



# MOBILE CREATIVITY: LEARNING FROM THE BEST

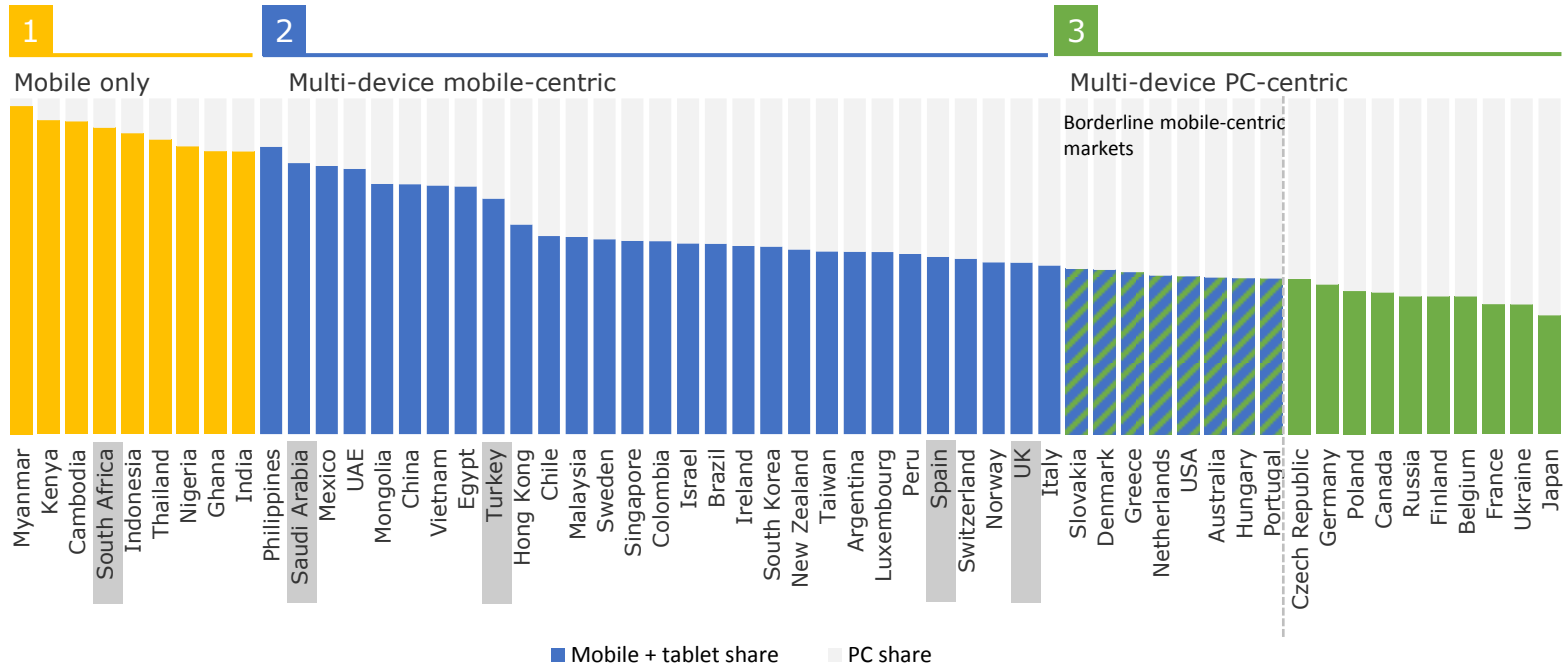
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MMA EMEA



# WHAT IS THE MOBILE OPPORTUNITY FOR ADVERTISERS?

# People now spend most of their DIGITAL time on mobile devices

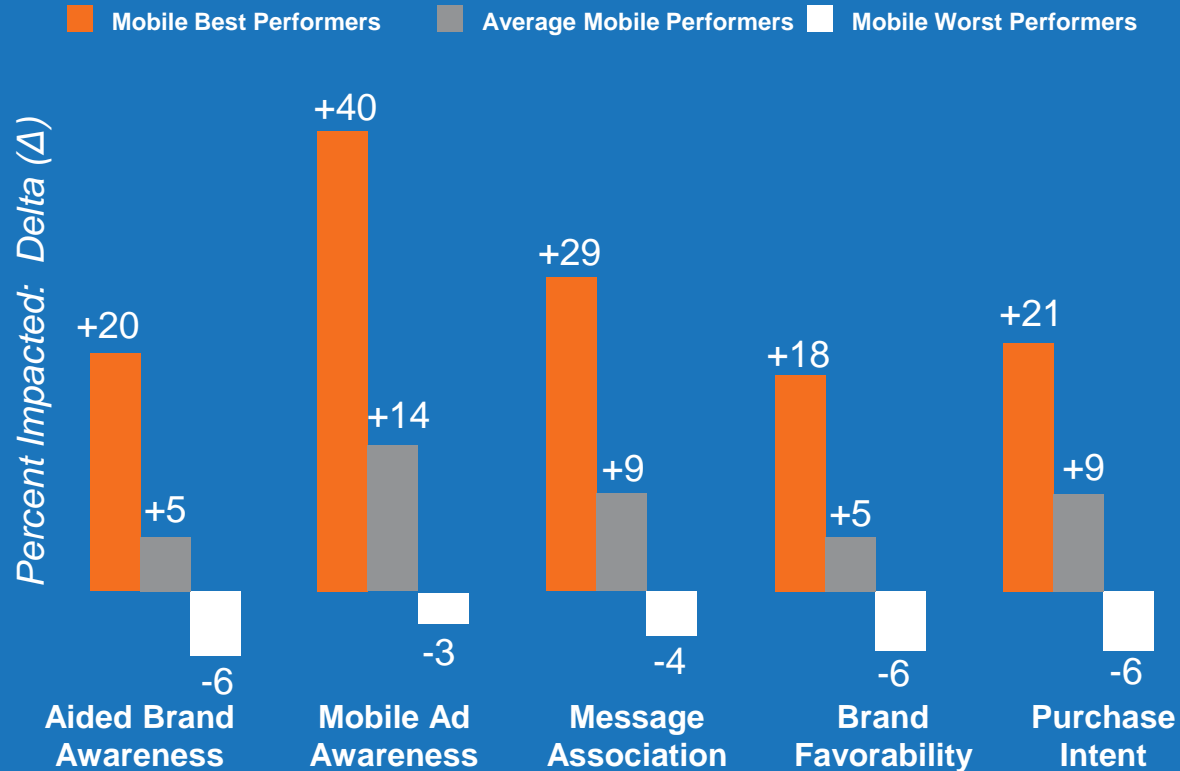


Source: (D3New) Time spent on devices  
Base: All respondents (74404)

MMA EMEA Forum markets



# Creativity is key - just because it is mobile doesn't mean you will succeed





TREND

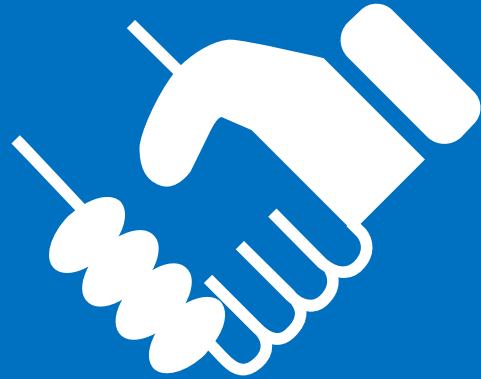
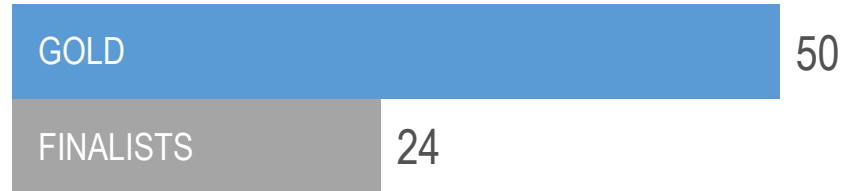
01

MOBILE WINNERS DON'T JUST  
SETTLE FOR AWARENESS

# Awareness is necessary but mobile campaigns should be striving for customer engagement....

As we saw last year, gold winning campaigns were most likely to deepen customer engagement

## RESULTS DEEPEN CUSTOMER ENGAGEMENT (%)



Beats1Run launched the first ever global running party connected by music to deepen consumer engagement through building a brand community



<http://www.mmaglobal.com/smarties2016/finalists/winners/region:9>

**BEATS BY DRE**  
**“BEATS1RUN”**  
UK



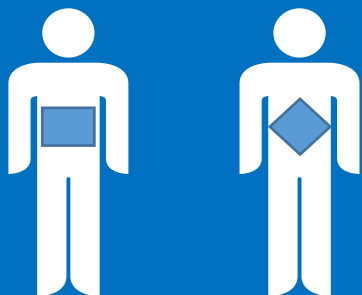
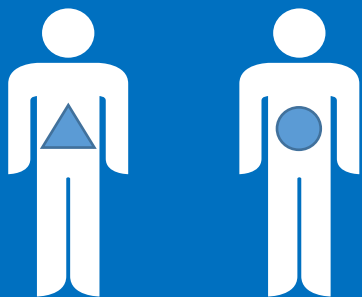
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02

PERSONALISED CAMPAIGNS WORK  
HARDER

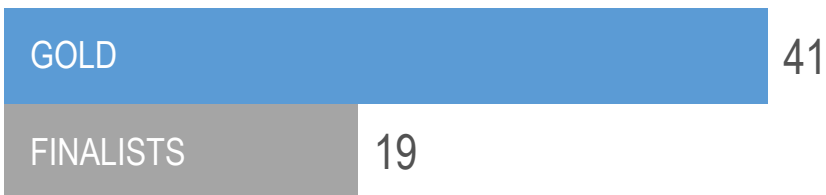


# Customer engagement is best achieved through personalised campaigns.....

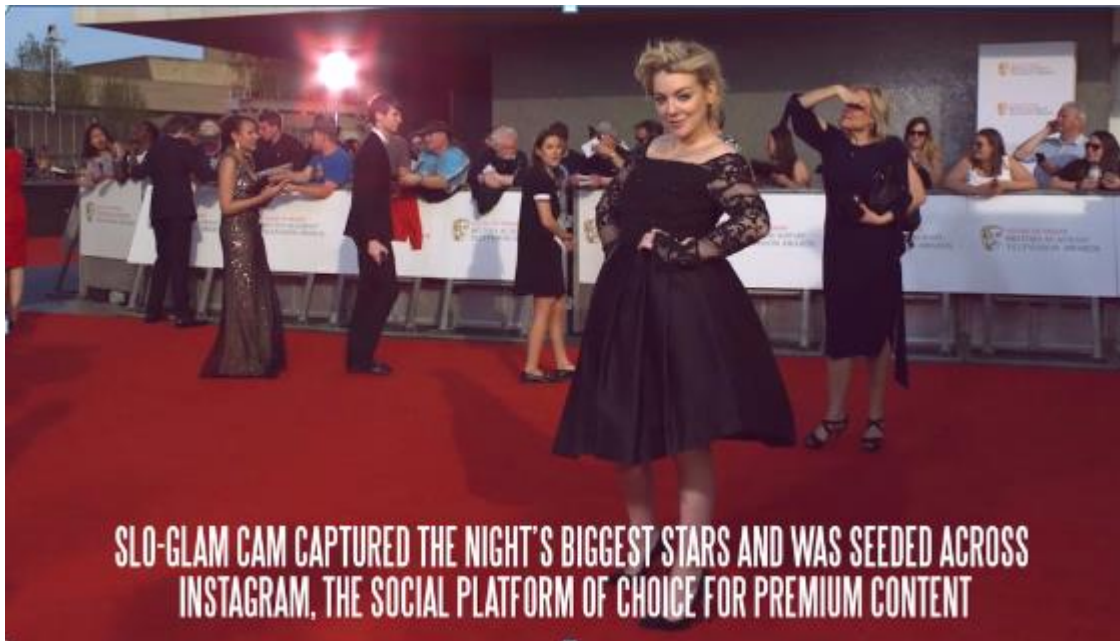


More so than last year, gold winning campaigns were likely to contain an element of personalisation

## RESULTS PERSONALISED CREATIVE



House of Fraser sponsor the BAFTAs and share content from the red carpet. Snapchat enabled people to make this experience more personal



<http://www.mmaglobal.com/smarties-2016/finalists/winners/region:9>

**HOUSE OF FRASER**  
**“View From the Red Carpet”**  
*UK*

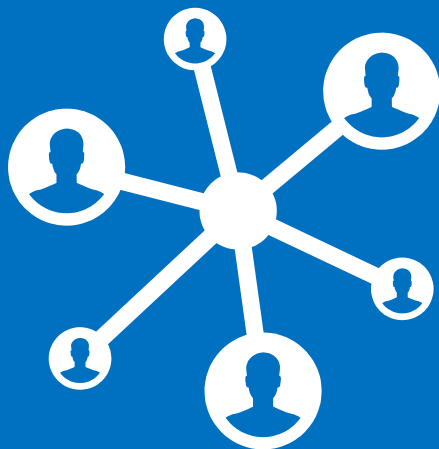


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03

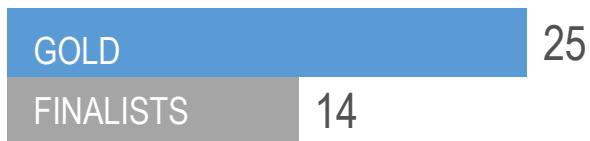
THE NOVELTY OF INTERACTION  
ALONE IS STARTING TO WEAR OFF

# Use personalisation to bring interaction to life and build deeper engagement



Using interaction in isolation or for short terms gains isn't innovative enough. Stand out campaigns used interaction which enabled personalisation.

## RESULTS INTERACTIVE + PERSONALISATION



## RESULTS USE OF COUPONS/FREEBIES



Samsung celebrated the launch of their stylus pen through inviting user's to create their own images on blank ad banners and share on Facebook



<http://www.mmaglobal.com/smarties-2016/finalists/winners/region:3>

**SAMSUNG GALAXY NOTE 5**  
**“FILL THE BANNER”**  
TURKEY



TREND  
**04** WHAT COULD BE MORE  
PERSONALISED THAN LOCATION  
BASED TARGETING?



# Use relevant location-based targeting to deliver personalisation in real-time



Nearly a third of campaigns used location based targeting. But campaigns integrating location based data with other data sources, were 5X more likely to win gold

## RESULTS LOCATION PLUS OTHER TARGETING



Canon used real-time location targeting to drive engagement with their new story hub aimed to re-connect with photographers



<http://www.mmaglobal.com/smarties-2016/finalists/winners/region:3>

**CANON**  
**“COME AND SEE”**  
PAN-EMEA





TREND  
**05** MULTI-CHANNEL CAMPAIGNS ARE  
GREAT... TECHNICALLY INTEGRATED  
CAMPAIGNS ARE BETTER!

# Use mobile technology to tell a seamless story across channels



A more defining feature than cross media support in 2016 is marketers using connective mobile technology to tell a compelling, coherent story across channels

## RESULTS CROSS-SCREEN INTERACTION



Nike's half time TV commercial during the European Football Championships linked to an interactive 360 video using TV syncing, which fans could then respond to via social media



<http://www.mmaglobal.com/smarties-2016/finalists/winners/region:3>

**NIKE TK SPARK BRILLIANCE**  
**“Arda Turan locker room team talk”**  
*Turkey*



## So Remember.....

- 01** Strive for consumer engagement
- 02** Treat each consumer as an individual
- 03** Use interactivity for personalisation
- 04** Location targeting delivers personalisation in real time
- 05** Utilise mobile technology to integrate channels