Auto Insurance Company
- Greenhat Company Ltd.
- Catalyst Search Marketing
- Google
- FrieslandCampina Vietnam Co., Ltd
- Las Vegas Convention and Visitors Authority
- InMobi
- GroupM Vietnam (WPP Media Ltd)
- Fiksu DSP
- Coca-Cola Beverage Ltd (China)
- Vizeum Advertising Ltd (China)
- Adelphic Inc.
- Kohl's
- Nimbuzz BV
- Infobip
- Salesforce

AT&T AdWorks
Microsoft
Procter & Gamble
The Weather Company, an IBM Business
Mobile Marketing Association
The Coca-Cola Company
MCD Asia Pacific, LLC (McDonalds)
Verve Mobile
IBM Marketing Cloud
Mastercard Worldwide
Turner Broadcasting System, Inc.
DoubleClick
Madhouse Inc.
A+E Television Networks
Unilever
Mindshare
Experian Marketing Services
ScreenTonic
eBay Inc
Wunderman
GroupM
Matrix
Facebook
MEC
DataXu, Inc.
T-Mobile International AG
Quasar
Outrider
GroupM (China)
Campbell Soup Co.
Joule
DCCI (China)
hdtMEDIA (China)
Posterscope (China)
ADT Media
Maxus Media (China)
Clear Channel Outdoor
Prudential Corporation of Asia
Isobar (China)
MediaCom (China)
Kinetic Advertising Shanghai (China)
Google (China)
Vserv Digital Services Pvt. Ltd.
Medialets, Inc.
Omnicom Media Group (China)
Citi
D2C (China)
Mindshare (China)
MEC (China)
Nielsen (China)
VPon Inc. (China)
Mobext (APAC)
Innovid
Nestle S.A.
Adwo (China)
iResearch Consulting Group (Asia) (China)
Rubicon Project
Gameloft (APAC)
Viettel Telecom
OLX India Pvt Ltd.
Facebook India Online Services Ptv. Ltd
Millward Brown Market Research Services (India) Pvt. Ltd.
J Walter Thompson (APAC)
XY Media, dba wapyoo (Guangzhou Xunyou Digital Technology Co. Ltd.) (China)
Pepsico India Holdings Pvt Ltd.
ANTS Corporation
Cadillac
AdCanvas
Pengjing (China)
Amplifi (China)
Zenith Optimedia (China)
Dianru (China)
Verawom (Shanghai) Digital Marketing Co. Ltd. (China)
Dollar Shave Club
Madhouse (China)
Sohu (China)
Unilever (China)
Blast Radius
Maxus
Millward Brown UK Ltd.
Dynamic Logic
Limei (China)
Dunkin Brands
BP Singapore Pte Ltd
Turn
comScore Asia Pte Ltd
Orbitz
Electronic Arts Inc
Johnson & Johnson
Saavn
The Hershey Company
Krux Digital
Smith Micro Software Inc
Pernod Ricard
Culture Machine
iqiyi (China)
CTR Market Research (China)
Chobani
Snapchat
One97 Communications Limited
VUDU
Digital Matrix (China)
AXA Group
Nabisco
Premiummad dba Amadzing (China)
Smartmad (China)
Baidu (China)
Lomark (China)
Homewood Suites By Hilton
Xaxis
T-Mobile Austria
PHD (China)
iconectiv
Optimad (China)
AdTruth
IgnitionOne
Cuisinart
Sizmek (China)
GroupM Media India Pvt. Ltd
Thinfilm (Thin Film Electronics ASA)
Unlockd
BBDO (China)
The Goodyear Tire & Rubber Company
Teralytics
Alpha Leapers Digital
sensewhere Ltd
Zhang Zhong Media (China)
Flipkart
Hindustan Thompson Associates Pvt Ltd
Appota



180 China	Near	ampm
AppsFlyer	OpenX	Seiyu Group
Mobusi Mobile Advertising	General Motors Corp	Castrol
New NIM Advertising (China)	Swrve	Aral
AdColony	Pepsico	Indonesia Mobile Exchange
YouTube	Forbes Media	Enjoy Life Foods
TUNE	Samsung	Ben & Jerry?s
McDonalds Corporation	Barclaycard	Embassy Suites by Hilton
GlaxoSmithKline	Unionpay (China)	Hospira
SUBWAY® Franchise World Headquarters, LLC	Rocket Fuel, Inc.	TNT Express
Bharti Airtel Limited	Chevrolet	Hampton By Hilton
R/GA	Tre Tho Information Service Joint Stock Company	Cadbury Ltd
ASKME Group	Buick	Anacor Pharmaceuticals
Nielsen India	SpotX	Hayneedle, Inc.
Kotak Mahindra Bank Ltd	Mondelez International	Sam's Club
Dentsu Media Vietnam Ltd.	Bonzai Digital Pvt Ltd	Google India Private Limited
Autumn Worldwide	Chillingo	Creative Media Works Pte Ltd
		MobileBridge



MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 6

AWARD WINNERS: THE SMARTIES





The MMA Smarties Awards are the world's only global mobile marketing awards program honoring creativity, and success. Competitions in key Asia-Pacific markets for the year 2016 culminated in glittering awards ceremonies in China (September 2), Indonesia (September 22), India (October 7), Vietnam (October 21), and Asia-Pacific (Singapore: November 28).

Scores given are based on a weighted mix of strategy, execution, creativity and results. Share your stories of mobile marketing success with us for the year 2017 by entering the MMA Smarties Awards!

Award categories include brand awareness, lead generation, product/ services launch, promotion, and relationship building/CRM. There is also a special category for social impact for the non-profit sector or public service agencies that drive social change via mobile.

The awards for channel/media strategy cover cross media/cross mobile integration, cross screen advertising, marketing within a mobile gaming environment, messaging, app, mobile search, mobile website, mobile native, tablet, and mobile social. The technology edge of mobile marketing is recognised through the award categories for enabling technologies: innovation, location-based, mobile payments, IoT (Internet of Things), mobile video & audio.

Over and above these awards, the MMA Industry Awards are given to represent the best-of-the-best in the mobile marketing industry, with winners acknowledged as having a direct impact in the growth of the industry. These winners are chosen by Board Members: Global Best in Show, Global Marketer of the Year, Global Marketer to Watch, Global Publisher / Media Company of the Year, Global Enabling Technology Company of the Year, and Global Agency of the Future.

THE SMARTIES APAC 2016 WINNERS

APAC AWARDS (GOLD, SILVER AND BRONZE)

Brand Awareness

Active Wheel and PHD India for
Lo Kar Lo Baat

Hershey's and MRM//McCANN for
Hershey's Happygrams

UNIQLO and hdtMEDIA for
UNIQLO - The New Fans Economy: A Breakthrough In Mobile Digital Marketing

Lead Generation

Unilever / Knorr and Mindshare Thailand for
Knorr Auntie Reply

MasterCard and Digital Arts Network for
MasterPass™ by MasterCard®

Hindustan Unilever- Pureit and Mindshare India for
Outshout or Outsmart???

Levi Strauss Commerce (Shanghai) Limited and OMD China for
The Levi's Campaign that Levi's Didn't Create

Product / Services Launch

MasterCard and Digital Arts Network for
MasterPass™ by MasterCard®

Nike and Mindshare China for
Digital-Henge: Nike takes on luxury

Castrol India Ltd and Mindshare India for
How Castrol activated mini truck driver targeted only campaign.

Promotion

MasterCard and Digital Arts Network for
MasterPass™ by MasterCard®

KFC and Mindshare China for
KFC #morningencouragement Makes White Collars' Morning a Little Better

Relationship Building / CRM

Unilever / Wall's and Mindshare Thailand for
Wall's Man 2.0

Unilever / Knorr and Mindshare Thailand for
Knorr Auntie Reply



Castrol India Ltd and Mindshare India for
How Castrol activated mini truck driver targeted only campaign.

Kinder Joy and OMD India for
Kinder Joy Story Station

Social Impact / Not for Profit

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

ShanghaiPRIDE and Wunderman Shanghai for
Holding Hands

SPCA Hong Kong and Razorfish (H.K.) Co. Ltd for
SPCA's The Truth Restaurant

Cross Media / Cross Mobile Integration

Lay's and Mindshare Thailand for
Lay's Smilestagram

Active Wheel and PHD India for
Lo Kar Lo Baat

UNIQLO and hdtMEDIA for
UNIQLO X KAWS – OXO Integrated Online to Offline Marketing Campaign Best Practice Case

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

Cross Screen Advertising

Hindustan Unilever- Pureit and Mindshare India for
Outshout or Outsmart???

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

Marketing within a Mobile Gaming Environment

L'Oreal and Mindshare China for
Mobile Makeover for Gamers by L'Oreal Men Expert

GlaxoSmithKline Consumer Healthcare Sdn Bhd and Mindshare Malaysia for
Horlicks NutriQuest

Messaging

Hindustan Unilever Limited / Lifebuoy and Mindshare India for
MMS 2.0

Hershey's and MRM//McCANN for
Hershey's Happygrams

Programmatic

Unilever/Unilever Food Services (UFS) and PHD China for
Finding Chinese Chefs

Mobile App

Singapore Airlines and MTT for
Singapore Airlines Multi-Device Roll Out

Unilever / Knorr and Mindshare Thailand for
Knorr Auntie Reply

Nestlé Philippines - MILO and OgilvyOne Worldwide for
MILO Champions Band & App

Mobile Website

Nestle and Mindshare China for
Nescafe Study Break with Instant Manga

Unilever and Mindshare Indonesia for
1001 Inspirasi Ramadan

Mobile Native

L'Oréal and Mindshare China for
Hyper Targeting with L'Oreal Men Expert Comfort Max and Moji

Tablet Campaign

Singapore Airlines and MTT for
Singapore Airlines Tablet App



Mobile Social

Canon Singapore and Dentsu Singapore for
Canon Instazoom

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

Innovation

Canon Singapore and Dentsu Singapore for
Canon Instazoom

Hindustan Unilever Limited / Lifebuoy and Mindshare India for
MMS 2.0

Hindustan Unilever- Pureit and Mindshare India for
Outshout or Outsmart???

Location Based

Castrol India Ltd and Mindshare India for
How Castrol activated mini truck driver targeted only campaign.

L'Oréal and Mindshare China for
Hyper Targeting with L'Oreal Men Expert Comfort Max and Moji

Hindustan Unilever Limited / Lifebuoy and Mindshare India for
MMS 2.0

Mobile Payments

MasterCard and Digital Arts Network for
MasterPass™ by MasterCard®

Mobile Video

Disney - Pixar and Opera Mediaworks & Dentsu for
Finding Dory

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

Mobile Audio

Rin and PHD India for
Rin Career Ready Academy

Active Wheel and PHD India for
Lo Kar Lo Baat

Best Brand Experience in Mobile Rich Media

Disney - Pixar and Opera Mediaworks & Dentsu for
Finding Dory

Most Engaging Mobile Creative

Nike and Razorfish for
Nike Kobe-mojis

Disney - Pixar and Opera Mediaworks & Dentsu for
Finding Dory





THE SMARTIES CHINA 2016 WINNERS

CHINA AWARDS (GOLD, SILVER AND BRONZE)

Brand Awareness

- Master Kong “Kung-fu of Noodles”
- Cornetto - Follow your heart, don’t wait
- H&M Emochat together
- Doctor on the way

Lead Generation

- Play with Oreo
- KFC Singing Tray Mats
- The Levi’s Campaign that Levi’s didn’t create

Social Impact / Not For Profit

- TENCENT/Xihan Action - Pocket with Love
- Hua Insurance -“Looking for the Veterans”

Cross Media Integration

- Master Kong “Kung-fu of Noodles”
- Mobile Makeover for Gamers by L’Oréal Men Expert
- The all-new BMW X1 “LIVE REAL” Show

Cross Mobile Integration

- Cornetto - Follow your heart, don’t wait
- McDonald’s Happy with Angry Birds
- YILI “A cup of warm milk warms ‘One-meter Strangers’”

Mobile App/Website

- Nescafe Study Break with Instant Manga

Mobile Social

- How Mobile Helped Pepsi’s Monkey King Bring Families Together
- Play with Oreo
- L’Oréal Paris Cannes: Livestream Like No Other

Innovation

- KFC Delivery X’mas Music Bucket
- KFC Original+ Store
- Cornetto - Follow your heart, don’t wait

Ad Format

- Doctor on the way
- KFC #Morningencouragement Makes White Collars’ Mornings a Little Better
- Mr.Cue

eCommerce

- Maybelline Proves E-Commerce and Livestreaming Were Made For Each Other

O2O

- KFC #Morning encouragement Makes White Collars’ Mornings a Little Better



THE SMARTIES INDIA 2016 WINNERS

INDIA AWARDS (GOLD, SILVER AND BRONZE)

Brand Awareness

Bajaj Auto and Indigo Consulting & Leo Burnett for
The Nation's Bike

Idea Cellular Pvt Ltd and Mindshare India for
Powering the next Gen Internet ready India

Cafe TC and Dentsu Webchutney for
Cafe TC Liquor Ticker - The World's First Ad Ticker on WhatsApp

Rin and PHD India for
Rin Career Ready Academy

Lead Generation

Bharti Airtel and Performics for
How Airtel Used Digital to Launch 4G in India

OLX and Performics for
Data paves the way for success

Bajaj Auto and Indigo Consulting & Leo Burnett for
The Nation's Bike

Product / Services Launch

Castrol India Ltd and Mindshare India for
How Castrol activated mini truck driver targeted only campaign.

Star India Pvt. Ltd/Star Sports and Mindshare India Pvt. Ltd for
Le Panga Le Panga!!

Bajaj Auto and Indigo Consulting & Leo Burnett for
The Nation's Bike

Promotion

Hindustan Unilever Limited / Lifebuoy and Mindshare India for
MMS 2.0

Godrej and Madison for
Free G: India's 1st consumer engagement campaign through mobile.

Moto India and Mindshare India for
India's first Elections to be covered only on Smartphones

Relationship Building / CRM

Airtel - Wynk Music and Performics for
Wynk - Music on the go!

India – Cross Media / Cross Mobile Integration

Active Wheel and PHD India for
Lo Kar Lo Baat

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

Nestle Maggi and Performics for
#WelcomeBack

Cross Screen Advertising

Hindustan Unilever- Pureit and Mindshare India for
Outshout or Outsmart???

OLX India BV and Performics for
OLX's Progressive Remarketing

Brooke Bond Red Label Tea and Mindshare India for
6 Pack Band

Akzonobel and Maxus for
How Dulux Paints Consumer Cross Screen

Messaging

Hindustan Unilever Limited / Lifebuoy and Mindshare India for
MMS 2.0

Godrej and netCORE Solutions for
Continuous engagement with our consumers through Free G

Cellular Operators Association of India (COAI) and netCORE Solutions Pvt Ltd for
PMKVY- A Call for Skill Development

Mobile Social

Coca Cola India Pvt. Ltd. and Interactive Avenues Pvt. Ltd. for
Coke Wishes

Cafe TCafe TC and Dentsu Webchutney for
Cafe TC Liquor Ticker - The World's First Ad Ticker on WhatsApp

Pepsi and Mindshare India for
Crash the Pepsi IPL

Promotion

Hindustan Unilever Limited / Lifebuoy and Mindshare India for
MMS 2.0

Godrej and Madison for
Free G: India's 1st consumer engagement campaign through mobile.

Moto India and Mindshare India for
India's first Elections to be covered only on Smartphones

Location Based

OLX and Performics for
OLX Location Leads to Conversions

Castrol India Ltd and Mindshare India for
How Castrol activated mini truck driver targeted only campaign.

Reliance Infrastructure / Reliance Energy and MEC GroupM for
EnergyonApp - Hyperlocal Suburb Targeting

Best Brand Experience in Mobile Rich Media

Lakme and PHD India for
Lakme Makeup Pro

Most Engaging Mobile Creative

YU Mobile and Affle and Interactive Avenues for
YU Play Music - World Music Day

National Geographic Channel and Vserv Digital Services and Flying Cursor for
NGC's How to Win at Everything launch campaign

APUS and APUS for
#SupportYourTeam — APUS Cricket Mobile Marketing Campaign





THE SMARTIES INDONESIA 2017 WINNERS

INDONESIA AWARDS (GOLD, SILVER AND BRONZE)

Brand Awareness

Pepsodent and Mindshare Indonesia for
Pepsodent Bedtime Story

Lead Generation

Lazada and Opera Mediaworks for
Lazada's "Hitting Bull's eye in Indonesia eCommerce with native mobile first strategy " Campaign

AXA Life Indonesia and PT. Telekomunikasi Selular for
AXA Life Insurance

Product / Services Launch

Pond's and Mindshare Indonesia and InMobi
Pond's Acne Popcorn

IKEA and Six Dimensions
IKEA METOD Launch – Creating a Better Everyday Through Limitless Dream Inspiration

Samsung Indonesia and Vserv Digital Services and LiquidThread
Samsung Gear S2 launch campaign

Promotion

Kopiko78 and Telkomsel for
Kopiko 78 Unique Sampling Experience with Telkomsel

Cross Media / Cross Mobile Integration

Unilever and Mindshare Indonesia for
1001 Inspirasi Ramadan

Messaging

Kopiko78 and Telkomsel for
Kopiko 78 Unique Sampling Experience with Telkomsel

Mobile App

Lovepink and Hakuhodo Indonesia for
Lovepink Breasties

Mobile Website

Unilever and Mindshare Indonesia for
1001 Inspirasi Ramadan

Mobile Native

Lazada and Opera Mediaworks for
Lazada's "Hitting Bull's eye in Indonesia eCommerce with native mobile first strategy" Campaign

Mobile Social

Unilever Mindshare / Ponds and Opera Mediaworks for
Pond's White Beauty Cleansing Gel

Innovation

Rexona and Mindshare Indonesia and InMobi for
Rexona Streetview

Pond's and Mindshare Indonesia and InMobi for
Pond's Acne Popcorn

Location Based

Rexona and Mindshare Indonesia and InMobi for
Rexona Streetview

Unilever and Mindshare and InMobi for
Pond's Pure White Pollution Detector

Kopiko78 and Telkomsel for
Kopiko 78 Unique Sampling Experience with Telkomsel

Mobile Video

Disney - Pixar and Opera Mediaworks & Dentsu for
Finding Dory

Mobile Audio

Pepsodent and Mindshare Indonesia for
Pepsodent Bedtime Story

Best Brand Experience in Mobile Rich Media

Disney - Pixar and Opera Mediaworks & Dentsu for
Finding Dory

Most Engaging Mobile Creative

Disney - Pixar and Opera Mediaworks & Dentsu for
Finding Dory

Unilever Mindshare / Rexona and Opera Mediaworks for
Rexona Gets Indonesia Moving with "AYO MOGER"





THE SMARTIES VIETNAM 2016 WINNERS

VIETNAM AWARDS (GOLD, SILVER AND BRONZE)

Brand Awareness

Samsung Vietnam and Leo Burnett Vietnam/ Starcom Vietnam for
Galaxy A - Say A

Kimberly Clark / Huggies and Mindshare Vietnam & OgilvyOne for
Huggies gets Vietnam's babies dancing

Heineken and Click Media & Starcom Vietnam & Publicis Vietnam for
Heineken Star Gifter

Lead Generation

Unilever / Ponds and Mindshare Vietnam for
Younger in You

Kimberly Clark / Kotex and Mindshare Vietnam & OgilvyOne for
Kotex Overnight Recruits 2000+ girls to challenge their periods

VTV Digital / VTV Go and Adtima for
VTV GO - KITCHEN GOD SHOW INTEGRATION on ZALO

Product / Services Launch

Samsung Vietnam and Leo Burnett Vietnam/ Starcom Vietnam for
Galaxy A - Say A

Unilever / Ponds and Mindshare Vietnam for
WRINKLES @ 30, IT'S IMPOSSIBLE!

Friesland Campina Vietnam/ Yomost and Mindshare Vietnam & MullenLowe Vietnam for
YOMOST #YNOTDANCE

Promotion

California Fitness and Yoga Centre and Red2 Digital for
Step Up Viet Nam

"Naver Corporation / V Live and MediaCom Vietnam for
"Roses for Your Idols"

Unilever/P/S and Mindshare Vietnam for
P/S Heat or Treat Challenge

Relationship Building / CRM

FRIESLAND CAMPINA VIETNAM/ FRISO and MINDSHARE VIETNAM & OUT THERE MEDIA for
FRISO - 60% of Online Acquired Data converted into Consumers through CRM

Cross Media / Cross Mobile Integration

VTV Digital / VTV Go and Adtima for
VTV GO - KITCHEN GOD SHOW INTEGRATION on ZALO

Suntory PepsiCo Vietnam Beverage and Mirum & Mindshare Vietnam for
Sting Holographic Campaign

Heineken and Click Media & Starcom Vietnam & Publicis Vietnam for
Heineken Star Gifter

Cross Screen Advertising

Unilever / Clear Shampoo and Mindshare Vietnam & MullenLowe Vietnam for
Smash Poor Helmets!

VTV Digital / VTV Go and Adtima for
VTV GO - KITCHEN GOD SHOW INTEGRATION on ZALO

Marketing within a Mobile Gaming Environment

Orion / ChocoPie and MEC Vietnam & Cheil Vietnam for
ChocoPie Summer Cool

Unilever / Clear Men and Mindshare Vietnam for
Virtual Game, Real Fun!

Messaging

Unilever/Surf and Mindshare Vietnam for
Unlock Rural Through Hyper Location Targeting

FrieslandCampina Vietnam / Yomost and Mindshare Vietnam / Leo Burnett Vietnam for
Yomost Text to Win

Programmatic

FrieslandCampina Vietnam and Pervorm for
Friso mobile first acquisition campaign Vietnam

Naver Corporation / V Live and MediaCom Vietnam for
"Roses for Your Idols"

FORD and Mindshare Vietnam for
FORD SPORT TRIGGER

Mobile App

Unilever / Rexona Deodorant and Mindshare Vietnam & Click Media & KI Saigon for
Rexona Run - Mobile App

Mobile Website

Unilever / Pond's and Mindshare Vietnam for
What's Your Skin Age? Find Out On Pond's Website!

Samsung Vietnam and Leo Burnett Vietnam/ Starcom Vietnam for
Galaxy A - Say A

Suntory Pepsico / Aquafina and Mindshare Vietnam & Mirum for
Aquafina - Interactive Fashion content

Mobile Social

Naver Corporation / V Live and MediaCom Vietnam for
"Roses for Your Idols"

Suntory Pepsico and Mirum & Mindshare Vietnam for
Twister Brighten Your Day

Innovation

Unilever / Clear Shampoo and Mindshare Vietnam & MullenLowe Vietnam for
Smash Poor Helmets!

Unilever/Close Up and Mindshare Vietnam for
Close Up - ONE-OF-A-KIND-DATE

Location Based

Unilever / Surf and Mindshare Vietnam for
Unlock Rural Through Hyper Location Targeting

Unilever/Close Up and Mindshare Vietnam for
Close Up - ONE-OF-A-KIND-DATE

Mobile Video

TOTAL Hi-perf and DigiPencil MVV for
The first ever 360 treasure hunt video experience by TOTAL

FrieslandCampina Vietnam / Yomost and MullenLowe Vietnam / Mindshare Vietnam for
YOMOST #YNOTDANCE

Unilever / Sunsilk Shampoo and Mindshare Vietnam for
NO SPEND | 12 Million Music Video Views | IN JUST 30 DAYS

Best Brand Experience in Mobile Rich Media

1. **Coca Cola and MediaCom Vietnam for**
   "You Have a Call"

2. **Suntory PepsiCo Vietnam Beverage / Aquafina and Mindshare Vietnam & Mirum for**
   Aquafina Pure Fashion Wear Yourself

3. **Samsung Vietnam and Leo Burnett Vietnam / Starcom Vietnam for**
   Samsung Galaxy S7 – Not A Phone

Most Engaging Mobile Creative

3. **Unilever / Ponds and Mindshare Vietnam for**
   Do You Know Your Real Skin Age?



MMA
MOBILE MARKETING ASSOCIATION
APAC 2016

PART 7
DATA POINTS



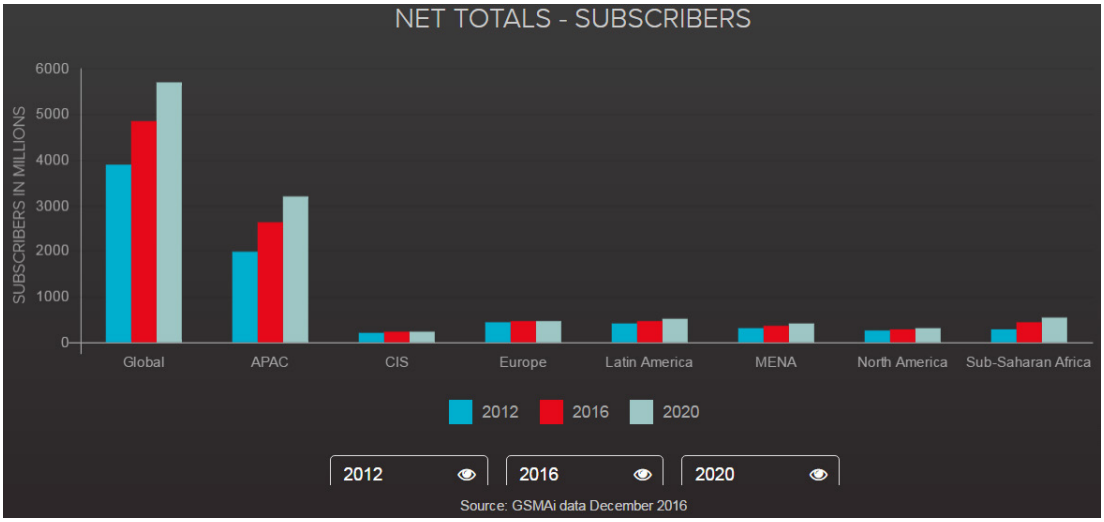
MOBILE MEDIA IN THE ASIA-PACIFIC

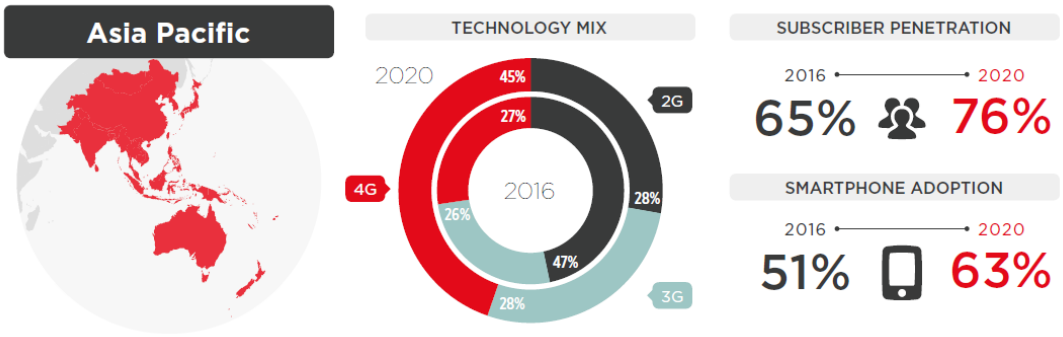
This section of the Yearbook complements the qualitative analysis in Parts I-III, and presents data tables and figures sourced from the GSMA, Ericsson, and other organisations. The Asia-Pacific leads the world in terms of mobile subscribers, with a wide range of network diffusion. Mobile is disrupting sectors ranging from health and education to entertainment and retail.

However, significant gaps and divides continue to exist between and within individual Asia-Pacific countries, especially with regard to mobile broadband. The startup movement is picking up across the region, with a range of innovations and alliances with larger media players.

As 4G matures and 5G emerges on the horizon, the possibilities of transformations via mobile devices and behaviours will challenge and enhance our absorptive capacities even more. The migration path, however, is paved with bumps and potholes, and not all companies will make the mobile shift in a smooth and harmonious manner.

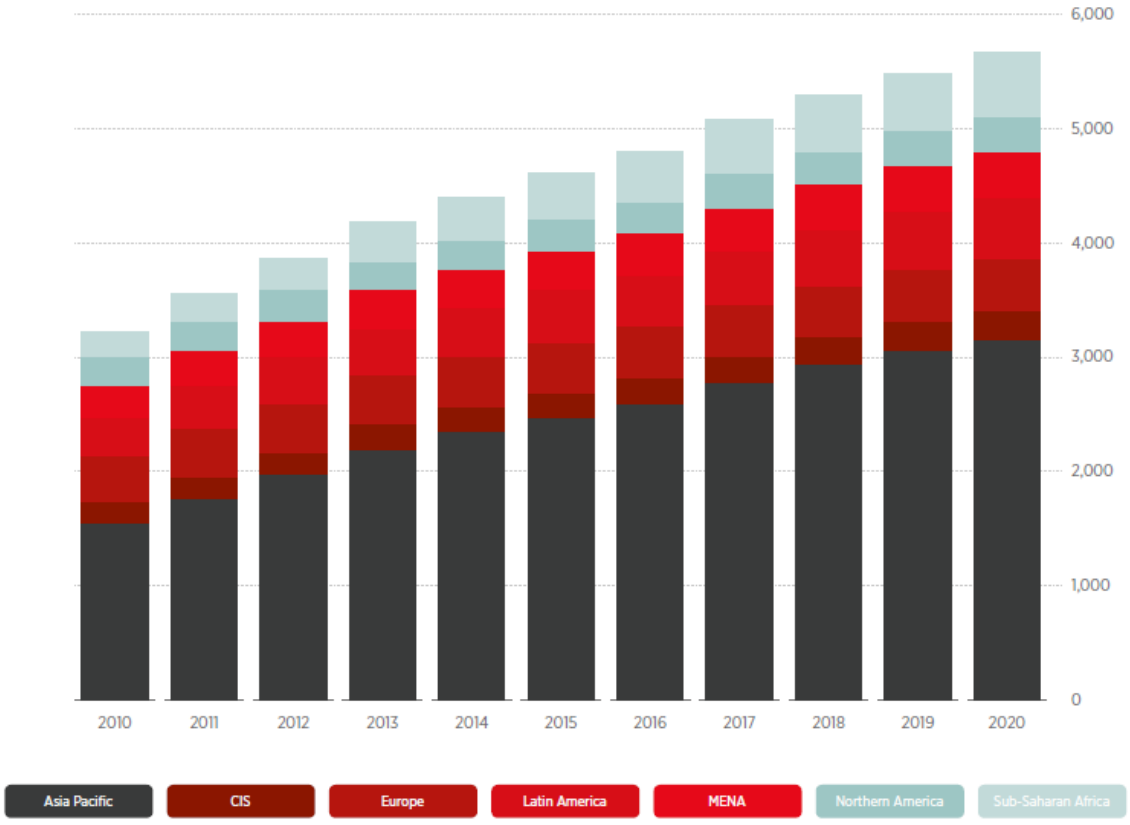
From strategy to design, campaigns to conversations, periodic engagement to always-on analytics: how ready are you for the mobile shift?



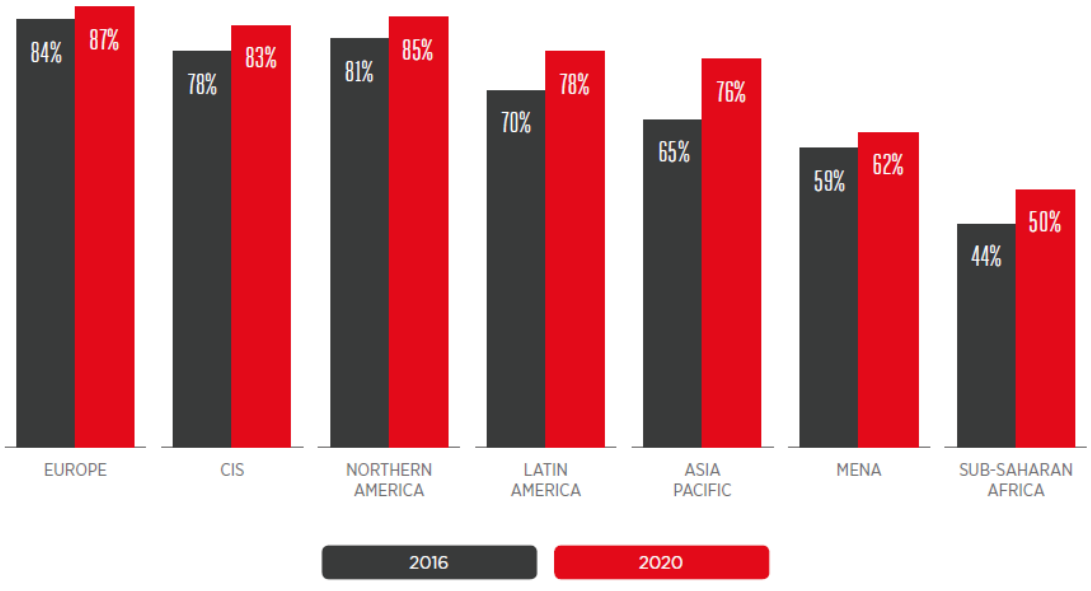


Unique subscribers by region

(Millions)

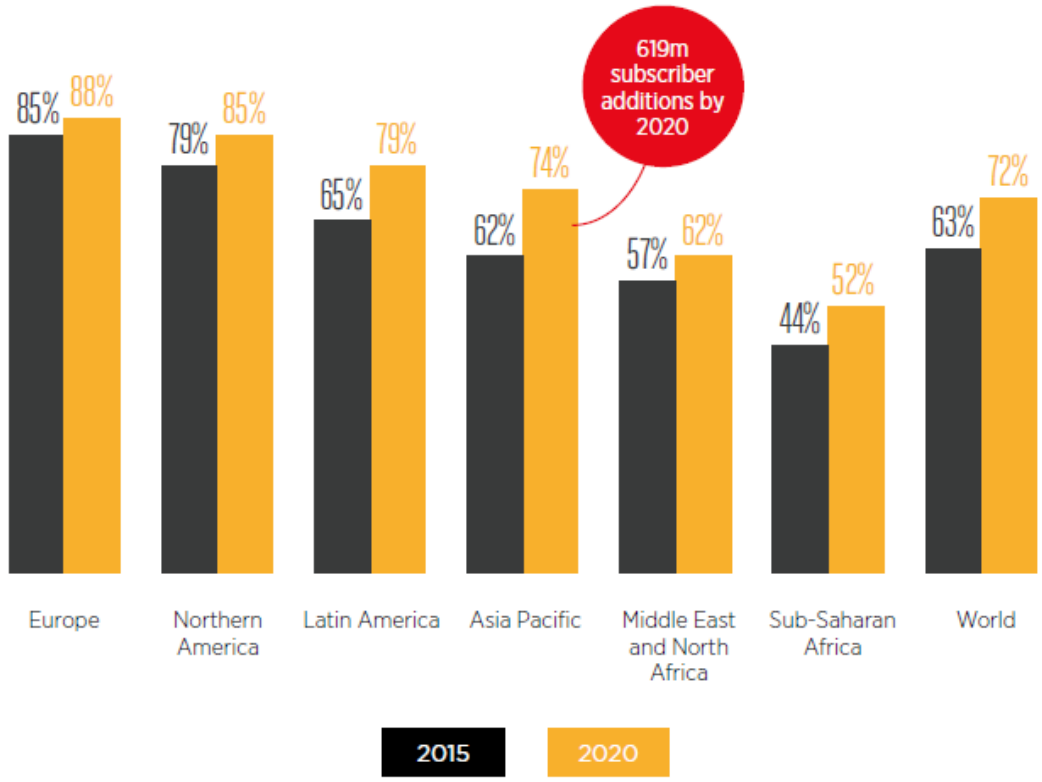


Unique subscriber penetration by region



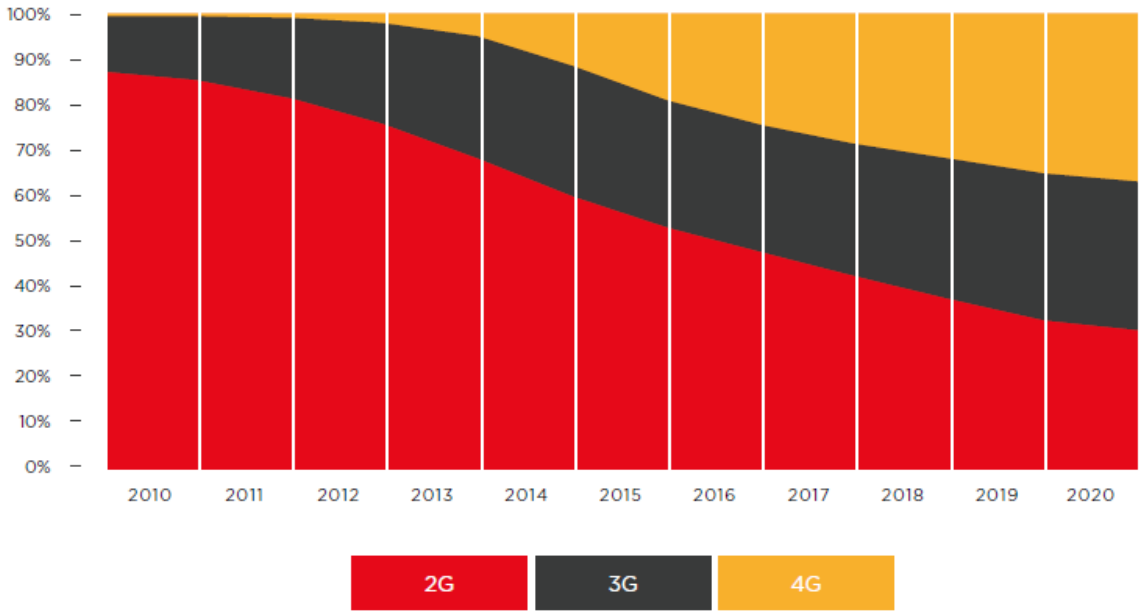
Subscriber penetration by region

2015-2020

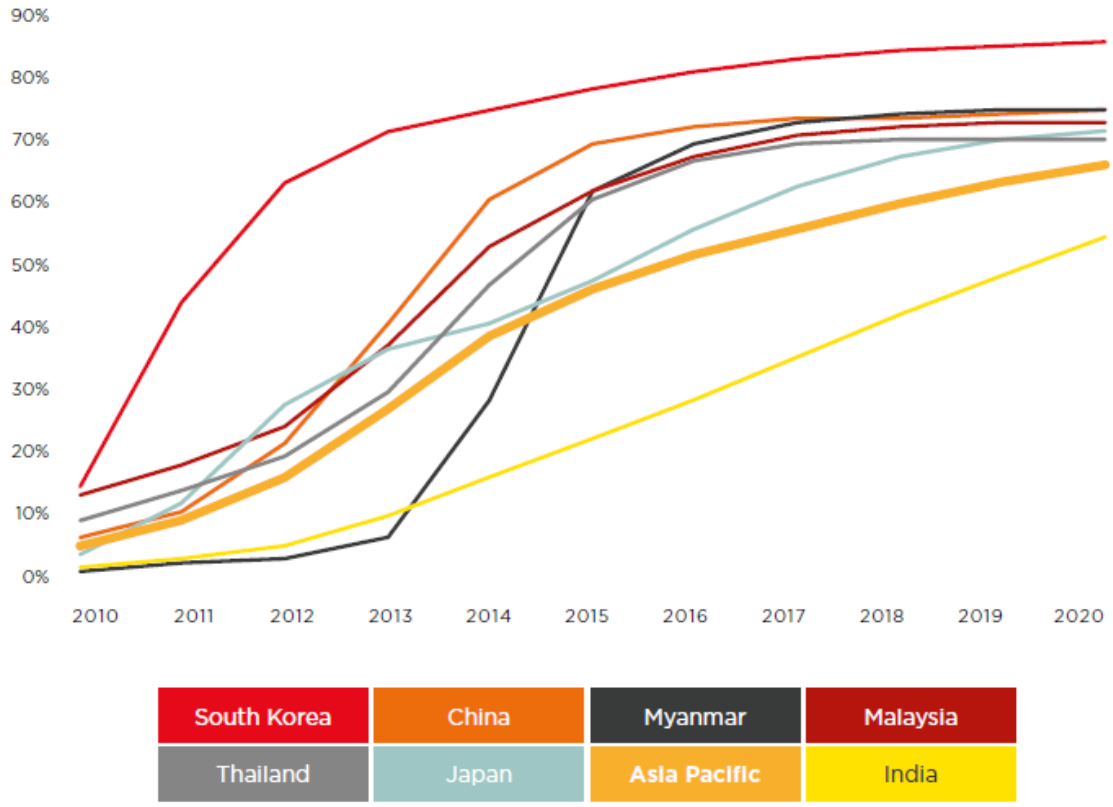


Technology migration in Asia-Pacific

Percentage of connections



Smartphone adoption as a percentage of connections



Source: GSMA Intelligence

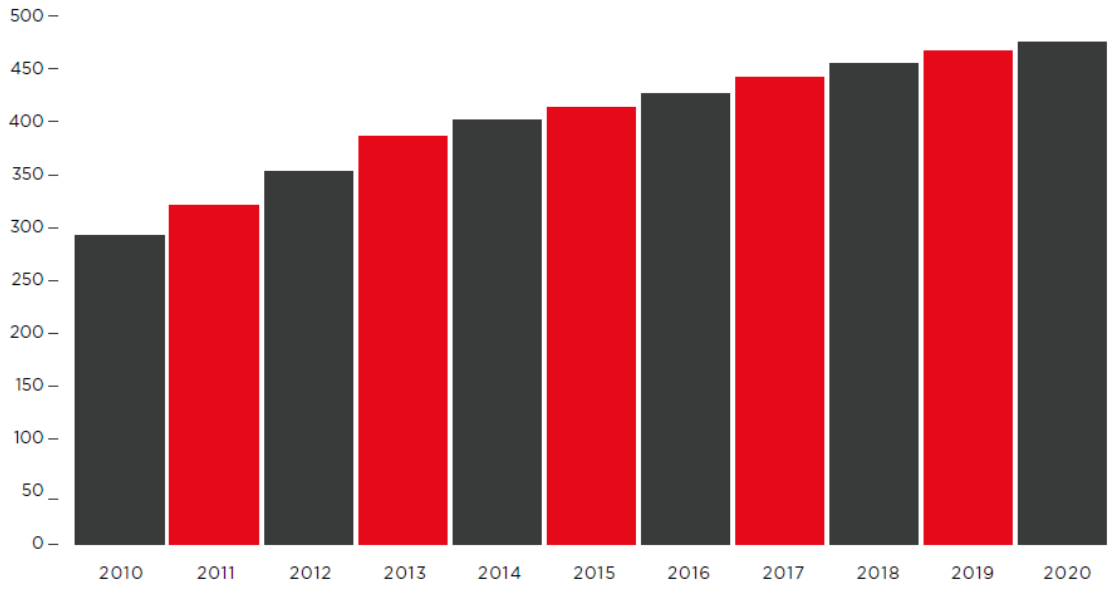
5G timelines



Source: GSMA Intelligence

Total mobile revenues in Asia Pacific

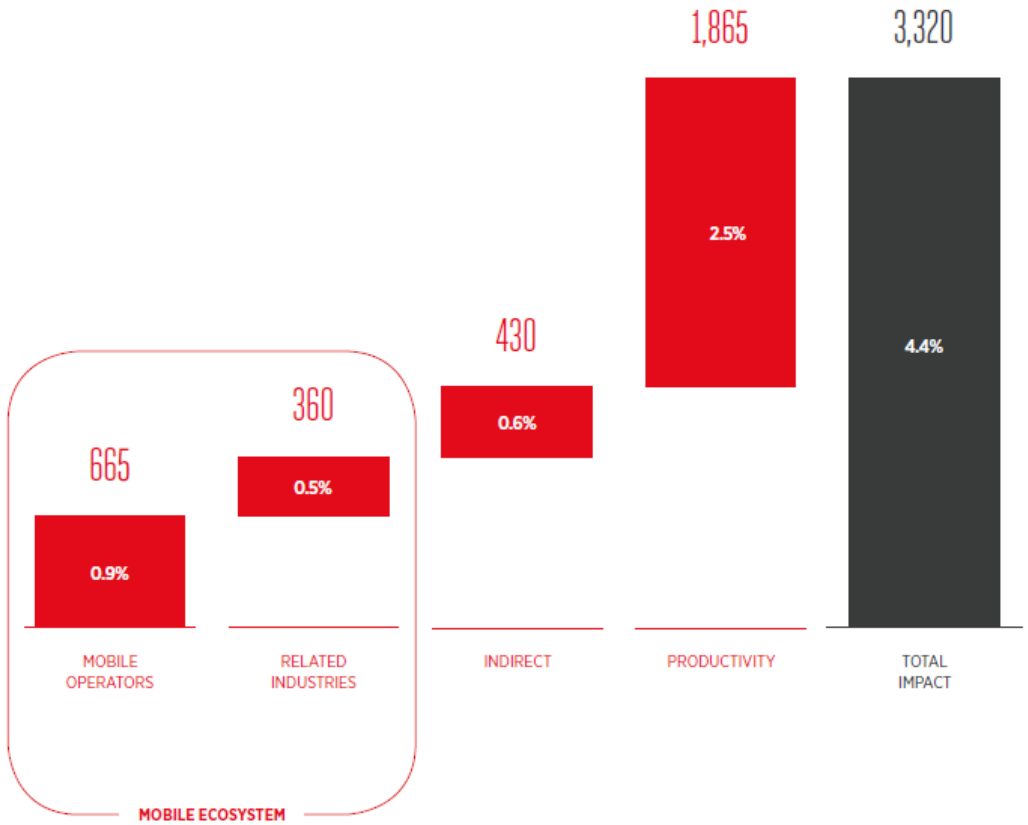
$ billion

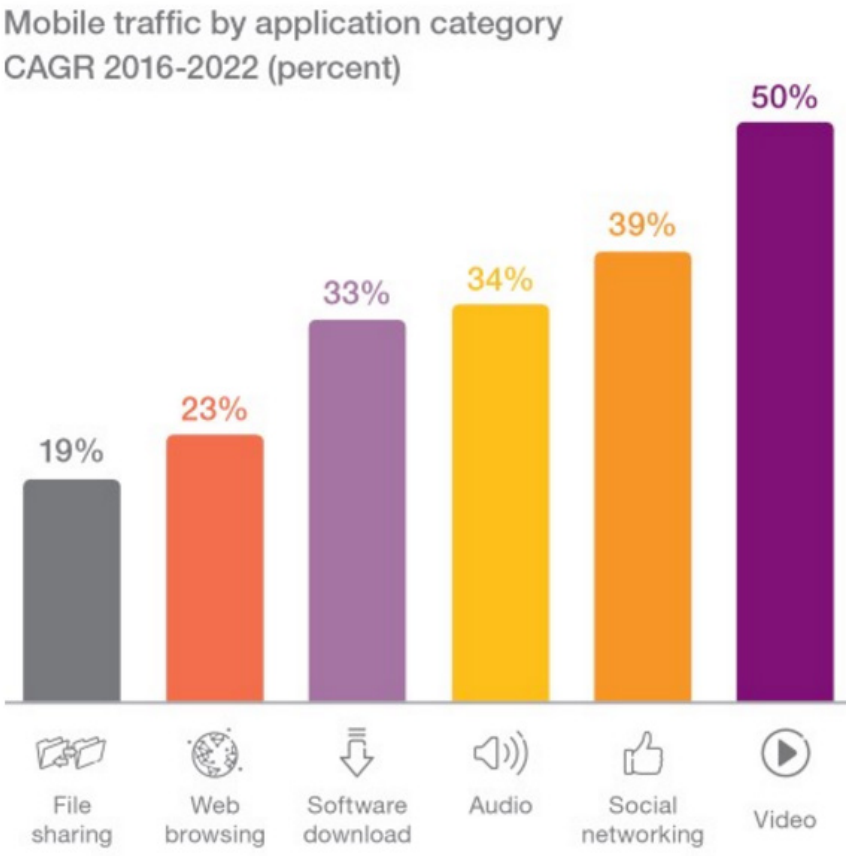


Source: GSMA Intelligence

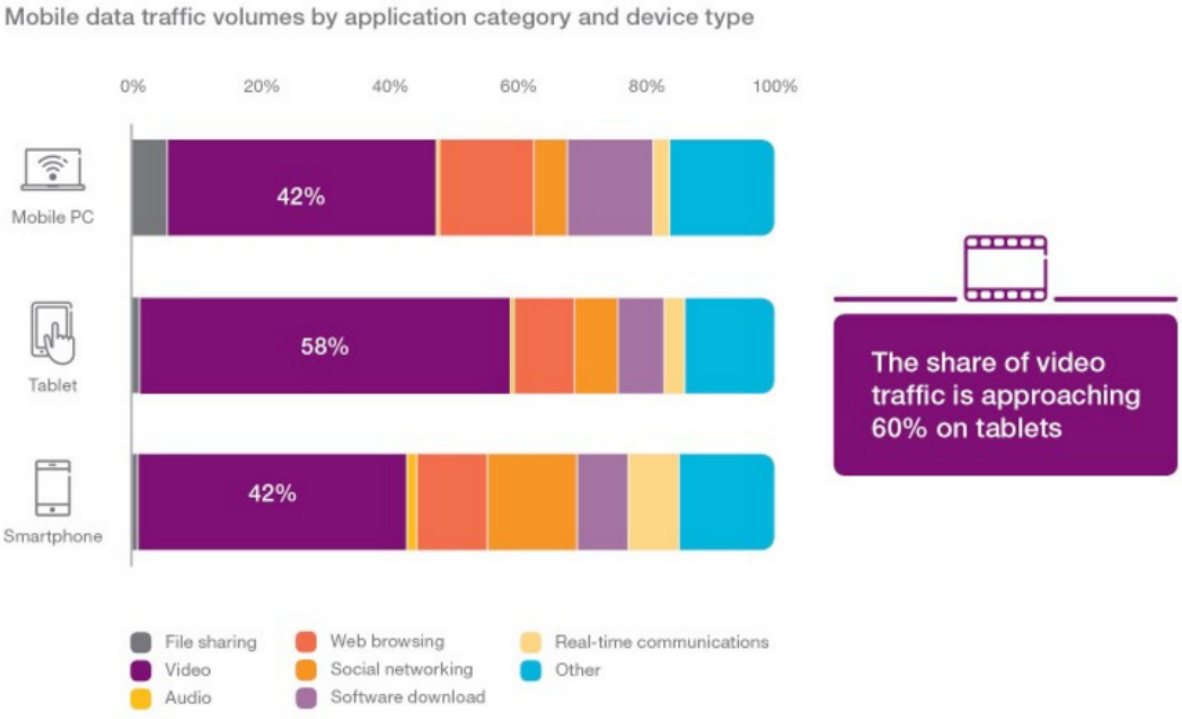
Total contribution to GDP

2016 $ billion, % 2016 GDP

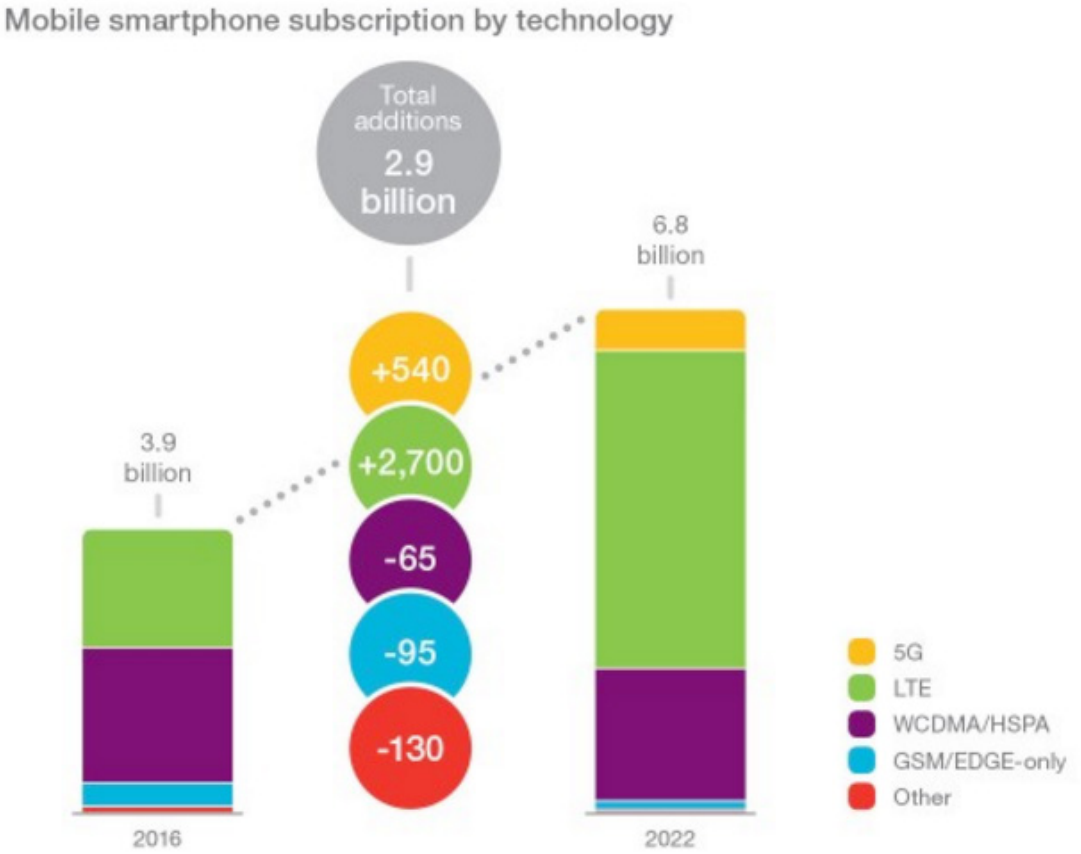




Source: Ericsson



Source: Ericsson network traffic measurements 2016



Source: Ericsson



AD SPENDING IN SOUTHEAST ASIA:

NEW FORECASTS FOR AN EMERGING DIGITAL REGION

by Shelleen Shum and Cindy Liu

IAB Singapore and **eMarketer** have published a forecast report for total media, digital and mobile internet ad spending in six markets in Southeast Asia: Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

Double-digit gains in digital ad spending are expected in 2017 across these markets. The digital experience for the industry keeps getting better, smarter and more meaningful, as the data and insights reveal. There are common trends along with individual variations across this region.

More advanced economies are adopting digital at a quicker pace. **Overall, the six nations will see double-digit gains in digital ad spending in 2017.** Increased demand for mobile, video and social media advertising will drive this growth. Shares of digital in the overall ad spend will range from 17.1% in Indonesia to 40.4% in Taiwan in 2017.

Advertisers in Indonesia, Thailand, the Philippines, Malaysia and Vietnam have been slow to adopt digital. Digital spending will account for less than 20% of overall media investment in 2017. But because of rapid internet adoption, particularly through smartphones, digital ad spending will surge in those markets.

Total media ad spending in **Taiwan** will reach $2.10 billion in 2020, with digital media ad outlays propelling this growth. Taiwan is one of the most digitally connected markets in the world, with 81.1% of the population using the internet in 2016. Taiwan will have the highest smartphone penetration rate among mobile phone users in Asia-Pacific, at 89.3% in 2017. Advertiser spending on mobile channels will climb 25.0% this year to $575.4 million, and will reach $829.2 million in 2020. By that time, mobile will account for roughly 77% of digital advertising and more than one-third of total media spending.

Digital Ad Spending Share of Total Media Ad Spending in Select Countries in Asia-Pacific, 2015-2020

% of total media ad spending

	2015	2016	2017	2018	2019	2020
Taiwan	30.1%	35.8%	40.4%	44.6%	48.1%	51.0%
Singapore	16.9%	20.3%	23.8%	27.2%	29.6%	30.8%
Hong Kong	15.7%	18.4%	20.4%	21.8%	23.1%	24.0%
Malaysia	14.3%	17.0%	19.7%	22.3%	23.9%	25.2%
Philippines	13.1%	16.2%	18.7%	21.0%	22.9%	24.2%
Vietnam	13.0%	16.0%	18.4%	20.6%	22.5%	23.6%
Thailand	12.7%	15.1%	17.5%	19.8%	21.5%	22.7%
Indonesia	12.5%	14.8%	17.1%	18.8%	20.1%	21.5%
Asia-Pacific	**34.4%**	**39.4%**	**44.4%**	**48.8%**	**51.2%**	**53.5%**

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, Dec 2016

Hong Kong will have the largest advertising market in 2017, at $3.02 billion. In 2017, nearly 78% of Hong Kong's population will use the internet regularly, one of the highest adoption rates in Asia-Pacific. At the end of 2016, ad spending on mobile channels in Hong Kong totaled $201.8 million. By 2020, that figure will nearly triple to $597.4 million.

Television will continue to rule ad spending in **Indonesia**, but digital advertising will see significant gains over the forecast period. The annual growth rate of digital advertising in Indonesia will be 25.0% in 2017, and remain in the double digits through 2020. Healthy growth over the next few years could propel Indonesia to the top of Asia's ad market by 2020. The country has low internet adoption rate, which eMarketer puts at 43.2% in 2017.

In **Malaysia,** digital ad spending will make up 19.7% of total media ad spend in 2017, and that level will grow to 25.2% by 2020. As in other regions in Asia-Pacific, Malaysia's ad market has been affected by the slowing economy in China. Mobile is the main driver of digital ad spend growth, accounting for 44.0% of total digital outlays in 2017, or $113.1 million.

Outlays on digital channels in the **Philippines** will account for 18.7% of overall spending in 2017, roughly

comparable to the levels seen in Malaysia and Vietnam. In 2016, mobile accounted for 22.4% of all digital ad expenditures in the country. By 2020, it will grow to nearly 60%.

Overall media ad spending in **Singapore** is likely to be slow during the forecast period. But investment on digital channels will continue to see double-digit growth through 2019. Singapore has one of the highest digital consumption rates in the world. More than three in four people in the country will use the internet regularly this year. Its smartphone penetration rate (73% in 2017, per eMarketer estimates) is also among the highest in the world.

In **Thailand,** spending on digital media will reach $403 million in 2017, or 17.5% of total advertising outlays. About 42% of digital expenditures and 7.3% of total advertising in Thailand will go toward mobile internet in 2017.

Vietnam's digital share of total advertising is one of the smallest in the region, at 18.4% in 2017. 2016 was the first year that more than half of its population (50.6%) went online at least once per month. Smartphone penetration rate in Vietnam will increase from 38.3% in 2016 to 59.2% in 2020. By then, mobile internet ad spending will reach $220.0 million.



MOBILE ECOSYSTEM AND SIZING REPORT: INDIA 2016

by GroupM, Madhouse & partners

India is edging towards becoming a mobility superpower; it crossed the US at the end of 2015 to become the second largest mobile economy in the world. The smartphone is the singular device which helps rural and Tier II / III city markets to access the internet; this will drive mobile ad spend growth in sectors like FMCG, e-commerce, auto and mobile wallets to tap the new consumers coming on board.

The change in consumer lifestyle is making brands and advertisers in India create immersive experiences for their consumers on mobile using technologies such as programmatic, location data, audio beacon technology, video, re-targeting, and analytics. At the end of 2015, 0.5% mobile subscribers were using 4G, 84% 2G and 16% 3G users. Nonetheless, this picture is expected to change in 2020 with majority of connections being 3G enabled at 54%, 4G at 27% and 2G at 19%.

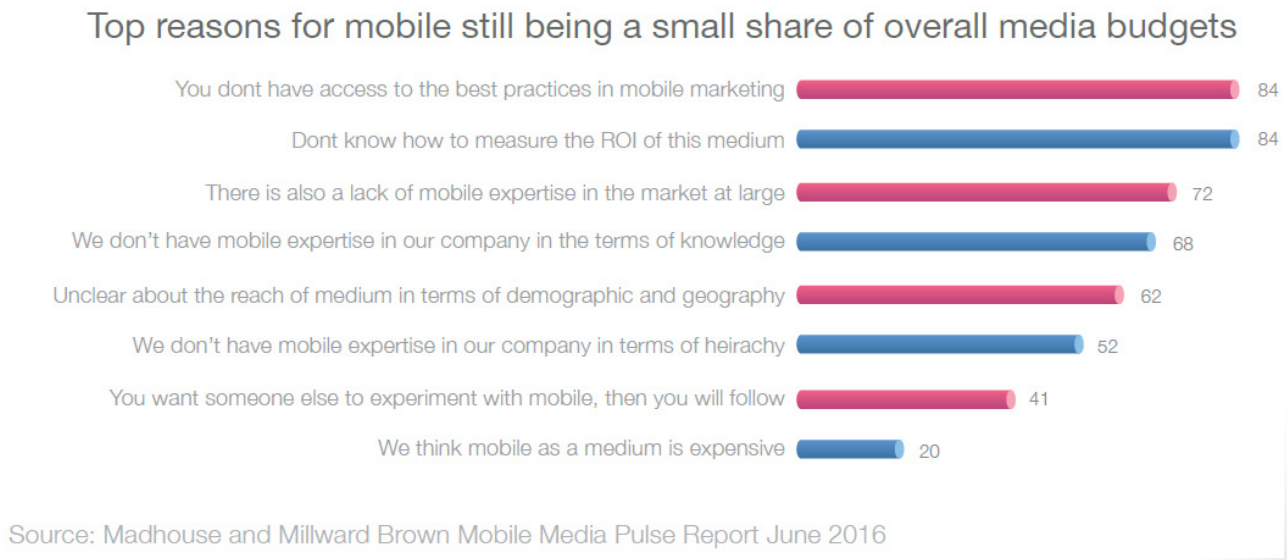
LTE will be the game changer for mobile internet in India. The year 2015 ended with a monumental quarter, when 4G based smartphone shipments surpassed 3G volumes for the first time. Maturing home markets have driven Chinese vendors towards India and they have triggered hyper competition with massive ad spends and multiple brand launches, according to Jaideep Mehta, Managing Director, IDC India and South Asia.

By the end of 2017, there will be more smartphones that features phones in India. 29% of smartphone sales in 2015 happened through e-commerce channels. 4G enabled phones account for 65% of the handset shipments in India.

25% of total ad spends in 2015 were spent on video. Also, YouTube's total watch-time in India grew 80% over the last one year, out of which 55% of the YouTube watch time comes from mobile. Mobile based audio/video streaming apps and mobile news apps provide measurable reach, with 100+ million monthly active user base in India. Top e-com, FMCG players are already using mobile audio/video streaming ad spots to capitalize upon these audiences. With more mobile phones than TVs, brands and advertisers need to "think mobile, plan mobile, do mobile." By 2030, penetration per household of smartphones will also exceed color TV sets.

"With an increase in the penetration of the mobile in the rural arena we have seen a massive rise in content consumption through mobile in these areas. There is no doubt that mobile marketing campaigns by brands are enabling new avenues to reach out to consumers in rural India and gain a surge in sales," says **Priya Nair,** Executive Director, Hindustan Unilever.

Local languages marketing via mobile has also been proven to be effective. **Iodex** conducted a campaign



in Marathi which reported high engagement; **Google** also conducted voter campaigns in Hindi.

Tata Tea launched the 'Power of 49' campaign by using SMS to allow women - 49% of India's population – to express their concerns and receive SMS updates. The campaign received 47,000 missed calls per day and a total of 617,000 issues were raised through this campaign.

"Advancements in Google search with the addition of a Hindi tab and the Indic keyboard which is available in 11 Indian languages and with over 50 million downloads, are steps forward in ensuring that Indians can enjoy the true power of the internet," according to Sapna Chadha, Head Marketing, Google India.

95% of the new internet users are coming online via their mobile devices. Entertainment has become a key driver (among the top three reasons) for accessing the internet. Brands like Hotstar, Voot, Ozee, Netflix, Gaana, Saavn and Hungama offer video and audio on the go. In addition to entertainment, skilling programmes also being launched on mobile internet.

"The need of the hour is to develop a regulatory body that helps marketers and brands to drive real measurable impact for mobile advertising. The step would not only justify the amount of money," recommends Shubhodip Pal, COO, Yu Televentures (Micromax).

Brands adding a mobile twist to their traditional media campaigns will levitate their current standing. QR codes have been globally seen to be effective in integrating print and mobile advertising to drive readers to online content. "Mobile audio brings the opportunity for brands and advertisers to engage with their consumers using audio content in innovative ways," says Gaurav Mehta, CMO, OLX India.

The youth will be a key driver of mobile. "Young India (18 to 24 years) spends an average of 6 – 8 hours on a digital/ social platform every day, logged in primarily from a mobile. With TV being a White Noise, marketing will need to go completely digital and social and mobile will be our enabler," predicts Anusha Shetty, CEO and Co-Founder, Autumn Worldwide.

"At its core, mobile marketing will center around skillful and impactful storytelling. Marketers need to focus on delivering high impact messaging topped by the right mobile experience, to narrate a brand's story in an immersive way," advises Amarjit Singh Batra, CEO, OLX South Asia.

Opportunities / Benefits	Mobile Radio	Traditional Radio
Interactivity (Direct Call to Action)	Yes	No
Cos per Impression model	Yes	Yes
Measurability - (Tracking of Full Spot)	Yes	No
Targeting (Geo, Time)	Yes	Yes
Audience Profiling and Targeting (Social logins & listening behavior)	Yes	No
Crestive Flexibility or Customization of creatives	Yes	No

Source: GroupM/Madhouse



To discuss about membership and how you can play an active role in the MMA locally, contact the appropriate MMA staff in your region.

Asia Pacific (APAC)

Ammita Mistry - Consultant - Strategic Projects

ammita.m@mmaglobal.com

Jasveen Kaur - Senior Regional Membership and Marketing Manager, APAC

jasveen.kaur@mmaglobal.com

India

Preeti Desai, Country Manager, MMA India

preeti.desai@mmaglobal.com

Vietnam

Tam Phan Bich - Country Manager, MMA Vietnam
tam.phanbich@mmaglobal.com

China

Sammi Gong - Country Manager, MMA China

sammi.gong@mmaglobal.com

MMA

ASIA-PACIFIC YEARBOOK 2016

FROM MOBILE TO MAGIC!

The fourth annual Yearbook of the Mobile Marketing Association Asia-Pacific covers the shifting media and marketing ecosystems which are being disrupted by mobile, lessons learnt from the past year of mobile marketing, and leadership directions for the year ahead.

17 thought-provoking articles and case studies, summaries of authoritative research reports, country snapshots from across the region, profiles of the MMA leadership and membership, highlights from the SMARTIES awards, and comprehensive data sets -- this Yearbook has it all!

How are media formats changing in the mobile ecosystem, ranging from video and messaging to AR and gaming? How important is behavioural economics in a time-fragmented multi-device world? How is storytelling being redefined in the data era? What can AI do for you? And what can you do for and with mobile industry associations?

This Yearbook brings you up to speed on the potential and people of the mobile boom in the Asia-Pacific, and helps you gear up for an exciting year of change and transformation!