

Visual Creativity

How far can we go on mobile screens?

Rowan Newman & Harry Clarke
[@WeveUK](#)



SOURCE

Who are we?



SOURCE

Mobile creative solutions from **concept** to **creation**

Mobile is the device of choice



Desktop
2.12 hours



Mobile
2.54 hours

It's a competitive world out there



The average person
is exposed to over
4000 ads
every day!







5 rules for mobile creativity



Never underestimate the **power**
of touch.



Make the most of the
way people engage
with their phone.

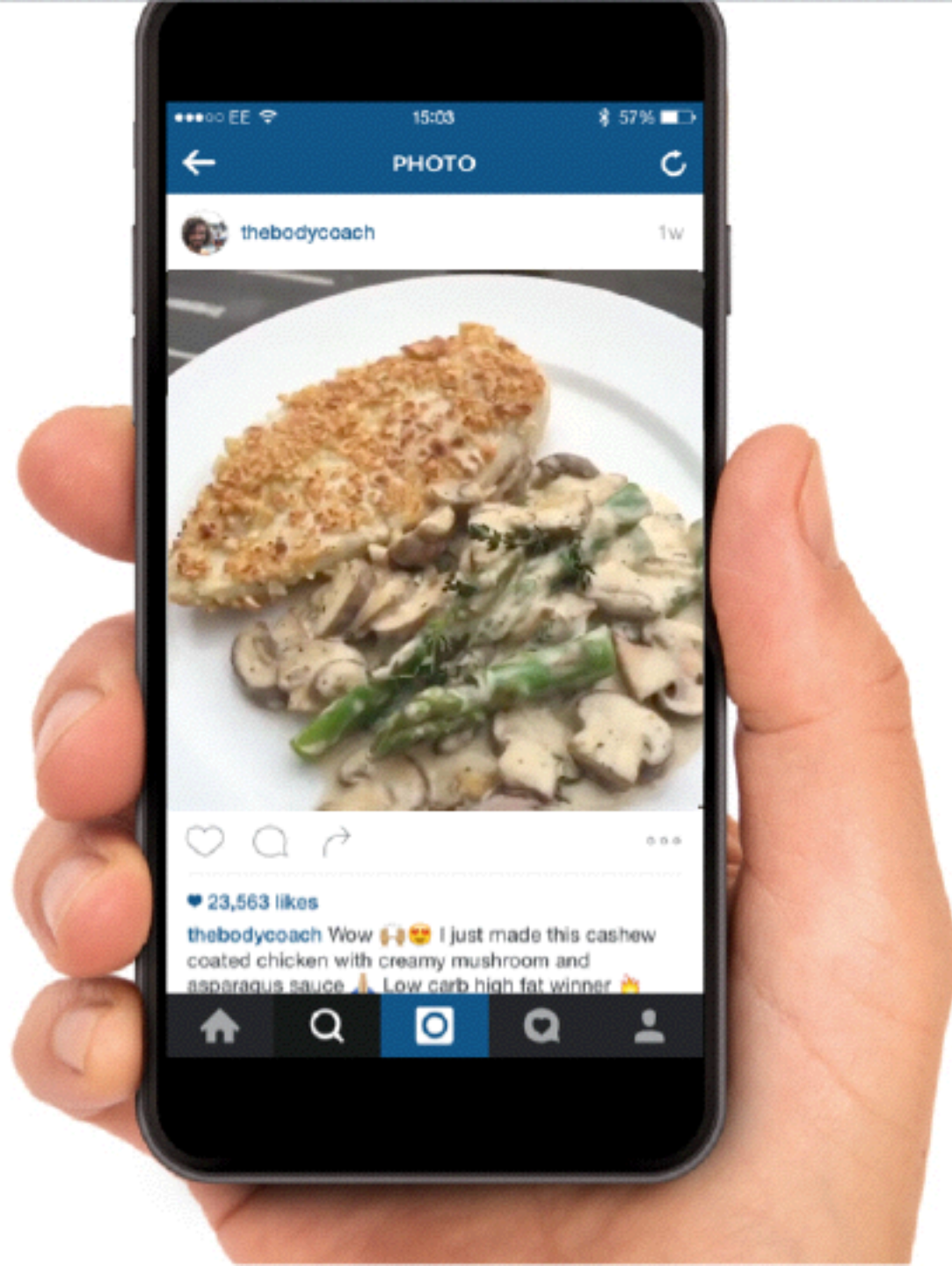
Bradesco Car Insurance



Keep your **audiences attention.**

Think short, sharp
and snackable.

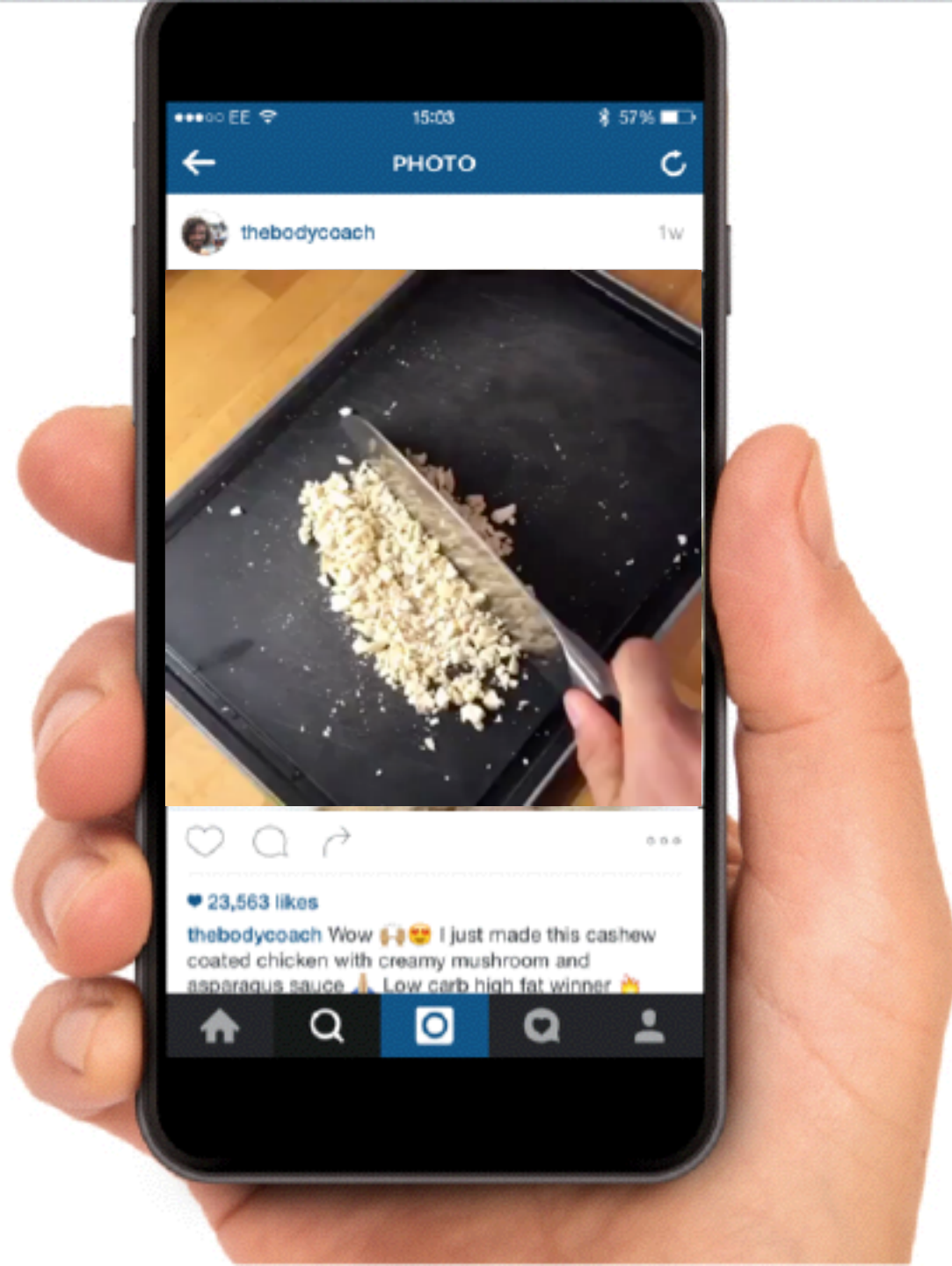




@thebodycoach

875k followers

Best selling book



@thebodycoach

875k followers

Best selling book

A large, faint, light purple number '3' is positioned on the left side of the image. A small, solid purple dot is located below the number '3', to the left of the text.

Harness the **unique technology**
of the mobile.



Dove

Unilever

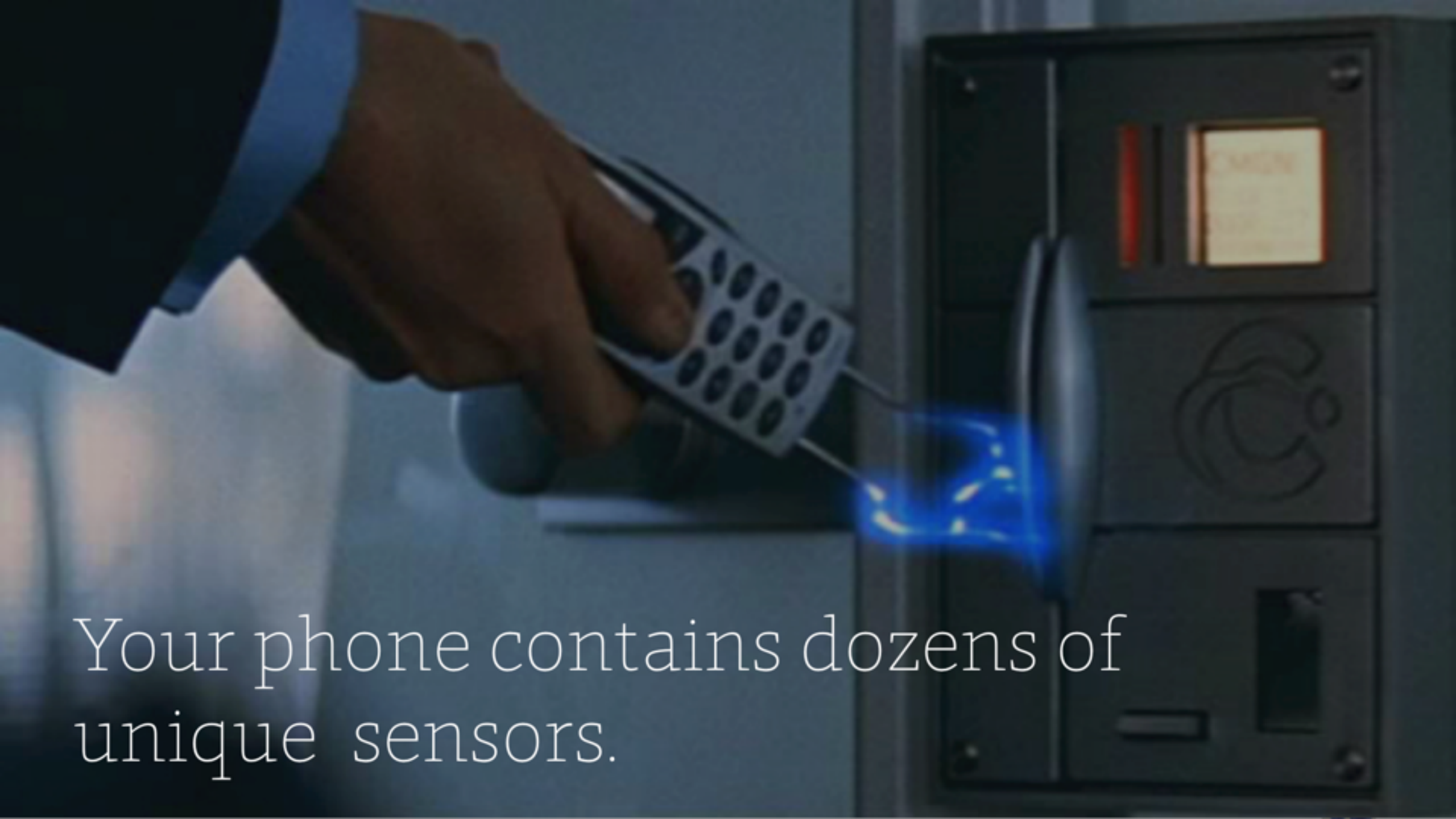
Stand in the marked area



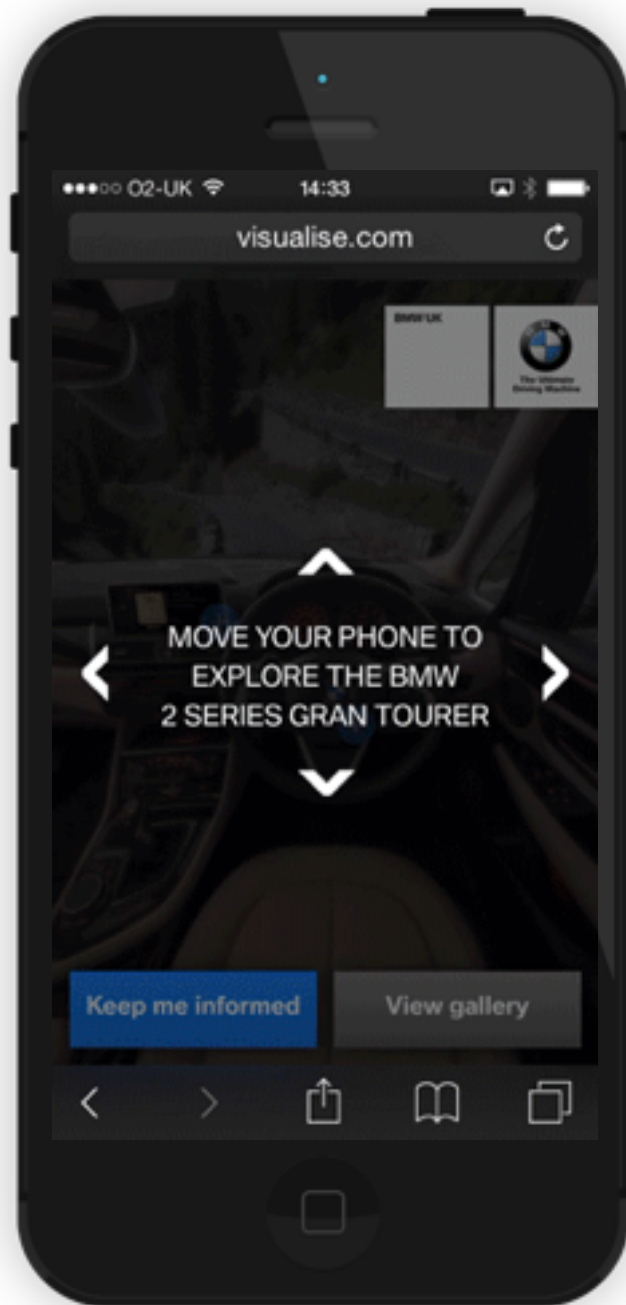
dove.com/colourconfidence

New Dove invisible dry
The first deodorant proven to leave no
white marks on 100 colours





Your phone contains dozens of
unique sensors.



BMW
&
Weve



4.

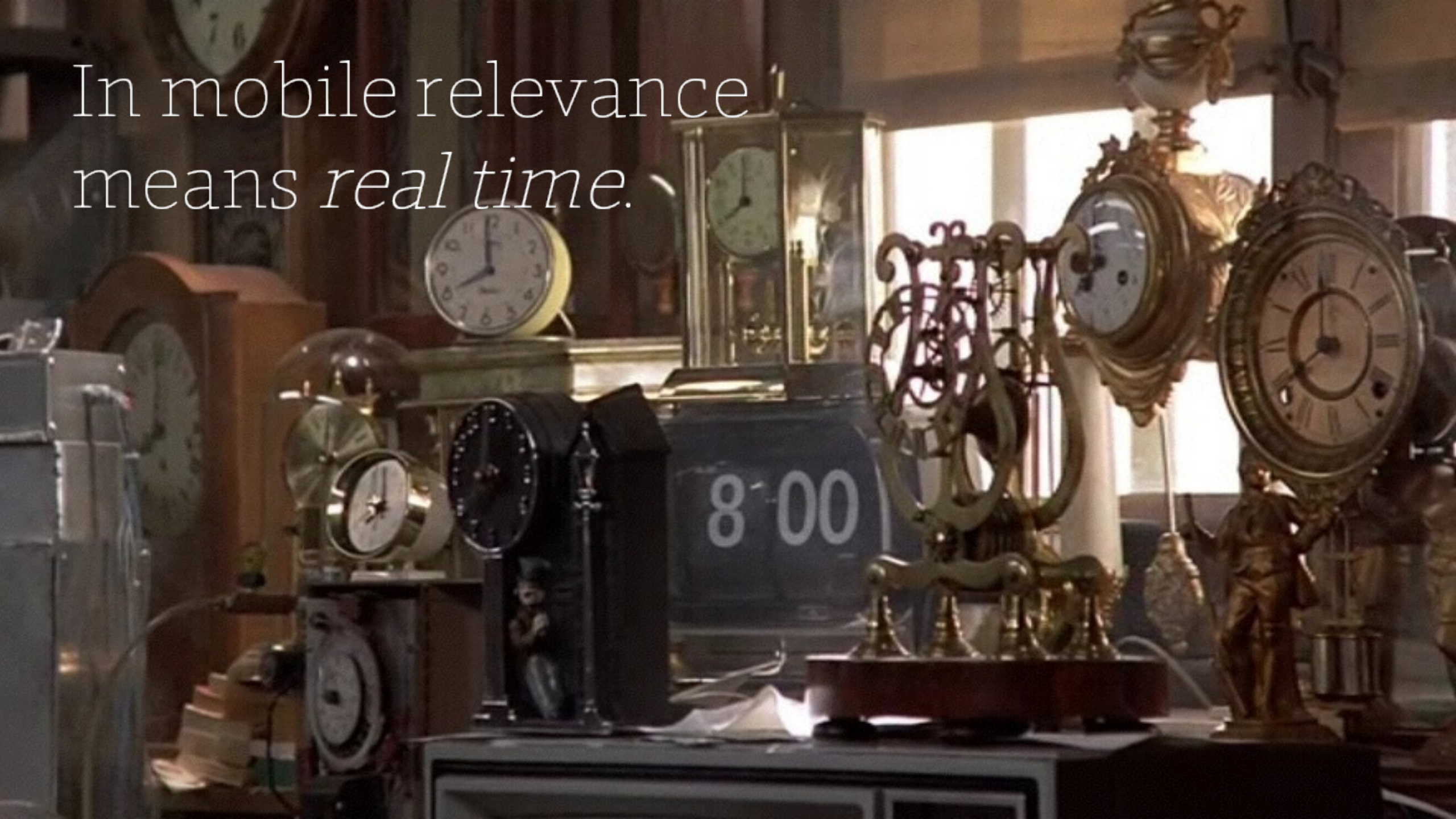
Strive for **relevance**.

les-tuh skwair

say it to get it
Google voice search for mobile



In mobile relevance
means *real time*.







5. It's not **always** about the click.

TRADING VIEW

complex 7-1-981v

PROFILE 7553-2V

OBJECT: C-34/25
STATUS: SYSTEM OK
MODE: STEADY
CHANGE SETTINGS



PROFILE

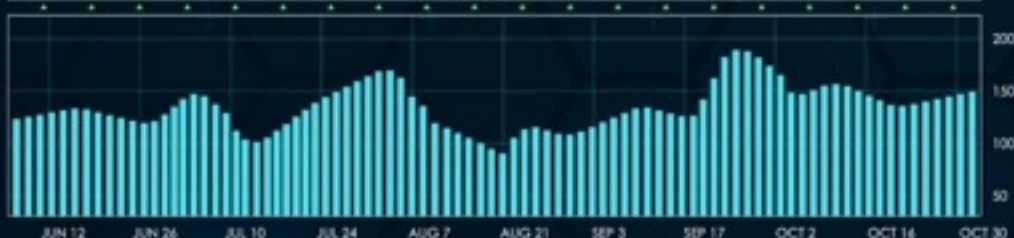
LAN

SECURITY

TRADING GRAPH

complex 7-1-981v

SHOW TRADES SUN MON TUE WED THU FRI SAT ALL



+ ⊗

TRADING GRAPH

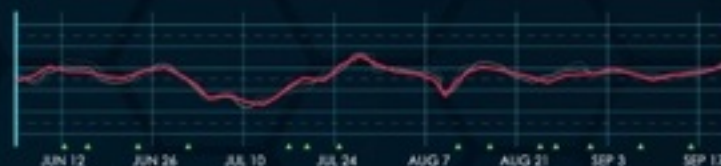
complex 7-1-981v



PERIOD: JUN 12 - SEP 17
STATUS: SYSTEM OK
MODE: STEADY
CHANGE SETTINGS



STATUS: SYSTEM OK



+ ⊗

SECTOR A

complex 7-1-981v

812.2132.3213

32432.1676615

51674354.415

KEY LOG



ACCESS ALLOWED

SYSTEM PROTECTION

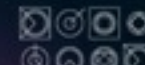
complex 7-1-981v

LOGIN

PASSWORD



NO PHOTO



FIRST NAME: JOE
LAST NAME: SMITH
HISTORY: MISSING

POTENTIALLY DANGEROUS

ONLINE STATISTIC

PROFILE 7553-2V

OBJECT: C-34/25
STATUS: SYSTEM OK
MODE: STEADY
CHANGE SETTINGS



1.5920
1.5860
1.5720
1.5610
1.5540
1.5410
1.5320



Don't
compromise
your creative
just to get
clicks.

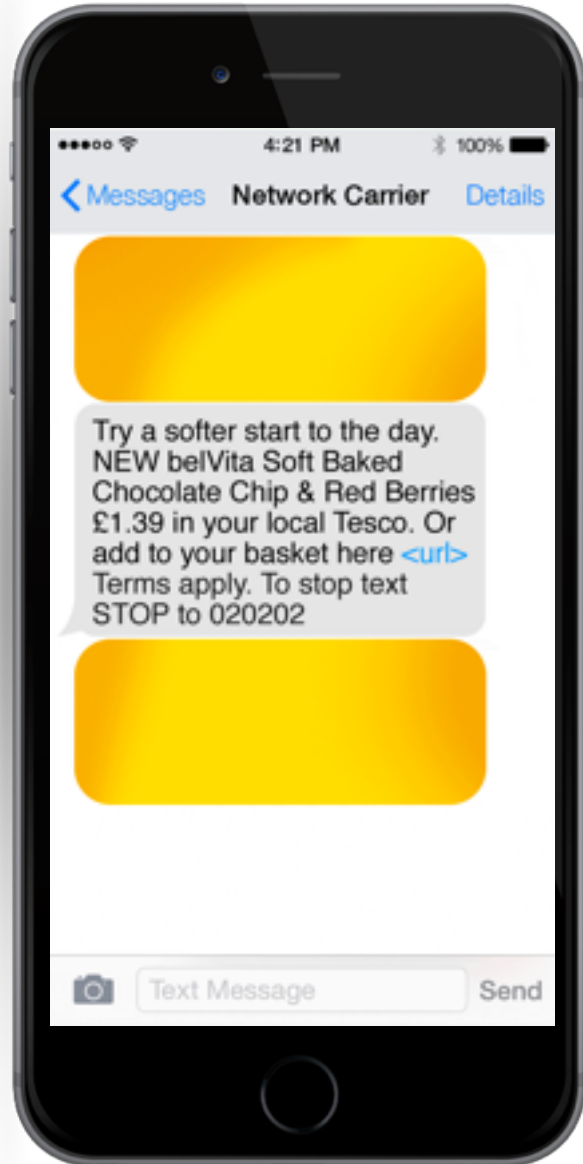


MMS+





belVita: Drive new product sales

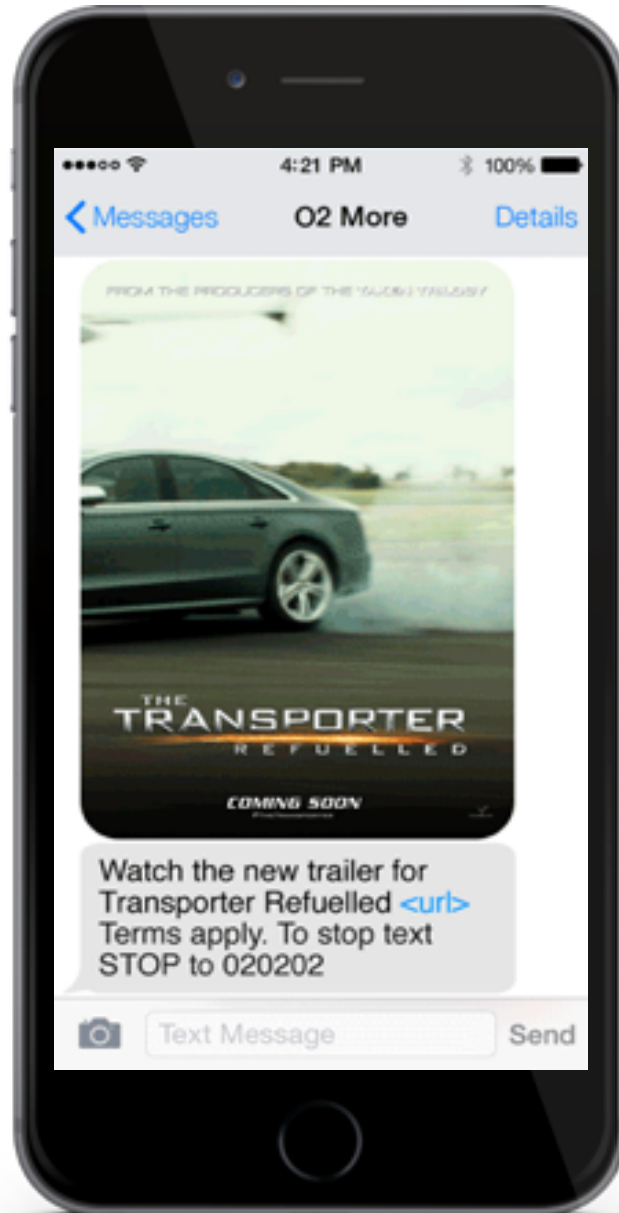


Campaign Results

22%

uplift in sales in
Test Vs Control stores





Don't underestimate the power of touch

Think short, snackable content

Harness the unique capabilities of the phone

Strive for real time relevance

Think beyond the click

When you **know** the rules...

Finally.



...**break** the boundaries.

Thanks!

For our full portfolio visit
j.mp/wevesuite



@wevesource

