



Mobile Creativity – Getting it right

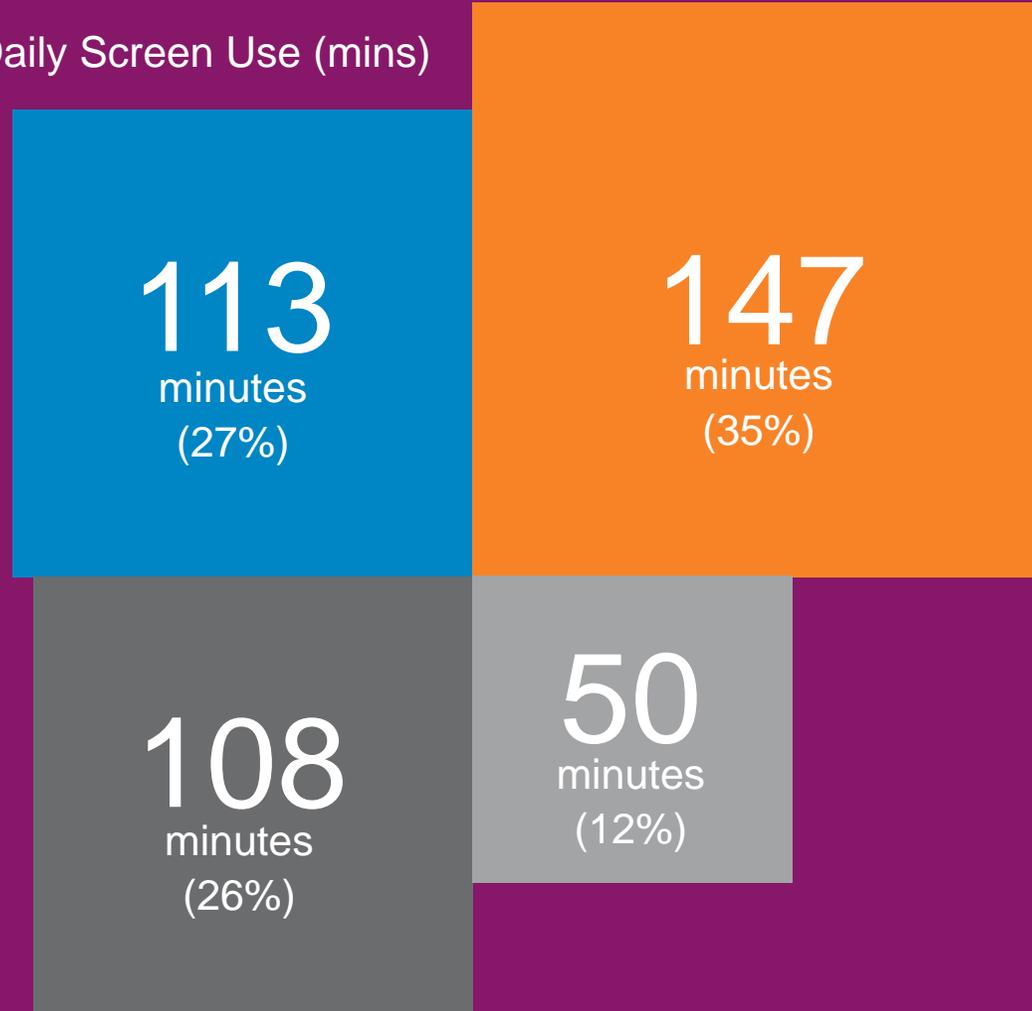
An Analysis of Winning Mobile
Campaigns.

Fundamentally changing the media landscape

TOTAL MINS:



Daily Screen Use (mins)



Device Key:



TV



Smartphone

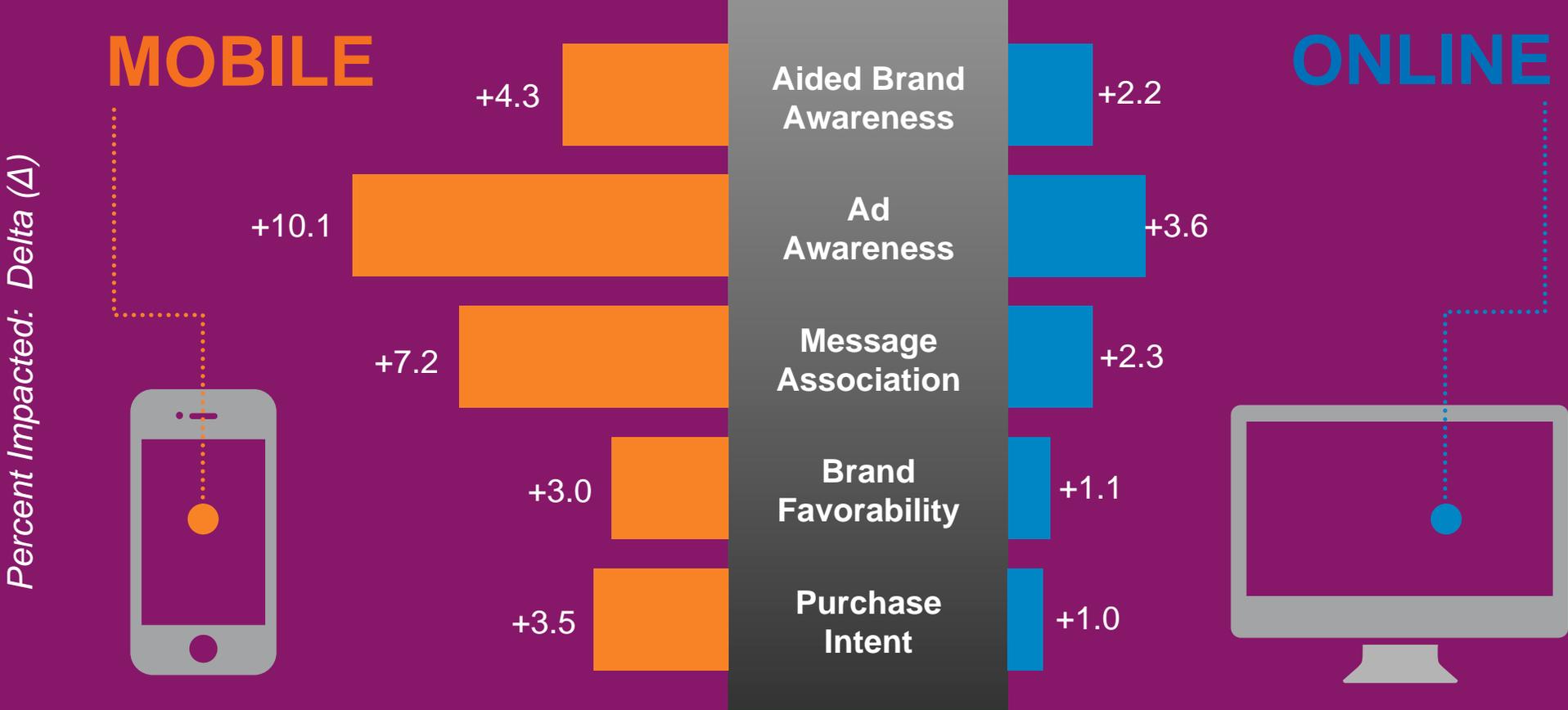


Laptop



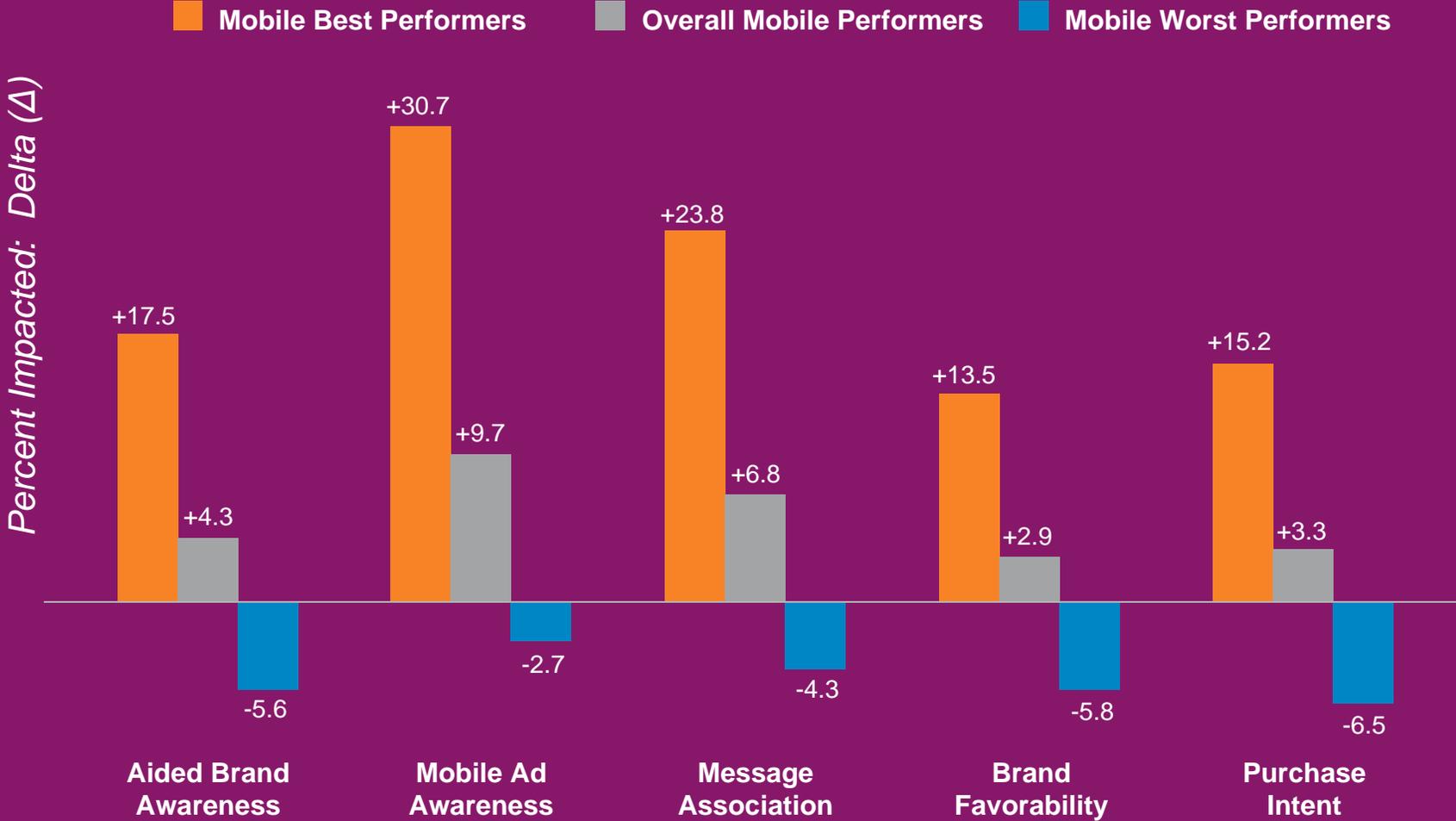
Tablet

We know mobile ads work!

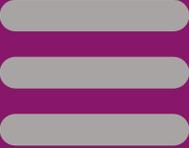


Source: Millward Brown MarketNorms for Online, last 3 years through Q3/2014, N=2,420 campaigns, n=2,576,173 respondents; Mobile Brand Lift Insights Norms, last 3 years through Q3/2014; Overall Mobile N=447 campaigns, n= 492,683 respondents. Delta (Δ)=Exposed-Control

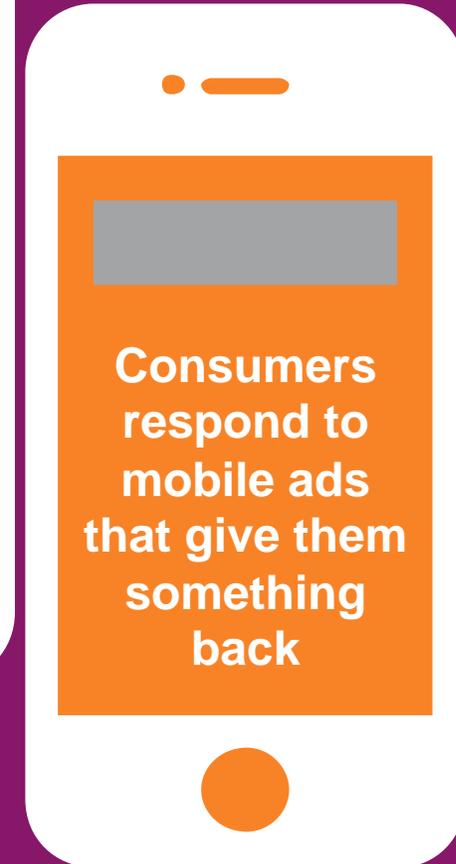
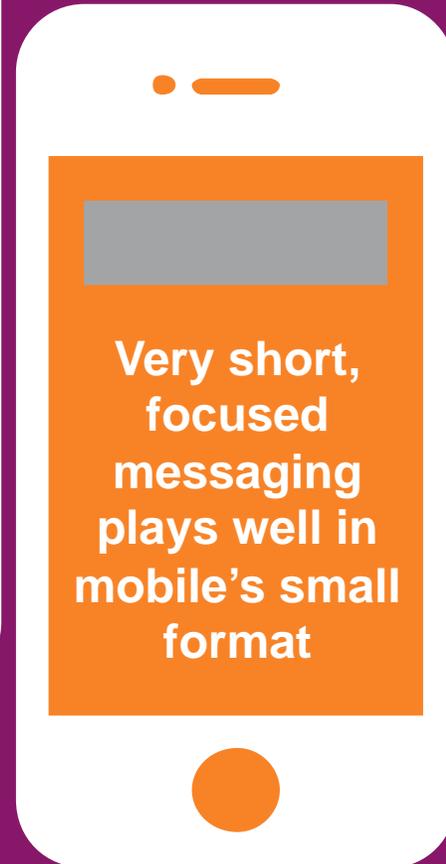
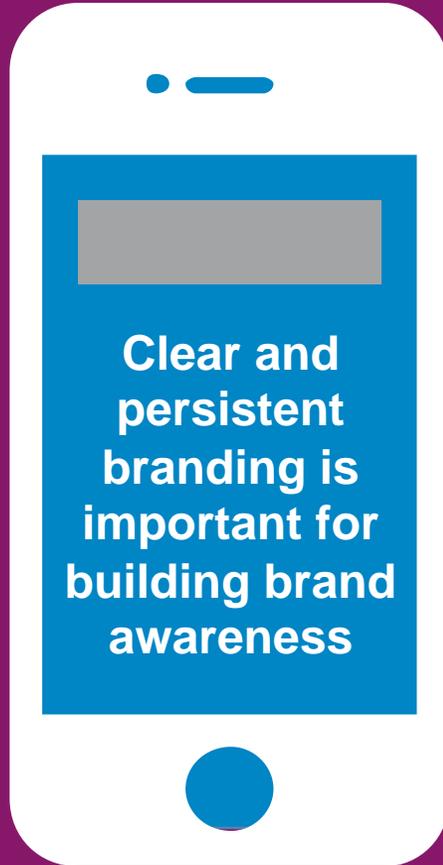
Just because it is mobile doesn't mean you will succeed



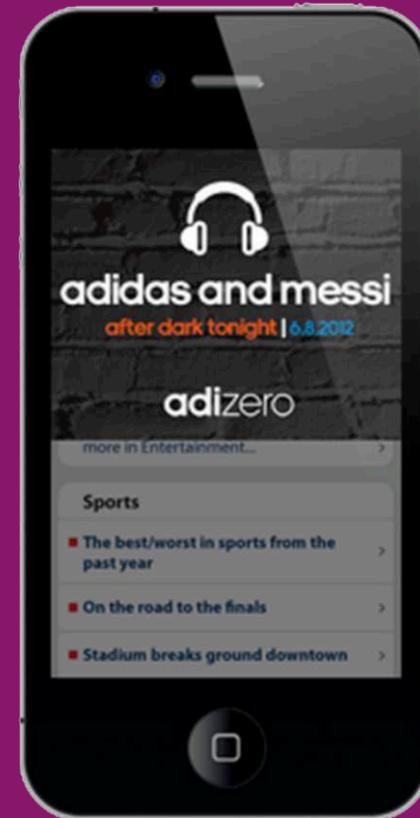
Source: Millward Brown Mobile Brand Lift Insights Norms, last 3 years through Q3/2014
Overall Mobile N=446 campaigns, n=472,975 respondents. Delta (Δ)=Exposed-Control. Best 20%, Average 100%, Worst 20%



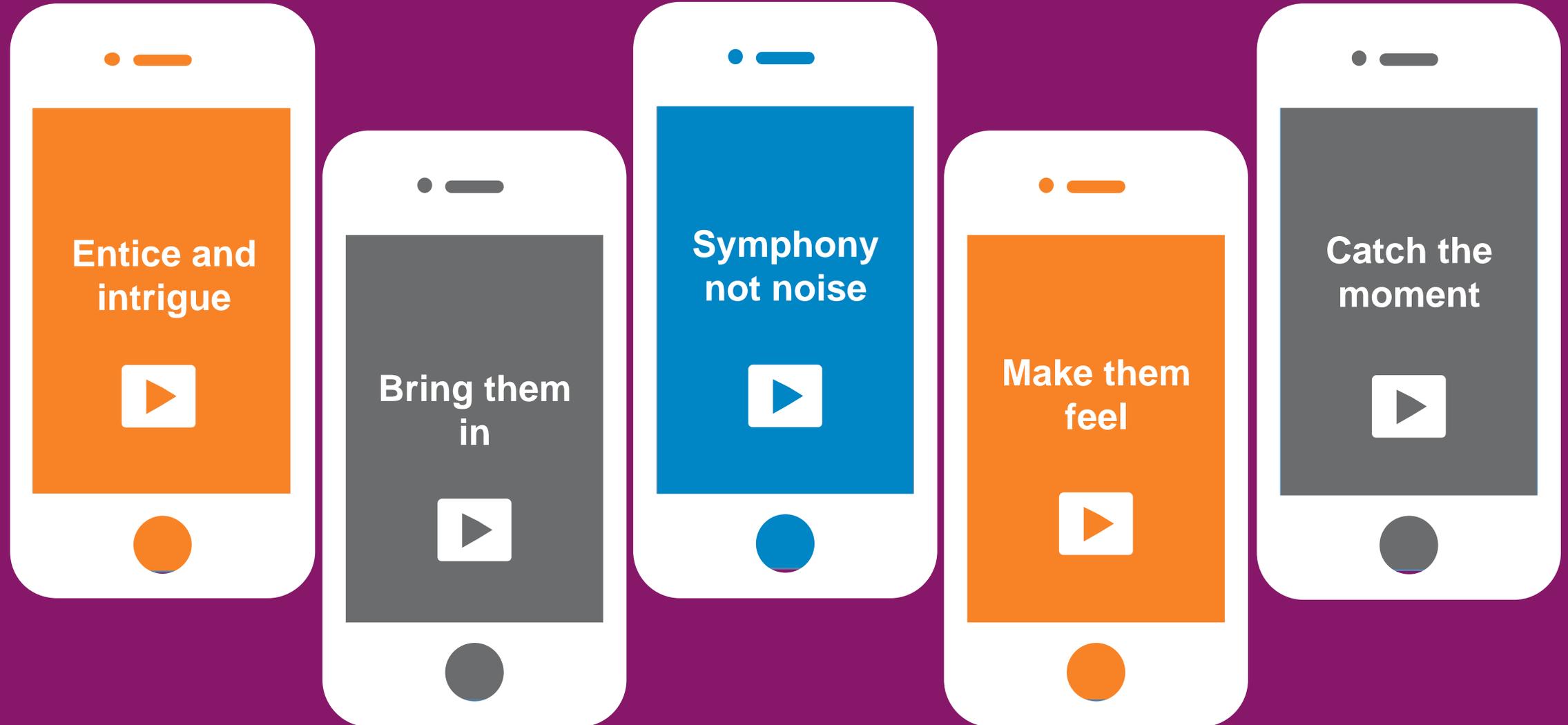
Developing the right creative: Display ads



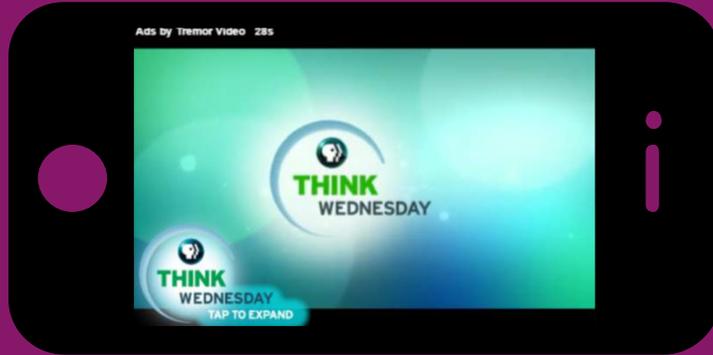
Yamaha & Adidas



Developing the right creative: Video ads

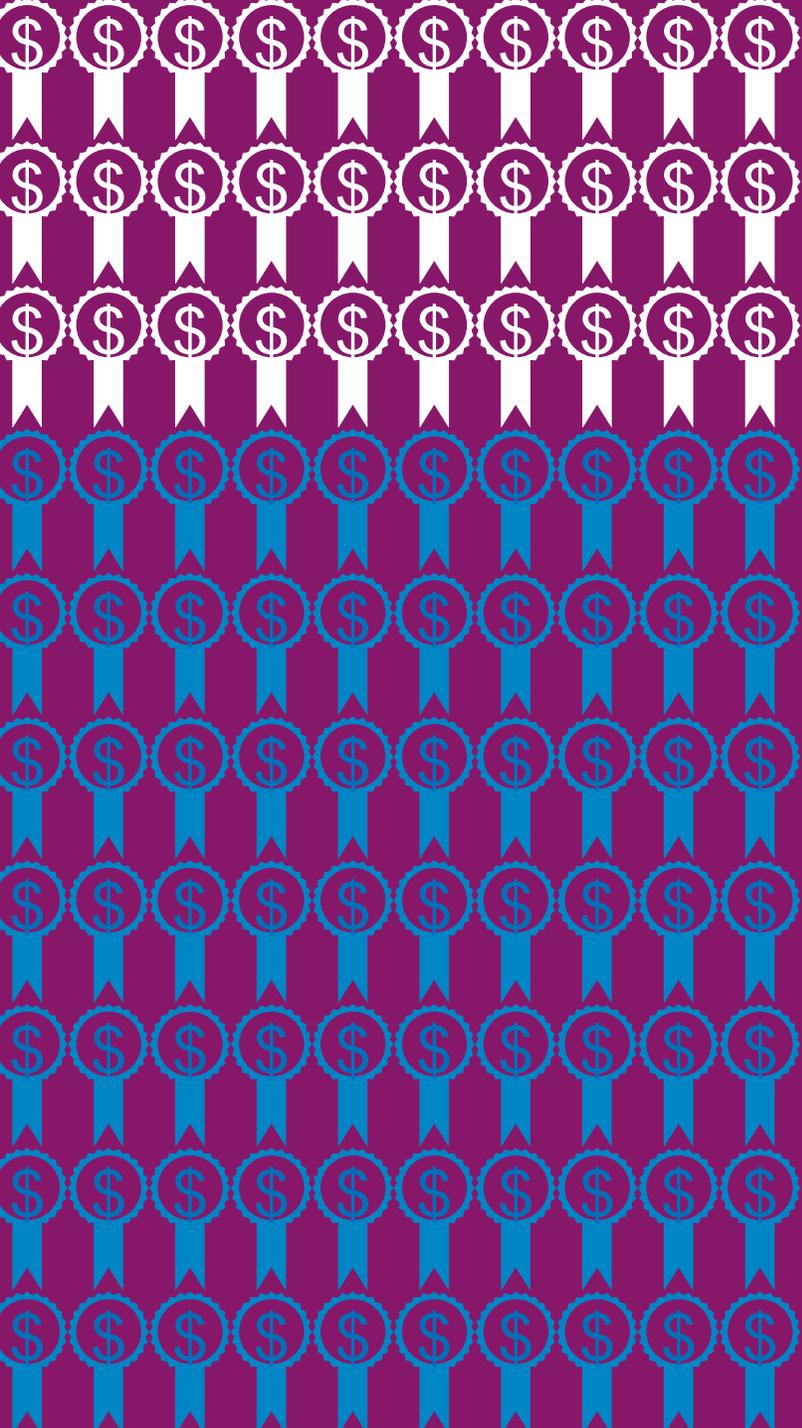


PBS "Think Wednesday"



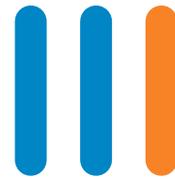
So what differentiates a Smarties winner?

Findings from APAC 2014



Have a clear end goal in mind

70% of the winners had a clear objective of increasing sales



Have a meaningfully different role for mobile

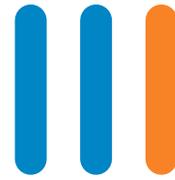


80% of the winners had a clear, well-defined role for mobile in an integrated campaign



Novelty has a great impact

38% of gold winners use new innovation or technology



Yet keeping the brand in the heart of campaign

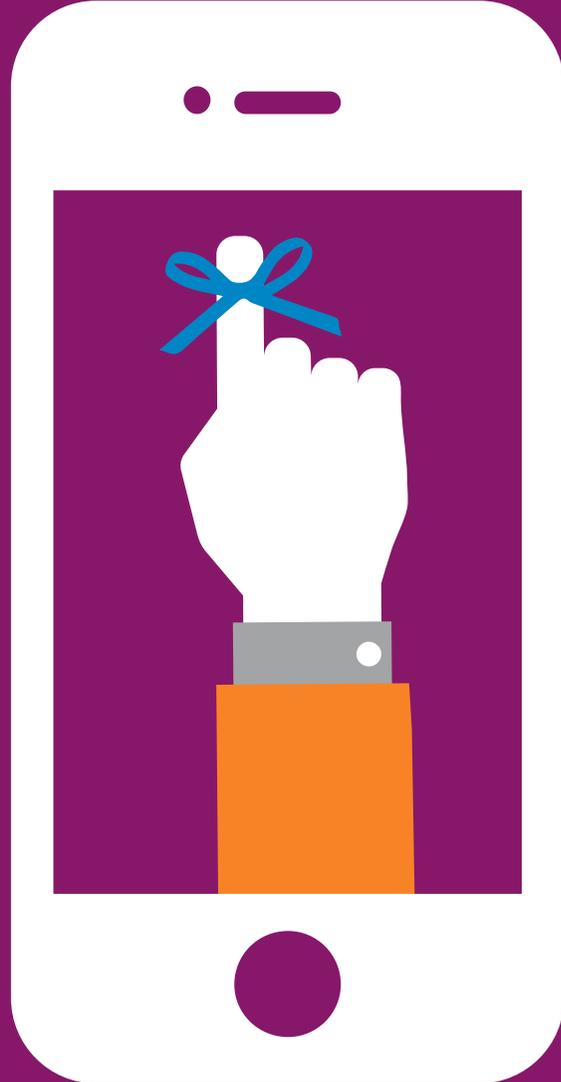
Make it relevant
to your brand.



Utilise the power of integrated campaigns.



86% of winners
uses multiple
channel strategy



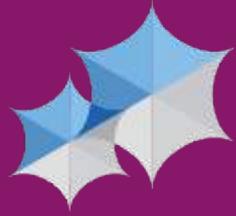
4 Things to Remember:

- 1 Be clear on the objective
- 2 Innovate - Use the unique strength of mobile
- 3 Brand is the hero
- 4 Synergies work



Do you want to pretest your mobile ad within a day?
 Please contact Millward Brown for more details on LinkNow™

ENGAGEMENT



BRAND ASSOCIATIONS



BRAND PREDISPOSITION

