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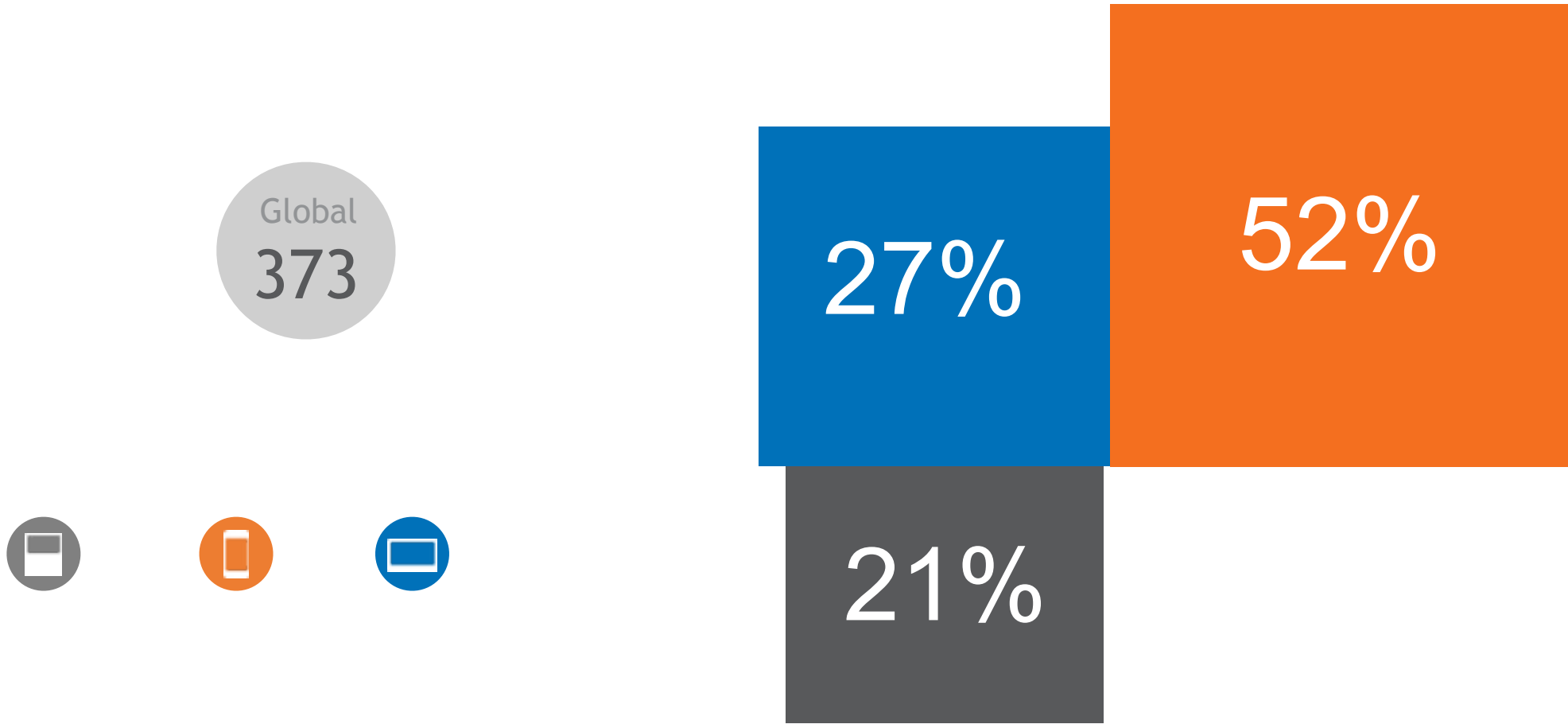
# Mobile Creativity – Getting it right

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An Analysis of Winning Mobile Campaigns.

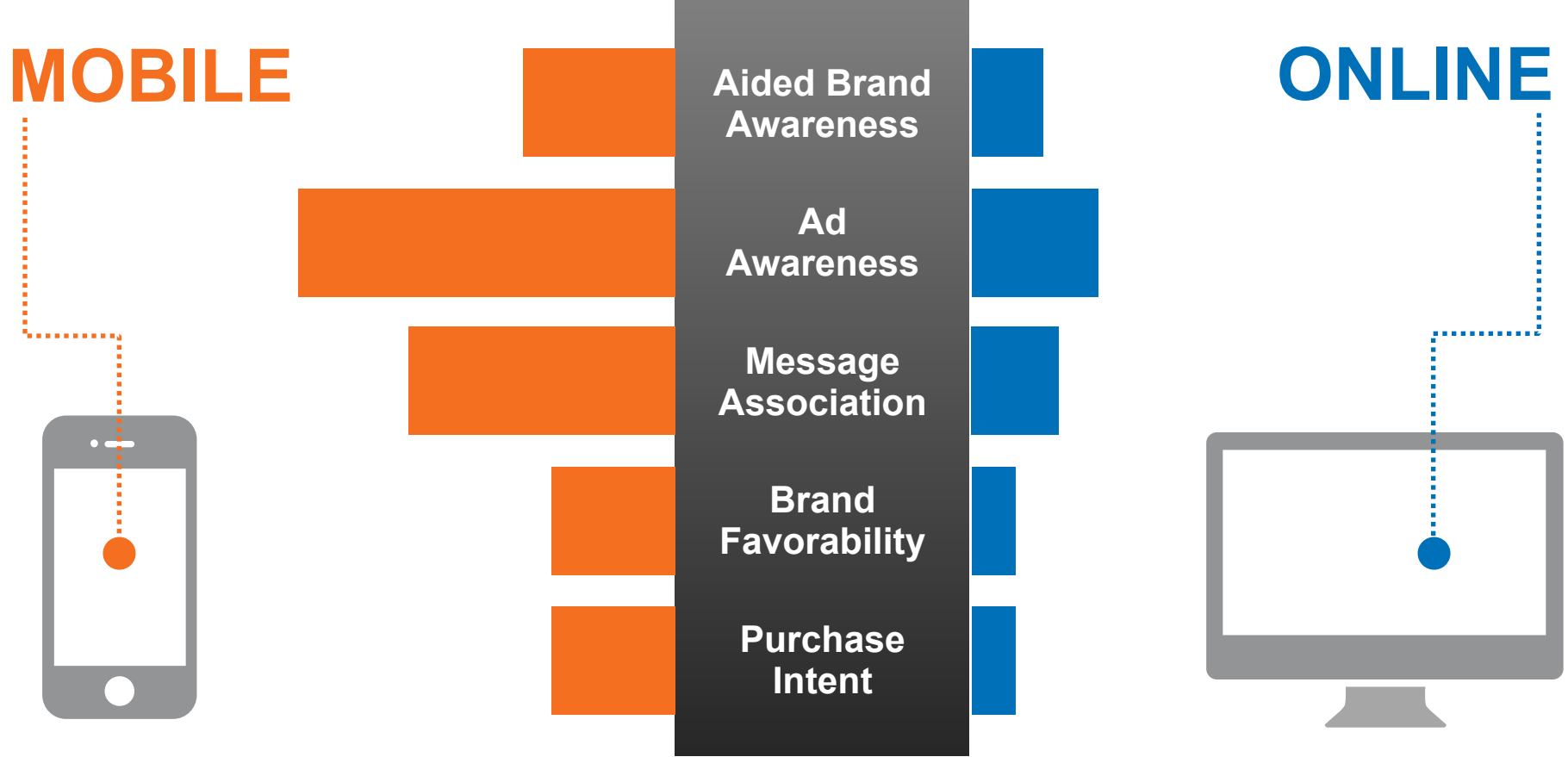


# Fundamentally changing the media landscape





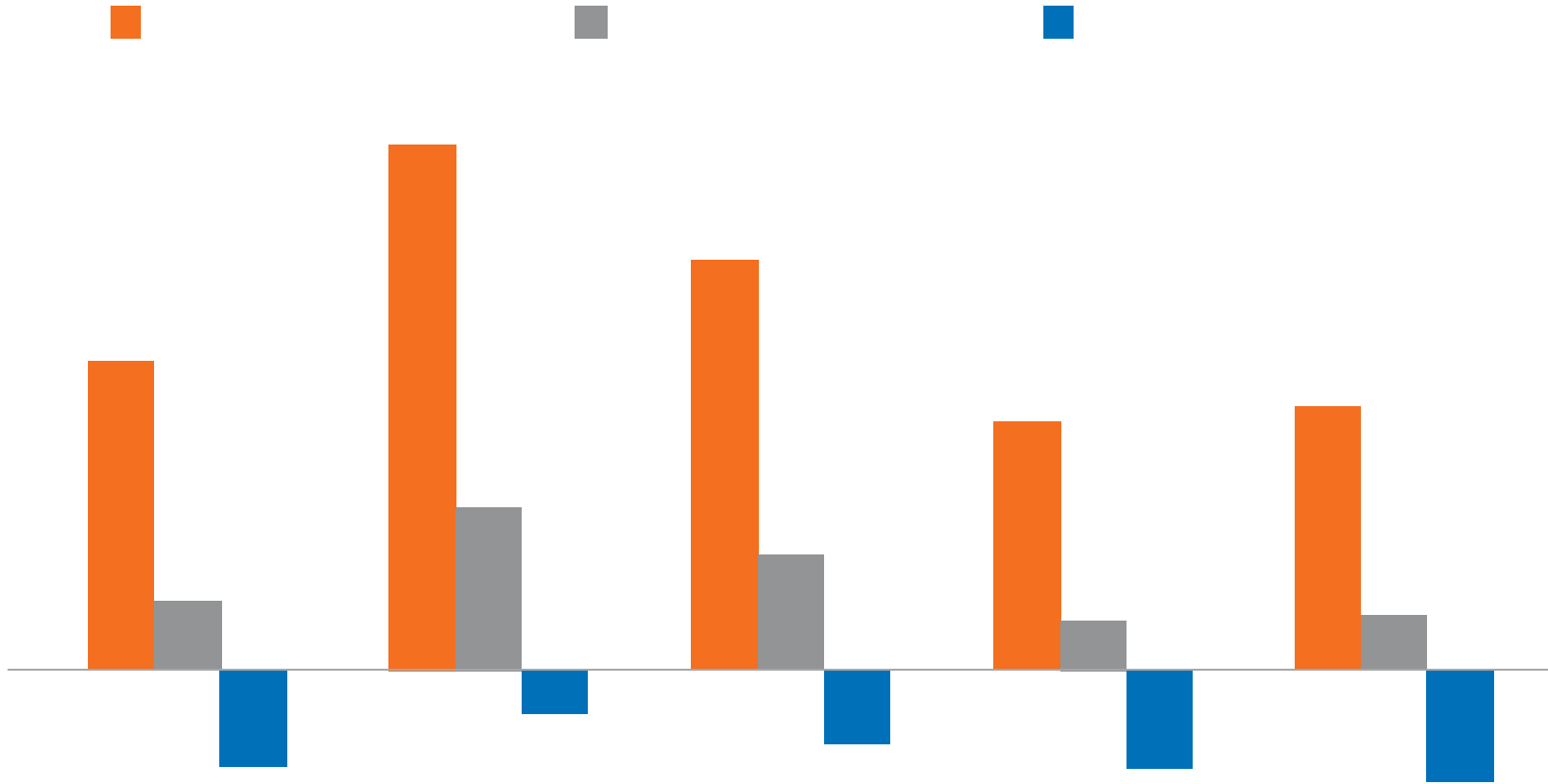
# We know mobile ads work!



Source: Millward Brown MarketNorms for Online, last 3 years through Q1/2015, N=2,565 campaigns, n=2,664,258 respondents; Mobile Brand Lift Insights Norms, last 3 years through Q1/2015; Overall Mobile N=624 campaigns, n= 655,875 respondents. Delta (Δ)=Exposed-Control

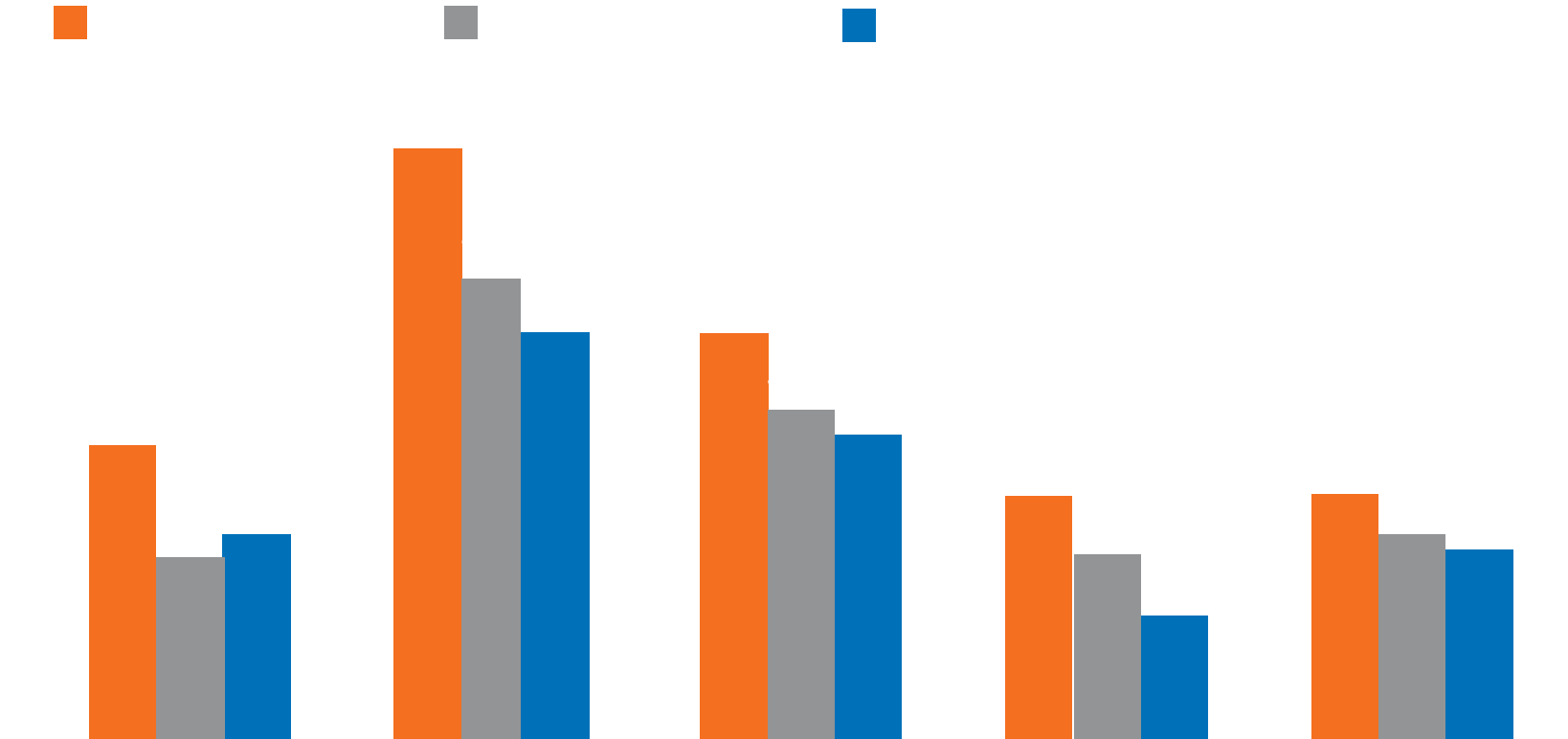


# But creativity is key - just because it is mobile doesn't mean you will succeed





# Every sector has potential but CPG outperforms most categories at awareness



# Best Practices: What differentiates a Smarties winner?

Findings from EMEA 2015



## Have a clear end goal in mind

2 out of 3 Gold winning campaigns were aimed at driving Brand Equity, e.g. building brand image or deepen customer engagement.

### GOAL BRAND EQUITY (NET)

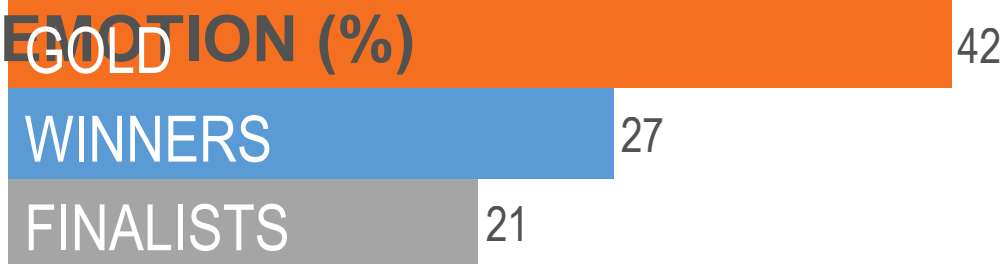




A purpose-driven strategy rooted in a human need is differentiating

Especially Gold winning campaigns were built on deep insight, with many seeking to improve the human condition.

**STRATEGY ADDRESS HUMAN NEED / EMOTION (%)**





Social philanthropy, with mobile enablement, serves a social good while bolstering positive brand associations



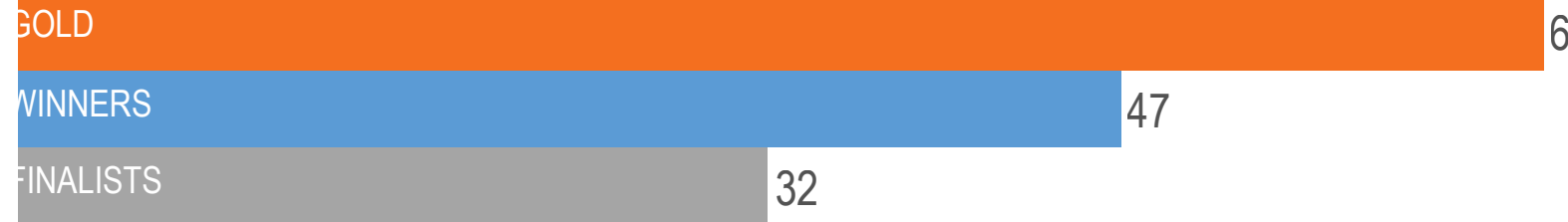
Turkcell and R/GA London  
**“HealthMetre”**  
*Turkey*



## Interactivity with two-way conversations between audience and brand was essential

Winning campaigns were both more likely to be interactive and social.

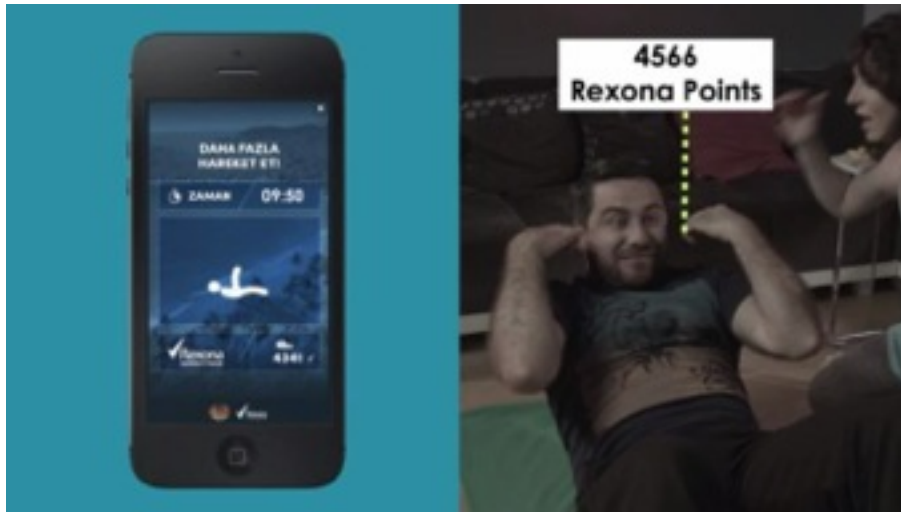
### EXECUTION INTERACTIVE (%)



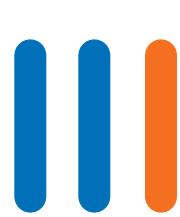
### EXECUTION SOCIAL (%)



# Interaction for deeper engagement with brands



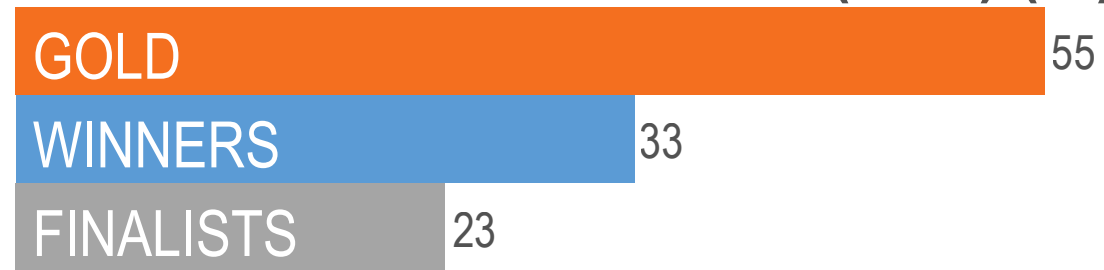
Unilever / Rexona and Mindshare  
Turkey / Wanda / Mobilike  
**“Who Does More?”**  
*Turkey*



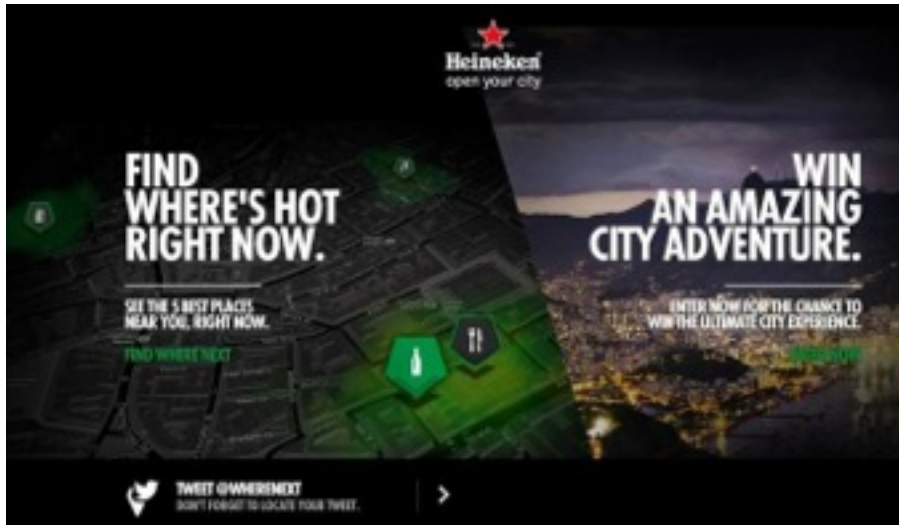
Creative viral potential matters:  
Earned media was an indicator of  
success

Winning and especially Gold winning  
campaigns were most likely to achieve  
earned media, especially WOM/buzz and  
social sharing

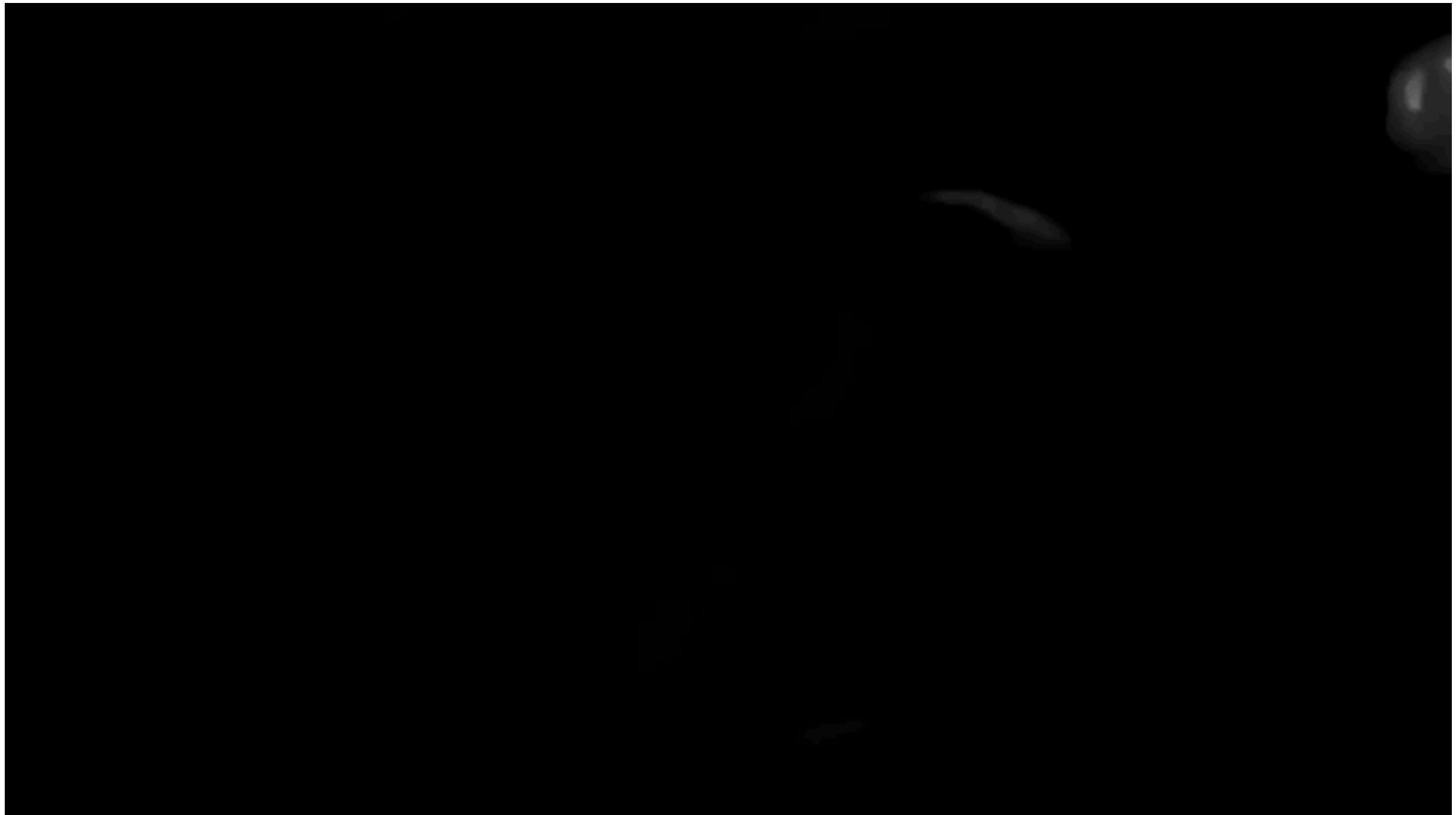
### RESULTS EARNED MEDIA (NET) (%)



Strong campaigns embrace the inherent impatience that mobile brings – that anything is attainable, now



Heineken and R/GA London  
“Heineken @WhereNext”  
*UK*





## Winners had stronger cross-channel support

80% of campaigns had mobile in the centre, but winning campaigns more frequently used multiple channels to support the mobile campaign – and relied less on mobile only.

Winning campaigns were more likely to use Social, Outdoor and Print.

MMA Smarties has shown that great EMEA mobile campaigns:

- 01** Set clear goals with brand at the heart of the campaign
- 02** Facilitate social philanthropy
- 03** Embrace interactivity and two way communication
- 04** Use social to super-charge interactivity and co-creation
- 05** Gratify in real-time
- 06** Integrate mobile with other channels





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