

THE AGENCY VIEW OF MOBILE AND CONSUMER BEHAVIOUR

NOVEMBER 2014

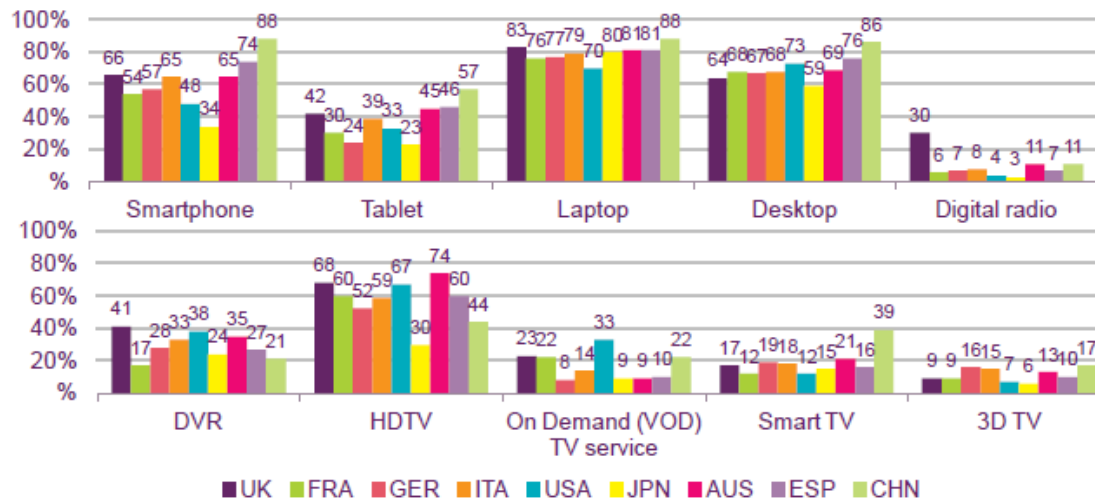
INTRO

- The Agency view of mobile and consumer behaviour
- We plan for mobile's place in the ecosystem, not as a separate screen
- Two cases where we plan mobile in isolation
- Mobile as part of a campaign
- Mobile vs Tablet
- Limitations

MOBILE WITHIN THE ECOSYSTEM

- It all about mobile's place within the ecosystem
- Both vs other digital screens, and other media

Figure 1.11 Ownership and personal use of devices



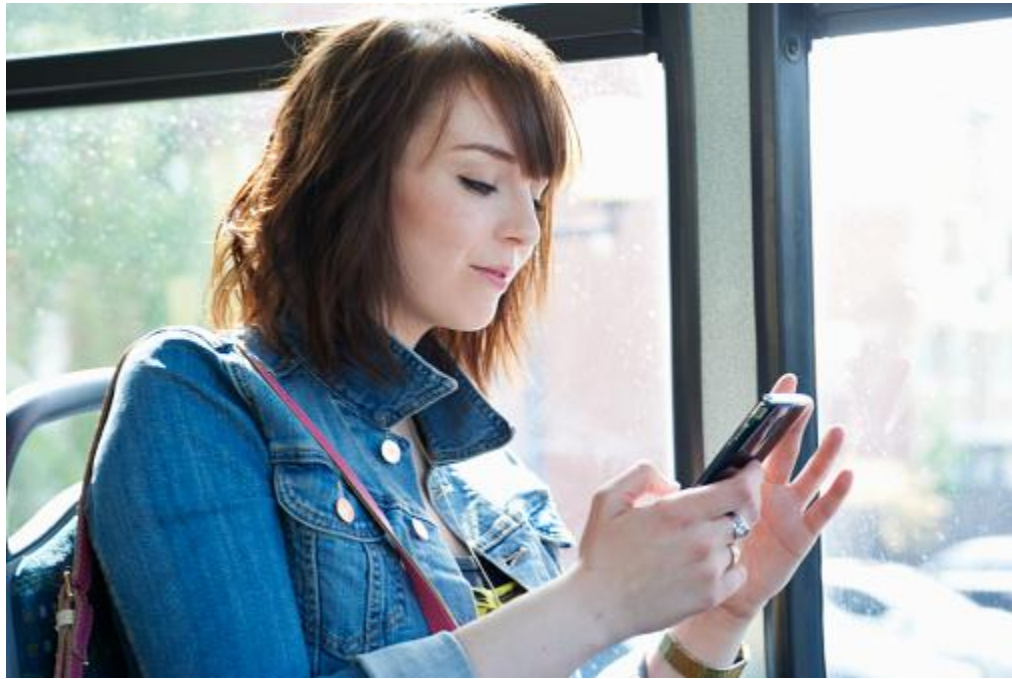
Source: Ofcom consumer research September 2013

Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.

Q3a. Which of the following devices do you have in your home? Q.4a Which of the following devices do you personally use?

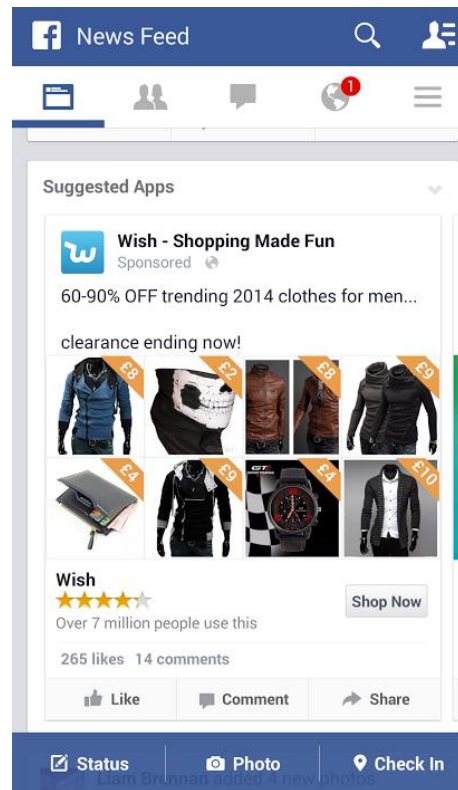
MOBILE & LOCATION

- We plan mobile in isolation where there is a location-based element
- E.g. – Person on bus on Oxford Street – can push flash sale



MOBILE & APPS

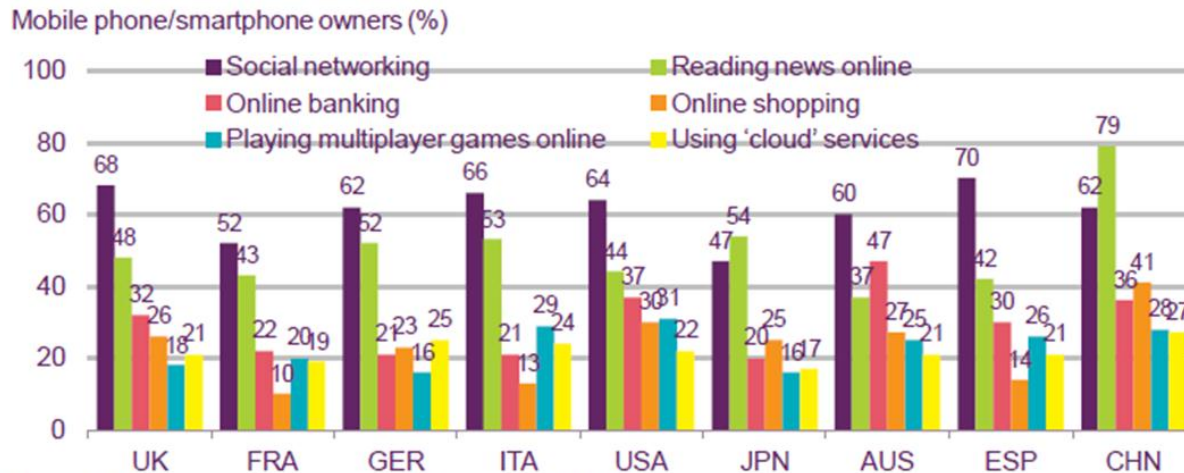
- We also plan mobile in isolation where it's about downloading apps



MOBILE AS THE 2ND SCREEN

- How are people using their phones when they are using other media?

Figure 5.13 Mobile-internet activities



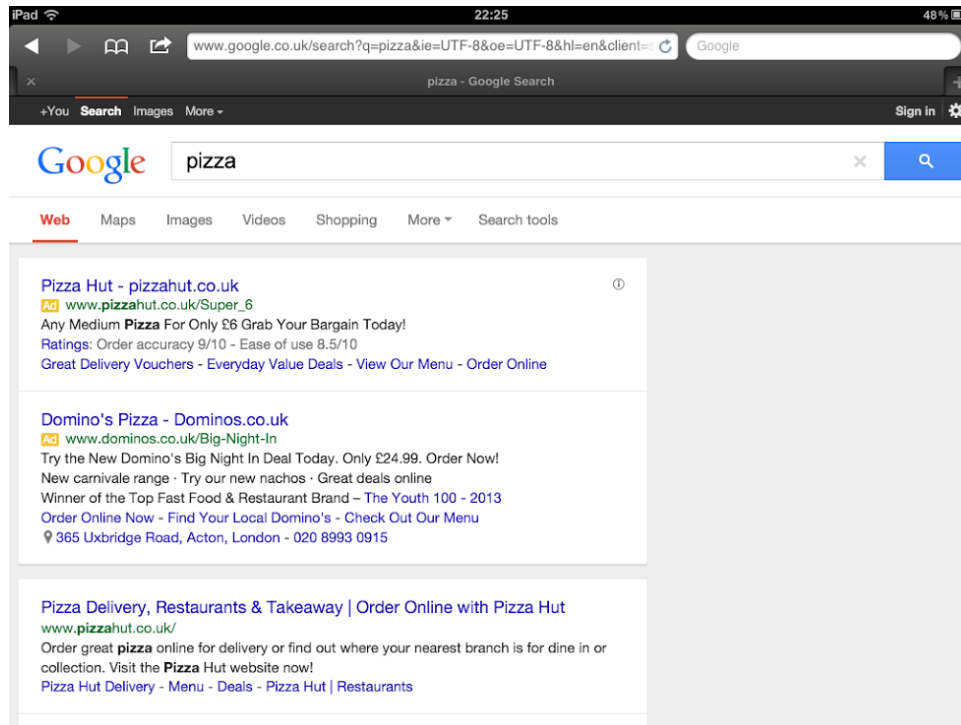
Source: Ofcom consumer research September 2013

Base: All respondents who access internet with a mobile phone/ smartphone, UK=572, FRA=456, GER=470, ITA=638, USA=437, JPN=581, AUS=550, ESP=703, CHN=866.

Q.15a Which, if any, of the following internet activities do you use each of your devices for?

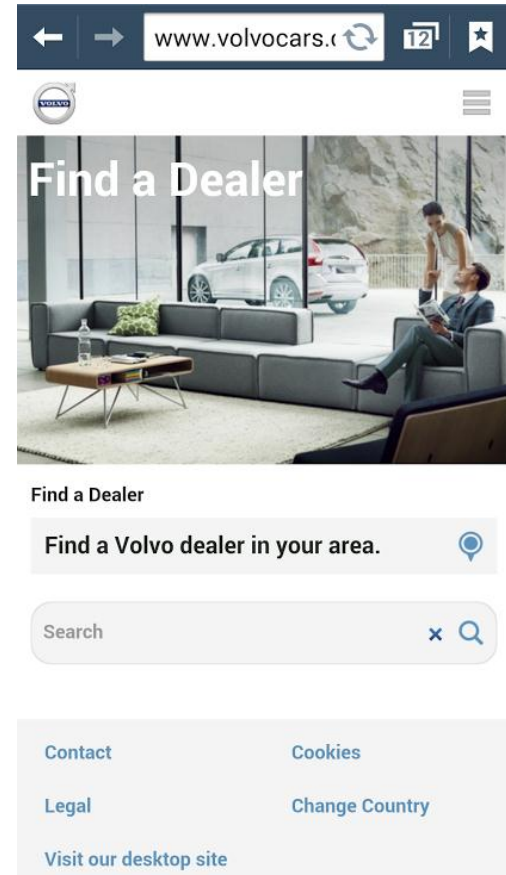
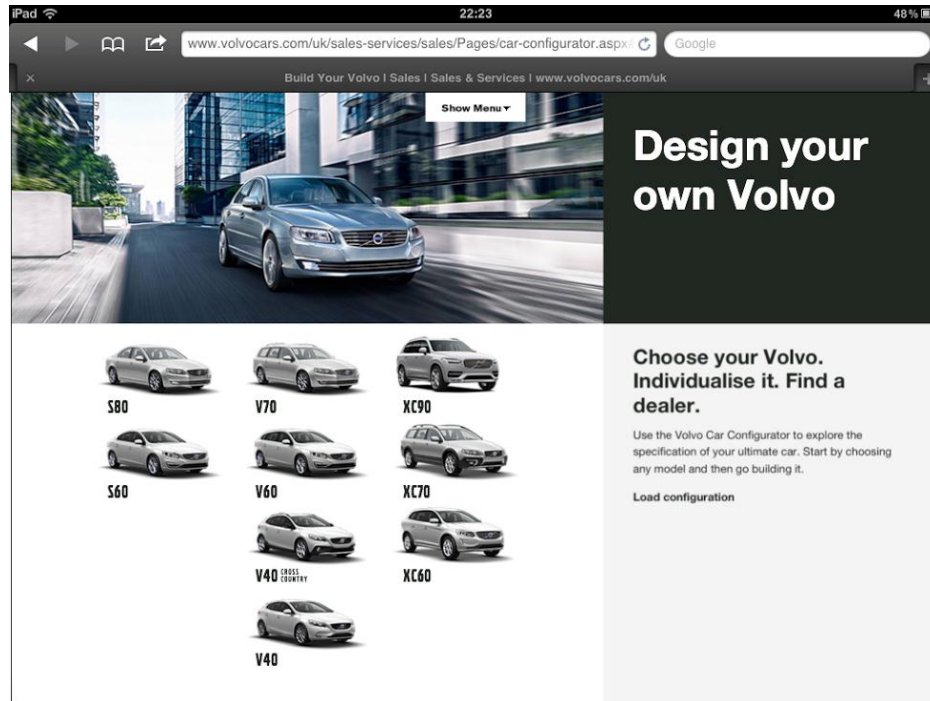
MOBILE SEARCH

- Mobile is the context – e.g. search for ‘Pizza’ from a handset using 3G at 12.30pm is different to search from tablet using wifi at 7.30pm



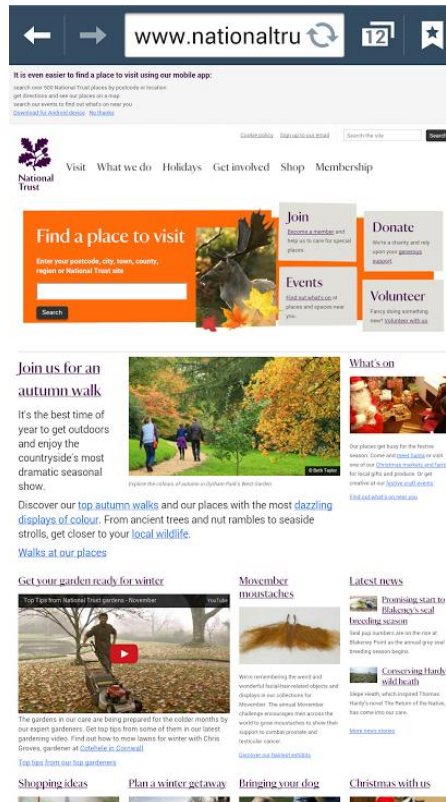
MOBILE VS TABLET

- People do different things - E.g.
- On Tablet configure car
- On mobile find nearest dealer & call



LIMITATIONS – CONTENT

- Site usability – Full responsive? Shopping cart too?
- App usability – Is there a point to it?



LIMITATIONS - MEASUREMENT

- Getting better, but...
- Can't use cookies on iOS
- Can't always compare across platforms