

mma

MOBILE MARKETING GUIDE

RECOGNIZING LEADERSHIP & INNOVATION

presented by



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Welcome

CELEBRATING ANOTHER YEAR OF GROWTH



Anytime, anywhere, always on, always available... Mobile allows a brand to connect with its consumer like never before, a dialogue based on relevance, engagement and consumer opt-in. Mobile is positioned to become the world's leading media and become the first screen for connecting the brand to the consumer. With more than 3.4 billion mobile subscribers worldwide, compared to only 1 billion PCs, mobile is rapidly becoming the media of choice for brands and consumers around the globe. It is a means to access the majority of the world's population in a highly contextual and relevant consumer-driven interaction.

The Mobile Marketing Association and our members are helping to drive industry growth and consumer adoption in a healthy and sustainable fashion world-wide. The MMA Annual Mobile Marketing Guide: Recognizing Leadership & Innovation highlights the leaders and innovators in the global mobile marketing industry. It features the companies and individuals who have shown leadership, creativity and excellence in their mobile campaigns, technologies, initiatives and, in some cases, their partnerships.

Our MMA Global and Regional Award winners and finalists are profiled in this publication and demonstrate some of the industry's leading solutions for mobile marketing. Congratulations to all of our 2008 Award winners, finalists and all of those who submitted entries. You are all winners!

We encourage you to enjoy this publication and learn from some of the individuals and companies that are leading the growth of the industry and the association. Let's keep our campaigns simple and relevant, deliver on value to the consumer and most of all, have fun!

Thank you for your leadership.

Russell Buckley
Global and European
Chairman, MMA, &
VP Global Alliances,
AdMob

Tom Daly,
North America
Chairman & Global
Vice-Chairman, MMA, &
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Jimmy Poon,
Asia-Pacific Chairman,
MMA, &
Managing Director,
Púca China

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*Source: Nielsen Mobile, July 2008 **Source: M:Metrics, July 2008 © 2008 Yahoo! Inc. All rights reserved.

By Richard Westlund

Mobile Marketing: Its Time Has Come

Moving from SMS to Mobile Web



To help on-the-go viewers follow the 2008 Beijing Olympics, NBC offered its global audience a choice of mobile web, video, TV and alerts. In Europe, a Coca-Cola mobile-web campaign to support Turkey's national soccer team in EuroCup 2008 drew 9 million participants. In Latin America, 46 Brazilian radio stations used Hanzo's mobile marketing platform to generate more than 1.3 million text messages in first quarter 2008.

"The global market right now is crossing a chasm from niche novelty to a major new medium," says Russell Buckley, VP Global Alliances, AdMob, in Munich, and Global and European chairman of the Mobile Marketing Association (MMA). "When brands like Jaguar, Ford and the BBC start to seriously invest in mobile advertising, this is clearly a market whose time has come, finally."

The Mobile Marketing Association defines mobile marketing as the use of wireless media as an integrated content delivery and direct-response vehicle within a cross-media mar-

keting communications program. Mobile marketing can be marketing using wireless media, including voice, text messaging (SMS), picture messaging (MMS), video and television, downloadable applications (games, videos, podcasts, ringtones, wallpapers); and mobile web.

The MMA helps to ease market entry for all players in the ecosystem with industry guidelines and publications that focus on consumer protection and privacy, since industry growth

would be more difficult without broader education to ensure sustained consumer satisfaction, says Laura Marriott, president of the Mobile Marketing Association.

Richard Sagers, head of mobile advertising, Vodafone Group Services Limited and MMA Global chairman emeritus, points to three elements which helped to strengthen the mobile marketplace: Introduction of flat-rate data tariffs, technical improvements in screen quality and an improved user experience as more web-related features and applications become available. "For marketers, this means considering how best to mobilize their brand and engage consumers in the mobile domain," he says.

While mobile web usage is increasing due to the iPhone and other innovative handsets, other delivery channels are on the rise as well. "Every trend in mobile is growing web, video, TV, advertising, location, messaging, IVR," says Tom Daly, group manager, global interactive marketing at Coca-Cola and MMA NA chairman. "It's a rising tide that's lifting all boats."

A World of Opportunities

For brands and marketers, new opportunities in the mobile space are developing across the globe. Today, mobile can be an integrated content delivery, a direct response vehicle, cross-media driver or stand-alone marketing

"It's not just the teen interested in gaming. Mobile marketing has moved up the chain to reach the mom carrying a Palm Treo and the executive using his BlackBerry in the airport."

—John du Pre Gauntt, senior mobile analyst,
at eMarketer Inc.

communications program.

“With the exponential growth of both mobile users and advertisers, especially in Asia, mobile presents the best opportunity to go mass market—beyond the reach of TV, print and other traditional media,” says Rohit Dadwal, director, platform and mobile services at Microsoft Online Services, Singapore.

Around the world, leading brands are moving from early adoption to using mobile as part of a daily diet of interactive marketing, says John du Pre Gauntt, senior mobile analyst, at eMarketer Inc., in Louisville, Ky. “The technology and reporting have improved, allowing brands to follow their audiences.”

Mr. du Pre Gauntt notes that consumers who integrate mobile into their lifestyles are an attractive demographic. “It’s not just the teen interested in gaming,” he says. “Mobile has moved up the chain to reach the mom carrying a Palm Treo and the executive using his BlackBerry in the airport.”

Nielsen Mobile reports that 40 million mobile subscribers in the U.S., plus millions more across Europe and Asia, surf the web through their mobile device each month—checking email, exploring their social networks, making bank transactions and engaging in other web activities right from their hands.

“Everything is in place for a boom in mobile advertising,” says Jesse Goranson, senior vice president of mobile media, Nielsen Mobile. “The steady rise of mobile Internet usage among all demographics, and the popularity of categories such as search, news, weather and sports, shows that cell phones are increasingly being utilized as sources of information rather than a simple tool to place calls.”

And mobile marketing isn’t just for major brands. “We are now seeing small businesses find the medium more and more accessible due to the advent of simple, self-service mobile marketing platforms,” says Steve Livingston, chief marketing officer at mBlox Limited in Sunnyvale, Calif. “From local retail stores to amateur garage bands, it is now possible to design and implement campaigns to connect with customers and fans alike, with little effort and money.”

Today, mobile marketing is increasingly



Roland Tauchner, managing director, DIMOCO Direct Mobile Communications



Diana Pouliot, director, Mobile Advertising, Google

“From local retail stores to amateur garage bands, it is now possible to design and implement campaigns to connect with customers and fans alike, with little effort and money.”

—Steve Livingston, chief marketing officer at mBlox Limited in Sunnyvale, Calif.

focusing on providing utility and value to the consumer, including these types of applications:

- **Couponing.** Coupons delivered via mobile have the advantages of simple storage and transport for the consumer and often use bar coding to ease redemption or provide ease of access to the web.
- **Subsidized or free content.** Brands are offering free or heavily discounted digital content as an incentive for participation in mobile marketing campaigns.
- **Social networking.** Viral marketing is proving to be a major driver, not only for consumer interaction on mobile but also as a key means for “cool application” pass-off between friends.

“Platforms are becoming increasingly important in growing the mobile ecosystem,”

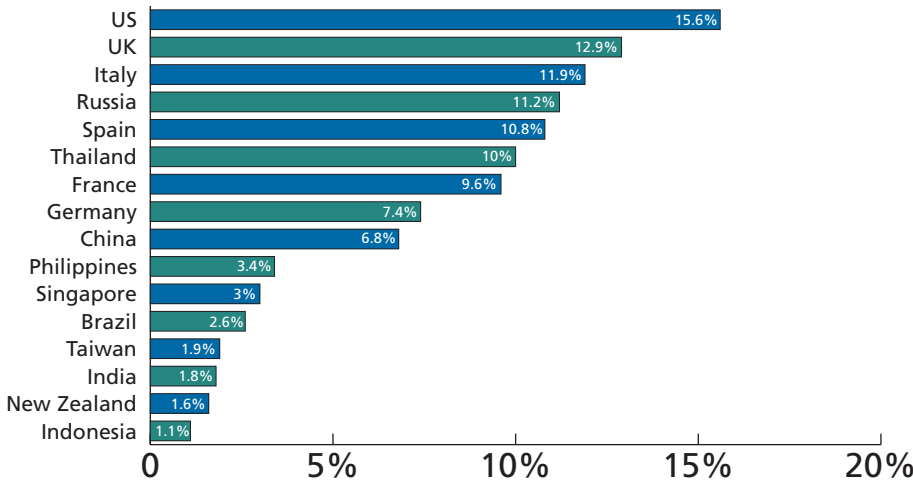
says Ken Mandel, vice president and managing director, Yahoo! South East Asia, Singapore. “Platforms such as Yahoo Go 3.0 widgets and Apple’s new App store are making it much easier for developers and consumers to find each other.”

Growth in All Regions

There are 3.4 billion mobile subscribers worldwide, according to eMarketer; this is more than triple the 1 billion PCs forecast by Forrester Research by end of 2008. No wonder then that brands and marketers are using a variety of strategies to reach key audiences in their regions. With rising rates of cell phone adoption in emerging markets like Brazil, Russia, India, and China, mobile is positioning itself as a powerful medium for firms seeking to engage with their target consumer.

Mobile Internet Usage Penetration Among Mobile Subscribers Across 16 Measured Countries

- 15.6 percent of mobile subscribers in the US, 12.9 percent of subscribers in the UK and 11.9 percent in Italy actively use the mobile Internet.
- Mobile Internet has reached a critical mass as an advertising medium in the US. As of May 2008, there were 40 million active users of the mobile Internet in the US, with individual sites that attract millions of unique users. This provides scalable marketing potential with demographic breadth.
- Unlimited data packages are an important part of the growth of the mobile.
- 3G networks are greatly improving the quality of the mobile Internet experience and will help drive customer satisfaction with mobile Internet.
- Yahoo! Mail is the most popular mobile website in the US, with 14 million unique visitors per month, as of May 2008.
- Mobile Internet provides audience "lift" to web sites. For 200 leading web sites accessed on both PCs and phones, mobile traffic provides an average 13 percent lift on total audience over home PC traffic alone. If a web site is able to attract 100 visitors over the home PC, the traffic from mobile phones can add, on average, another 13 unique visitors to the site's total cross-platform audience. Weather and entertainment sites have the largest audience lift from mobile—more than 20 percent, on average.



Source: Nielsen Mobile

In Europe, the mobile channel has found its place in the strategy of top brands and retailers, portals and publishers, according to Roland Tauchner, managing director, DIMOCO Direct Mobile Communications and Chairman MMA Austria. "It's time for everyone in Europe to understand the value of the mobile channel and to develop a strategy."

Mr. Tauchner says making a multinational mobile buy in the European market will become easier, as leading players like AdMob and Third Screen Media move to cover additional markets for mobile advertising. "While mobile marketing initially caught on more quickly in Europe, North American

brands like Coca-Cola and Procter & Gamble are now leading the way," he adds.

Across the Pacific, Asia is seeing a renaissance in mobile messaging, says Jimmy Poon, managing director of Púca China and MMA Asia-Pacific chairman. Among the key drivers: the 2008 Olympic Games, which demonstrated mobile's ability to connect with consumers and a crackdown on SMS spam from China Mobile. "Now, brands are finding new ways to use messaging as a genuine marketing medium," says Mr. Poon. "Messaging 2.0 in China is being invented as we speak."

eMarketer expects Asia-Pacific to pull ahead of the U.S. in total mobile advertising

spending by 2012, largely because consumers in China and India use mobile as their primary interactive screen.

Australia's mobile advertising market is projected to grow more than 300 percent this year, driven by the growing consumer take-up of 3G data services coupled with attractive campaign pricing, according to a recent Frost & Sullivan study, "The Australia Next-Generation Mobile Advertising Market."

In Latin America, mobile provides consumers with their digital connection to the Internet, says Federico Pisani Massamormile, CEO of Hanzo and MMA Latin America chairman. Because more than 80 percent of Brazil's 133 million mobile users are using prepaid services, brands and media companies are concentrating now on SMS campaigns. "All the major media here are doing something in the mobile sector," he says.

In Mexico, mobile advertising is just getting under way, according to Eugenio Velasco, mobile services director at Televisa. "As the major carriers launch new 3G and data plans, I believe that we will see a strong push for mobile in 2009, including video and the mobile web."

Trends to Watch

As mobile marketing moves into the mainstream, leading practitioners point to several important trends to watch in the coming year. Certainly, one of the key drivers is the movement from mobile voice-only phones to handheld computers or SMART phones.

However, voice will remain the foundation for many mobile campaigns in 2009. Interactive voice response (IVR) programs that allow consumers to interact from their mobile phones are still highly effective and provide a familiar and comfortable consumer experience.

Around the world, SMS will enjoy steady growth in 2009. In fact, eMarketer projects that the vast majority of worldwide spending on mobile advertising in the next five years will be spent on text-messaging campaigns, with mobile display advertising and mobile search making up the rest.

The simplicity, ubiquity of handset support and continued growth in user adoption globally means SMS will continue to be a cornerstone of mobile marketing campaigns.

But the fastest-growing application in the



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AUDIENCE SHOULD BE
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Source: Nielsen Mobile August 2008

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“As the mobile ecosystem continues to grow, brands will take advantage of new marketing opportunities in the mobile space.”

—Diana Pouliot, director, Mobile Advertising, Google



coming year is likely to be mobile web. Across the globe, more consumers are using mobile to access the Internet while on the move. The iPhone has contributed, in part, to this growing success and the adoption of mobile web. Many analysts believe the mobile web will be the medium of choice, based on ease of use and the growth of flat-rate data service plans.

“The key consumer trend for 2009 will be the ever-accelerating adoption of SMART phones, which are no longer just for business travelers,” says Eric Eller, senior vice president, products and marketing for Millennial Media. “With BlackBerry now selling more devices to non-business users, with the iPhone, with the blockbuster Instinct, all the mobile device buzz surrounds these advanced devices.”

Other developing trends:

- Growing use of mobile social networking applications as consumers stay in touch with friends while on the go.
- Development of unique ad formats that play to mobile's strengths (“made for mobile”), rather than borrowing or repurposing concepts from the PC.
- More “grass-roots” micro-marketing campaigns using low-cost social media.
- Rising adoption of mobile banking, real estate and other financial applications. For example, consumers research homes for sale using their PCs, but once in the neighborhood, mobile allows consumers to research individual homes while they are there.
- Mobile search marketing will continue to increase in importance.
- More consistency in metrics and measurement to ensure effective campaign results. Brands will require measurement standards that provide comparable and consistent data so that they can understand the success of a campaign and where to further invest.
- Location-based services (LBS) will increasingly be important to mobile marketing programs as well. However, LBS is still in its early phases, and technological development

and privacy controls will be required before we see mass adoption of LBS.

Looking ahead to 2009, Diana Pouliot, director of mobile advertising at Google, says, “We expect the adoption of mobile marketing campaigns to accelerate in the next 12 months, especially in the area of mobile web advertising. Consumers are using their mobile phones more than ever to access all types of information and content across a wide variety of categories. As the mobile ecosystem continues to grow, brands will take advantage of new marketing opportunities in the mobile space.” •

Mobile Advertising Spending Worldwide, by Format, 2007-2012 (millions)

	2007	2008	2009	2010	2011	2012
Mobile message advertising *	\$2,560	\$4,200	\$6,440	\$9,260	\$11,960	\$14,173
Mobile display advertising **	\$52	\$142	\$338	\$629	\$945	\$1,203
Mobile search advertising ***	\$83	\$244	\$597	\$1,290	\$2,345	\$3,773
Total	\$2,695	\$4,586	\$7,375	\$11,179	\$15,250	\$19,149

Numbers may not add up to total due to rounding

* Spending on placement in text messages, includes direct spending on message campaigns as well as spending on promotional coverage of end-user messaging costs

** Spending on display banners, links or icons placed on WAP, mobile HTML sites or embedded in mobile applications such as maps or entertainment services (e.g. games or video)

*** Spending on sponsored display ads and text links that appear alongside mobile search results, as well as spending on audio ads played to mobile phone callers making a directory inquiry

Source: eMarketer, March 2008

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- ✓ iPhone Reach

BEST

- ✓ Quality Publishers
- ✓ Customer Service

MOST

- ✓ Precise Audience Targeting
- ✓ Innovative Engagement Solutions


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A photograph of two women sitting in a theater. The woman on the left is wearing a green dress with white polka dots and is holding a smartphone, looking at it with a smile. The woman on the right is wearing a solid green top and is looking at the phone. In the background, other people are visible, including a man in a tan shirt and a woman in a grey top. A blue circular graphic is overlaid on the top left of the image.

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to the mobile
consumer.

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By Richard Westlund

12 Things You Must Know to Be Successful with Mobile Marketing



Whether you're new to mobile marketing or can explain all the details of text messaging (SMS), picture messaging (MMS) and mobile web (WAP) technologies, it's important to know how to deploy campaigns successfully, leveraging this powerful new media channel in today's rapidly evolving global environment. Here are 12 recommendations from experienced mobile marketing professionals, starting with the basics and moving into tips for planning and implementing a successful campaign.

The basics

1. RESPECT THE END USER.

Any successful mobile marketing program must respect the end user and always put the interaction decisions including choice and control in the hands of the consumer (this means consumer "pull," not consumer "push"). That's why the MMA publishes the Global Code of Conduct, which focuses on consumer privacy

and protection and ensures that all interactions with the consumer are at the consumer's request. The MMA has also published its "Consumer Best Practices Guidelines (CBP)" for the U.S. market, which focus on ensuring a positive experience for the consumer and creating consistency in the interactions between brand and consumer via the mobile device. In the U.S. CBP guidelines, for instance, it is prohibited to send an unsolicited message to a mobile user, and the guidelines define that all messages must have consumer "opt in" before they can be sent. In any mobile endeavor,

brands and marketers need to conduct themselves responsibly and use common sense when interacting with consumers. That means having the utmost respect for individual privacy, and ensuring that consumers have always opted in to your campaign.

2. TAKE ADVANTAGE OF EXISTING RESOURCES.

Education is the key to being successful, says Jason Gruber, vice president of U.S. strategic development for AOL's mobile team in Seattle. "Brands need to get smart about the mobile space," he says. "If you think mobile is important to your consumers, spend a day on the Mobile Marketing Association's web site [www.mmaglobal.com]. You'll learn why a mobile spend can be more effective than online if you're smart about selecting goals, choosing a partner and structuring a campaign."

3. UNDERSTAND THE ECOSYSTEM.

Because mobile marketing involves multiple participants, understanding the ecosystem (aka value chain) will help you launch a mobile initiative more effectively, as you will understand what players will need to be involved in providing your solution. Simplistically, the value chain includes consumers, who carry many different types of handsets, such as cell phones, smart phones and PDAs with varying capabilities. Next are the wireless operators/carriers, who provide service to consumers through a wide

"Mobile lets you build a highly personalized dialogue with the individual consumer. That's very different from the old mass market model of advertising."

—Gene Keenan, vice president of mobile services, Isobar

assortment of voice and data features and functionality. Aggregators and technology enablers provide the technical solution, the interoperability across the carriers and the link with the marketers. And then, brands and their agencies will help define their strategic objectives, goals and creative and lead the launch of the campaign. Since many mobile campaigns have integrated digital and traditional media components, marketers may also wish to explore the nuances of varied multimedia platforms, advertising networks and other web service providers.

Planning a campaign

4. DEFINE YOUR STRATEGIC OBJECTIVES AND LEVERAGE MOBILE'S UNIQUE CAPABILITIES.

Planning an effective campaign begins with a discussion of a marketer's strategic objectives for the entire campaign. You need to look at the big picture, first, and then determine which mobile solution fits into the overall marketing mix. Unlike other media, mobile can reach consumers making a buying decision anytime, anywhere (including at the point of sale). Its reach extends to the business traveler, the parent running errands and young adults chatting with their friends. As Gene Keenan, vice president of mobile strategy at Isobar, says, "Mobile lets you build a highly personalized dialogue with the individual consumer. That's very different from the old mass market model of advertising."

5. IDENTIFY YOUR TARGET AUDIENCE.

“Spend a day on the Mobile Marketing Association’s web site www.mmaglobal.com. You’ll learn why a mobile spend can be more effective than online if you’re smart about selecting goals, choosing a partner and structuring a campaign.”

—Jason Gruber, vice president of U.S. strategic development for AOL’s mobile team

Understanding the target demographic, including age, sex and mobile technology skill levels, for your campaign is key to a campaign's success and will help you to determine what mobile media best suits the marketer's strategic objectives. Your analysis may indicate that some consumer segments and/or geographies rely heavily on their mobile phones and utilize a wide variety of data services, while others are less familiar with functions like video services or browsing the mobile web. Understanding your audience will help you to focus on the needs of the campaign, and not simply guide selection based on "cool" technology. Brands and marketers who can see beyond the technology and physical formats, and recognize the underlying value of the campaign to their target audience tend to run successful mobile marketing campaigns. That means the mobile technology has to fit the campaign's marketing objec-

tives and target audience.

6. SET CLEAR, MEASURABLE GOALS.

Because mobile marketing campaigns come in many different flavors, it's essential to determine the desired and measurable results right from the start. Do you want a certain number of consumers to click through to a web site or to present retailers with a coupon displayed on a handset to drive acquisition? Or are you seeking to build awareness or to increase brand loyalty as measured by traditional or digital marketing tools? Starting with your strategic objectives and defining your goals will be key to campaign success.

7. INTEGRATE EFFECTIVELY INTO A CROSS MEDIA CAMPAIGN.

Mobile is most effective when used in a multichannel program, enhancing and complementing offline and online strategies. Consider deploying a holistic, 360-degree plan that might include the use of TV, web, print or outdoor ads with an embedded mobile "call to action" as an integral part of the campaign. When and where you reach consumers makes a critical difference in the success of the mobile component. The timing and relevance of the consumer interaction are even more important in driving quality mobile consumer engagement than with other marketing channels.

8. ENGAGE THE CONSUMER—AND DRIVE SUSTAINED DIALOGUE AND INTERACTION.

Mobile is a highly effective response channel



to expand brand engagement with individuals. In fact, mobile goes well beyond interruption-based media like TV in generating a personal interaction between the brand and the consumers. Therefore, you should think about the overall journey the customer will take during your campaign. That means planning for what will happen after the first interaction. While many mobile campaigns focus on driving traffic to a web site, remember that this is just the start of the conversation with the consumer. Keep them engaged and continue to provide relevance and value to continue the relationship and the dialogue.

Implementing a campaign

9. TEST THE WATERS AND BE WILLING TO ADAPT.

Today, every brand has an opportunity to learn how to reach consumers on their mobile devices. That means taking action now—such as launching a pilot mobile program, extracting key learnings from the initiative, and applying the added knowledge to

your next campaign—will be key to long term success in the mobile channel. The mobile space is evolving rapidly so you may want to “dip your toes in the water” now in order to be ready for the future.

10. KEEP IT SIMPLE.

If you're new to mobile marketing, perhaps the best advice is to keep your initiative simple. Voice and text messaging are being used by leading brands around the world and are seeing high adoption and significant success. For example, major airlines offer voice or text alerts for schedule changes, and leading brands from retailers to food and beverage companies engage consumers through simple mobile promotions or mobile coupons. Keeping it simple means ensuring your brand's message is clear and relevant to the user who receives it, but it also means that the campaign that you launch is easy for the consumer to use—and understand—using technologies that are available today. A campaign that requires a detailed instruction manual

may not help the brand achieve their desired results.

11. ENSURE A RELEVANT AND SUSTAINED PROPOSITION TO THE CONSUMER.

Marketing opportunities in the mobile space should focus on providing relevance and value to your consumer. A successful campaign will continue to present relevant, sustained value to the consumer—and ensure that every interaction is a valuable interaction. In expanding a brand's digital presence through display, search and even video, a targeted mobile message and content that adds value can be the first step in gathering insights as well as generating measurable results.

12. HAVE FUN!

Mobile presents many opportunities for creativity, innovation and exploration. Try it today to determine the best opportunities for your consumer, and have fun! •



Delivering Mobile Messages Around the World

Every day, billions of people rely on a wireless application infrastructure they can't see, but they increasingly can't live without. They send messages, download media content, exchange photos or videos, and more. Users expect this “always-on” network to reliably keep them connected with friends, family, and co-workers located across town or around the world. Fortunately for these users and the companies that serve them, there's VeriSign® Messaging and Mobile Media, a division of VeriSign, the trusted provider of Internet infrastructure services for the networked world. Email mobilesales@verisign.com for more information.

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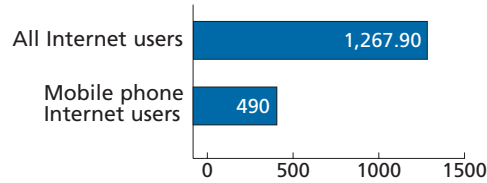
Mobile Metrics

Internet Users Worldwide (millions)

Source: eMarketer, 2008

BY THE NUMBERS

Mobile marketing is growing as a dependable and well-received way to reach audiences around the world.



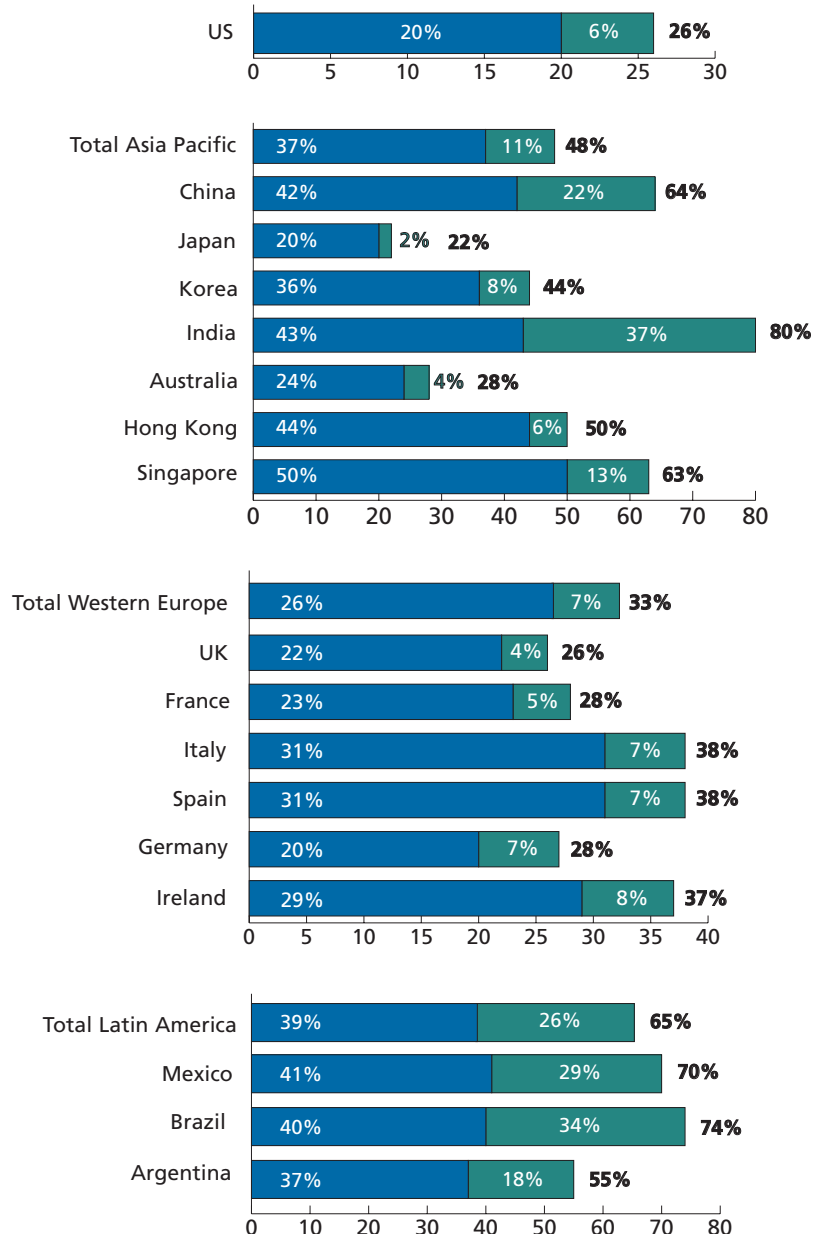
Overall Receptiveness to Mobile Marketing

■ % Moderately Interested (5-7)
■ % Highly Interested (8-10)
BOLD denotes % Total Interested

Generally, interest levels vary by geography. The United States and Western Europe report similar interest levels in mobile marketing; this is also noted among mobile phone users in Asia Pacific and Latin American markets. Roughly a quarter of mobile phone users in the US and Western Europe express strong or moderate interest.

Interest tends to be higher in Asia Pacific and Latin American markets where roughly one-half and two-thirds of mobile users respectively express strong or moderate interest.

Source: 2008 Mobile Marketing Association Annual Mobile Marketing Attitude and Usage Study. Data was collected via an online methodology in all markets by research partner, Synovate; qualification based on mobile phone use.



Participation in Mobile Marketing Efforts

Source: 2008 Mobile Marketing Association Annual Mobile Marketing Attitude and Usage Study. Data was collected via an online methodology in all markets by research partner, Synovate; qualification based on mobile phone use.

	% of Total Mobile Phone Users Who Participated	Base: Have Participated (Unweighted)	"Text to Win" or participating interactively with sweepstakes or "voting campaigns"	Download ring tones, wallpaper or games based on a new book, recording artists, etc.	Receive status alerts about your account or products you have purchased	Receive alerts for special products and services	Obtain mobile coupons that you could redeem at stores or restaurants	Receive information about new products and services	Receive advertisements for products and services	Mobile customer care	Receiving location based information
US	6%	88	48%	28%	25%	24%	22%	21%	20%	13%	6%
Total Asia Pacific	22%	698	57%	32%	41%	44%	41%	49%	51%	34%	19%
China	34%	154	66%	31%	34%	34%	49%	50%	39%	31%	27%
Japan	5%	21	48%	24%	38%	24%	57%	29%	43%	29%	14%
Korea	39%	167	56%	20%	44%	41%	33%	41%	49%	34%	8%
India	39%	171	54%	56%	49%	58%	35%	61%	60%	51%	25%
Australia	10%	43	72%	26%	21%	35%	30%	28%	28%	9%	5%
Hong Kong	14%	59	32%	27%	34%	34%	41%	59%	75%	20%	22%
Singapore	19%	83	64%	37%	47%	64%	59%	61%	57%	40%	33%
Total Western Europe	8%	197	59%	26%	24%	22%	13%	35%	34%	21%	7%
UK	6%	28	64%	14%	25%	18%	21%	36%	21%	18%	7%
France	5%	22	50%	23%	14%	32%	27%	32%	41%	18%	5%
Italy	9%	39	62%	26%	23%	23%	13%	51%	67%	15%	10%
Spain	6%	27	44%	33%	15%	15%	4%	37%	44%	26%	7%
Germany	4%	17	41%	18%	35%	35%	12%	35%	24%	18%	12%
Ireland	15%	64	69%	33%	28%	20%	9%	23%	14%	25%	5%
Total Latin America	16%	207	62%	43%	22%	22%	17%	41%	33%	28%	11%
Mexico	17%	71	56%	41%	15%	18%	13%	37%	31%	32%	7%
Brazil	17%	76	57%	41%	30%	30%	20%	45%	38%	28%	12%
Argentina	14%	60	72%	48%	20%	18%	18%	40%	28%	23%	13%

Consumer Response to Mobile Advertising (SMS)

Source: M:Metrics/Comscore. 3-month average ending August 2008

	US (millions)	Reach %	Europe (millions)	Reach %
Mobile phone users	228		216	
SMS ads received in month	46	20.2%	109	49%
SMS ads: Responded to ad	6	2.7%	8	3.6%

2008 MMA Award Winners

The Mobile Marketing Association presents its annual industry awards to recognize significant contributions within the global marketing industry. Nominations for the MMA Awards recognize the commitment and accomplishments of the world's leading companies and individuals in the mobile marketing industry.

AWARD FOR OVERALL EXCELLENCE (COMPANY OR COMMITTEE)
adidas

OUTSTANDING INDIVIDUAL ACHIEVEMENT
Laura Marriott,
President, Mobile Marketing Association

ACADEMIC OF THE YEAR
Shintaro Okazaki,
Associate Professor,
Autonomous University of Madrid

BEST USE OF MOBILE MARKETING

BRANDING
Global Winner:
BBH (Bartle Bogle Hegarty), Lynx Get In There mobile tools
(Also EMEA Regional Winner)

- Regional Winners:**
- APAC: OgilvyOne Worldwide Hong Kong, Guinness Passport to Greatness
 - LATAM: Unilever, F.biz, Nokia Interactive Advertising, Unilever Seda Teens Shampoo Mobile Marketing Campaign

- NA: Golden Gekko S.L., Absolut Drinks in Your Mobile

- Finalists (APAC)**
- Maxus India, Nokia E66 & Nokia E71 Launch
 - TigerSpike, Virgin Festival Buddy, Virgin Mobile Music Festival 2008

- Finalists (EMEA)**
- BBH (Bartle Bogle Hegarty), Cippi's Trump Selecta!
 - Mobile Dreams Factory, La Fábrica De La Felicidad

- Finalists (LATAM)**
- OKTO, Happiness Factory
 - Pontomobi Interactive, Center Norte Christmas

- Finalists (NA)**
- Anheuser-Busch, ipsh, Apology Bot 3000
 - AT&T, AT&T and Rock the Vote Go Mobile

- DIRECT RESPONSE**
Global Winner:
The Hyperfactory and Saatchi & Saatchi, United Nations "Voices" Campaign
(Also APAC Regional Winner)

- Regional Winners:**
- EMEA: Mobile Dreams Factory, Voice Push
 - NA: Walmart, Kraft Foods, AT&T Signature Sales, and Single Touch Systems, # MEALS

- Finalists: (APAC)**
- AURA Interactive, Hoyts BlueZone® network
 - Mindshare India, The New HSBC Premier Mobile Handset

- Finalists (EMEA)**
- Incentivated, Bookstart DRTV Campaign
 - YOC AG and Kraft Foods, Jacobs 3für1/2für1

- Finalists (NA)**
- Cellfire Inc. and Kroger, Cellfire Mobile Grocery Coupons
 - MGM Grand, Las Vegas, MGM Grand, Mobile Data Acquisition

- PROMOTION**
Global Winner:
AURA Interactive, Paramount Pictures BlueZone® campaign
(Also APAC Regional Winner)

- Regional Winners:**
- EMEA: Electric Agency, Coca-Cola EuroCup 2008-"What Happened To The Ball?"

- LATAM: HANZO SA, HANZO Online Mobile Marketing Campaigning
- NA: The Weather Channel Mobile, Mobile Month

- Finalists (APAC)**
- WOLFPAC MOBILE, Inc., Coffee-Mate Challenge
 - WOLFPAC MOBILE, Inc., NESCAFÉ 3in1 Decode Promo

- Finalists (EMEA)**
- AERODEON, Pepsi - "Show Your Emotions!"
 - Mobile Dreams Factory, IDRINKS

- Finalists (LATAM)**
- Mobext, adidas Fairplay
 - Pontomobi Interactive, Besni in cinemas

- Finalists (NA)**
- Valassis 1-to-1 Solutions and IKEA, IKEA Catalog "Find It" Mobile Sweepstakes
 - Limbo and Nokia, Verizon Wireless's The Fight For Gotham City Promotion

- RELATIONSHIP BUILDING**
Global Winner
CellTrust, Harlem Success Academy Connects with Parents
(Also NA Regional Winner)

Regional Winners:

- APAC: Mindshare India, Pepsi-Youngstaan - A New Cult for Youth!
- EMEA: R/GA, Nokia Urbanista Diaries

Finalists (APAC)

- AURA Interactive, Hoyts BlueZone® network
- TigerSpike, Mobile Warnie, VB Summer of Spin

Finalists (EMEA)

- Mobile Dreams Factory, IDRINKS
- OMD International and Vodafone, Vodafone Mobile - Football

Finalists (NA)

- Edelman Mobile, Dove *Fresh Takes*
- Obama for America, Distributive Networks, CommerceTel, iLoop Mobile, and SinglePoint, Obama for America Mobile

PRODUCT/SERVICES LAUNCH**Global Winner:**

Mobile Dreams Factory, Information In Your Phone (Also EMEA Regional Winner)

Regional Winners:

- APAC: The Hyperfactory, Nike T90 Kick Off Launch in 3D Augmented Reality on Mobile
- LATAM: F.biz, Seda Teens
- NA: INCENTIVATED, Jaguar Cars NA, Jaguar XF Launch Campaign

Finalists (APAC)

- Bharti Airtel Ltd., iPhone Launch on Airtel
- FarEasTone Telecommunications Co., Ltd., Mobile Advertising Campaign: The Unrestrained Spirit

Finalists (EMEA)

- iconmobile GmbH, BMW VideoCall
- AKQA, Nike PHOTOiD

Finalists (LATAM)

- Pontomobi Interactive, One Missed Call
- Pontomobi Interactive, Reach One

Finalists (NA)

- Edelman Mobile, Dove *Fresh Takes*
- KADOINK, Jason Mraz / Atlantic Records Mobile Album Premier

CROSS-MEDIA INTEGRATION**Global Winners: (tie)**

- The Hyperfactory and Saatchi & Saatchi, United Nations "Voices" Campaign (Also APAC Regional Winner)
- Mobile Dreams Factory, Tienes Un Plan (Also EMEA Regional Winner)

Regional Winners:

- LATAM: Mobext Brazil, Media Contacts Brazil and Citroën, Delivering Geo-Target Information
- NA: HipCricket, TXT4Dummies

Finalists (APAC)

- AURA Interactive, Paramount Pictures BlueZone® campaign
- Madhouse Inc., Mindshare-China, and Wieden+Kennedy, Nike Zoom Mobile Marketing Campaign in China.

Finalists (EMEA)

- Mobiento and Initiative Universal Media, Snickers Peanut Power Challenge
- MOBILERA Turkey & Mindshare Turkey, NIKE Football Campaign: "Take it to the next level"

Finalists (LATAM)

- Pontomobi Interactive, MOVE
- QuickMedia, Messenger Mobile, Pasalo de dedo en dedo

Finalists (NA)

- ABC.com, The Oscars® Mobile program
- The Hyperfactory, Peyton Manning's Priceless Pep Talks

INNOVATION**Global Winner:**

AKQA, Nike PHOTOiD (Also EMEA Regional Winner)

Regional Winners:

NA: Cellfire Inc., Cellfire Mobile Grocery Coupons

Finalists (EMEA)

- Ad Infuse, Strongbow: Turning Virtual Pints into Reality
- Praekelt Foundation, TxtAlert

Finalists (NA)

- Polo Ralph Lauren, Mobile Commerce - Two-dimensional barcodes
- Rhythm NewMedia, vSNAX Videos

INNOVATION FOR CREATIVITY**TECHNOLOGY****Global Winner:**

Mobile Dreams Factory, IDRINKS (Also EMEA Regional Winner)

Regional Winners:

NA: R/GA, NikeBasketball Ballers Network

Finalists (EMEA)

- Mobile Dreams Factory & Vodafone, Vodafone Club2020
- R/GA, Nokia Urbanista Diaries

Finalists (NA)

- Macrovision / TVGuide, Dynamic mobile ad-network for publishers
- Mobile Accord, Inc., Keep a Child Alive Mobile Donation Campaign

MEDIA**Global Winner:**

Mobile Dreams Factory, Information In Your Phone

Finalists

- Mobile Dreams Factory, Aplicacion Nativa Para iPod
- Mobile Dreams Factory, The Party Project

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2008 Selection Committee

This year's Mobile Marketing Association Awards Selection Committee is a who's who of the wireless industry. Awards judges bring with them unparalleled expertise and a commitment to advance the use of the mobile channel. The judges represent a number of the industry's major carriers, brands, advertising agencies, aggregators, research firms, news agencies, content providers and academic experts.

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New Media Age

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OMD International

NICK MACILVEEN
OpenMarket

XAVIER ORANGE
Orange

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Playphone

MARCO GAVIN
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TRACY FORD
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RHONDA WICKHAM
Wireless Week

MICHAEL BAYLE
Yahoo!

MATTHIAS KUNZE
Yahoo!

CINDY SPODEK-DICKEY
Zumobi

STAFF TEAMS:
Mobile Marketing Association (MMA)

bnetTV.com

Global Results Communications (GRC)



By Richard Westlund

AWARD FOR OVERALL EXCELLENCE FOR COMPANY OR COMMITTEE

The Mobile Marketing Association's Global Board of Directors has chosen adidas to receive the association's Overall Excellence Award for Company or Committee. In selecting the global sports footwear company for the prestigious award, the judges recognized adidas' innovation and success in reaching target consumers through mobile marketing.



Prior to the launch of the 2007-08 National Basketball Association (NBA) season, adidas took a giant step forward into the realm of mobile marketing. The company teamed with partners

Isobar, Carat, Varitalk and Aegis Media to create an innovative, interactive brand-building "Brotherhood" campaign.

"Consumers who saw adidas basketball advertising were prompted to text 'adidas' to hear from one of our basketball athletes," says Chris Murphy, digital marketing, adidas. "The athletes called consumers and delivered brand messages and drove them to adidasbasketball.com. It was very successful at bringing typically static marketing environments to life."

As adidas' long-standing media partner, Aegis Media North America helped plan the Brotherhood campaign. "While adidas was initially reluctant to intrude on the consumer space, we felt the opt-in campaign design would help build the brand," says Sarah Fay, CEO. "The campaign had a very big emotional impact on target consumers and big effect on adidas' brand equity metrics. It proved that a mobile advertising campaign is highly effective in driving response."

Gene Keenan, vice president of mobile strategy, Isobar Global, notes that adidas' leadership in the mobile space goes well beyond the NBA campaign. "This company has embraced the mobile channel globally with campaigns in many key markets," he says. "The

adidas team is accelerating the pace of mobile marketing while sharing their insights and serving as an effective advocate as well."

Fidel Parente, vice president and account director, Carat (media AOR), says brands should include mobile because it can provide value back to the user. "When a mobile experience provides a consumer utility first, and that utility then also delivers against brand objectives, everyone wins," he says.

For the Brotherhood campaign, adidas empowered consumers to personalize digital content with the voices of NBA stars Kevin Garnett, Tim Duncan, Tracy McGrady, Chauncey Billups, Dwight Howard and Gilbert Arenas. Through print, outdoor and TV advertising, consumers were invited to text-in and receive calls and text messages back from the adidas basketball legends. Fans could also create and send personalized talking messages to their friends in the voices of the NBA stars.

adidas leveraged the power of mobile at retail locations by empowering consumers to text NBA players and receive an in-store call with product recommendations.

"In essence, adidas developed a consumer journey that empowered fans to receive personal calls from the players and even let them create their own uniquely personalized ring tones, voicemail greetings and viral messages," says Derek Goldberg, president, Varitalk (one of the campaign partners).

Mr. Murphy notes that the campaign was so powerful that many consumers made unsolicited calls to adidas to continue their dialog with Kevin Garnett. "They didn't want the conversation to end. That's the power of relevant, emotionally powerful content delivered to the mobile phone."

Looking ahead, adidas plans to continue that success. "Mobile is the most used 'screen' by our target consumer," Mr. Murphy says. "We have also found that mobile is a great connector within integrated campaigns. By connecting different elements of larger campaigns, we are able to extend the time our consumers spend with our brand and our message. It's proven to be very successful at connecting consumers to our online activations."

Laura Marriott

OUTSTANDING INDIVIDUAL ACHIEVEMENT AWARD

By Richard Westlund

Laura Marriott, president of the Mobile Marketing Association, is being honored by the Mobile Marketing Association with this year's Outstanding Individual Achievement Award, recognizing her contributions to the industry and the association. The award winner is selected by the MMA Global Board of Directors, comprised of its regional Board Executive Committees.



LAURA MARRIOTT

When Laura Marriott joined the Mobile Marketing Association three-plus years ago, it was a trade association comprised of a handful of members. Under her leadership, the MMA has become a driving force behind the worldwide growth and success of the mobile marketing industry, supporting education, guidelines and best practices.

"Laura has been personally involved in every step along the way," says

Michael Becker, executive vice president, business development, iLoop Mobile, and the 2007 individual award winner. "She has established a solid foundation for the growth of the entire mobile industry. Moreover, she has demonstrated great skill in coordinating contributions from players from every sphere of the ecosystem and regions from around the world. I've been personally enriched by having the opportunity to work with her over the last few years."

When describing Ms. Marriott's dedication to mobile marketing, MMA members use words like "focused," "high energy," "engaged" and "passionate." But she is also known as a listener, serving as a sounding board to explore new ideas and options in the mobile space and opening doors to new business opportunities.

"It's hard to think of any single individual who has contributed more to the MMA," says Russell Buckley, vice president, global alliances, AdMob. "Under Laura's unflagging leadership, all aspects of the MMA's mission have seen tremendous growth."

"Laura has established the MMA as a 'voice to be listened to' with credible, informed and leading points of view on the opportunity, challenges and developments in the mobile marketing sector."

—Richard Sagers, head of mobile advertising, Vodafone Group Services Limited, and MMA global chairman emeritus

As MMA president, Ms. Marriott has directed activities for the global association in its charter to drive the adoption of mobile marketing while ensuring consumer privacy and brand integrity. She has grown and managed the communications from 50 to over 700 members, representing more than 40 countries and some of the world's most recognized brands.

"Laura's leadership has been beneficial not only to the MMA but the industry itself," says Tom Daly, group manager, The Coca-Cola Company, and MMA NA chairman.

Louis Gump, vice president, mobile, for The Weather Channel Interactive, has known Ms. Marriott for several years. "During Laura's tenure, the MMA has grown in extraordinary ways and positively impacted hundreds of companies," Gump says. "On various topics ranging from mobile advertising guidelines to market education, she has worked tirelessly with so many other people around the world to advance the development of a sustainable mobile marketing industry."

Ms. Marriott, who will be leaving the MMA later this year, has fostered the development of regional chapters in North America, Latin America, Asia-Pacific, Europe and Middle East & Africa, with regional boards, governance and resources. She also established the Mobile Marketing Forum as an industry-leading global event.

"Laura has established the MMA as a 'voice to be listened to' with credible, informed and leading points of view on the opportunity, challenges and developments in the mobile marketing sector," says Richard Sagers, head of mobile advertising, Vodafone Group Services Limited, and MMA global chairman emeritus. "She has also led the association's robust growth across the value chain with major blue-chip players, as well as new start-ups and emerging businesses."

Named one of the industry's Top 50 U.S. executives by *Mobile Entertainment Magazine*, and one of the "Top 10 Women in Wireless" by FierceMarkets, Ms. Marriott is known for her ability to create and execute programs with measurable results.

She is published regularly in key mobile industry publications and quoted in television, print, magazines and radio for her global voice and expertise. "With her support of high standards and codes of practice, Laura has made a powerful impact on the mobile ecosystem," says Mr. Sagers. "Through the identification of the key barriers to industry development, building consensus on key priorities and supporting global commitments to standards and codes of conduct, she has set the agenda for the worldwide mobile marketing sector."

ACADEMIC OF THE YEAR



Dr. Shintaro Okazaki
Associate Professor
Autonomous University
of Madrid

Dr. Shintaro Okazaki was among the first scholars to recognize the importance of mobile marketing from an academic perspective. In 2003, he obtained a

grant from the Yoshida Hideo Memorial Foundation, founded by Dentsu Inc. (the largest advertising agency in Japan), to start the "EU-Asia Mobile" project, in which he attempted to explore both firms' and consumers' perceptions of mobile marketing. This work resulted in one of the pioneering empirical studies of mobile marketing.

Dr. Okazaki is an associate professor in the College of Economics and Business Administration, Autonomous University

of Madrid (Spain), from which he obtained his Ph.D. in marketing.

His research projects lie broadly in the following areas:

- Perceptions and acceptance of mobile advertising in the context of integrated marketing communications.
- Consumer attitude toward and intention to use mobile-based promotion, in terms of brand-value creation.
- Motivations to participate in mobile-based electronic word-of-mouth.
- Adoption and diffusion of mobile gaming and entertainment.
- Gender and generational differences in mobile-based consumer behavior.
- Brand awareness and personality formulation by the use of mobile-based social network sites.

His research rigorously addresses questions as to how marketers and advertisers, in particular, can make the best possible use of the mobile device, from the perspective of branding.

MMA RESOURCES Research and Publications

GUIDELINES

GLOBAL CODE OF CONDUCT FOR MOBILE MARKETING

- <http://www.mmaglobal.com/codeofconduct.pdf> (English)
- <http://www.mmaglobal.com/codeofconductspanish.pdf> (Spanish)
- <http://www.mmaglobal.com/codeofconductportuguese.pdf> (Portuguese)

CONSUMER BEST PRACTICES (UNITED STATES)

- <http://www.mmaglobal.com/bestpractices.pdf>

MOBILE ADVERTISING GUIDELINES (GLOBAL)

- <http://www.mmaglobal.com/mobileadvertising.pdf>

GLOSSARY

MOBILE MARKETING INDUSTRY GLOSSARY

- <http://www.mmaglobal.com/glossary.pdf>

EDUCATION

AN INTRODUCTION TO MOBILE MARKETING AND ADVERTISING

- <http://www.mmaglobal.com/mobile101>

MOBILE APPLICATIONS

- <http://www.mmaglobal.com/mobileapplications.pdf>

INTRODUCTION TO MOBILE SEARCH

- <http://www.mmaglobal.com/mobilesearchintro.pdf>

MOBILE ADVERTISING OVERVIEW

- <http://www.mmaglobal.com/mobileadoverview.pdf>

INTRODUCTION TO MOBILE COUPONS

- <http://www.mmaglobal.com/mobilecoupons.pdf>

MOBILE SEARCH USE CASES

- <http://www.mmaglobal.com/mobilesearchusecases.pdf>

MOBILE MARKETING SWEEPSTAKES & PROMOTIONS GUIDE

- <http://www.mmaglobal.com/mobilepromotions.pdf>

OFF PORTAL SERVICES- AN INTRODUCTION

- <http://www.mmaglobal.com/offportal.pdf>

UNDERSTANDING MOBILE MARKETING: TECHNOLOGY & REACH

- <http://www.mmaglobal.com/MMA-MobileMarketing102.pdf>

SHORT CODE PRIMER

- <http://www.mmaglobal.com/shortcodeprimer.pdf>

PUBLICATIONS

INTERNATIONAL JOURNAL OF MOBILE MARKETING

- <http://www.mmaglobal.com/modules/article/view.article.php/1420>

MMA MOBILE MARKETING GUIDE: RECOGNIZING LEADERSHIP & INNOVATION

- <http://www.mmaglobal.com/modules/article/view.article.php/1749>

MEMBERSHIP INFORMATION

MEMBER CASE STUDIES

- <http://www.mmaglobal.com/modules/article/view.category.php/1>

MEMBER DIRECTORY

- <http://www.mmaglobal.com/memberdirectory.pdf>

RESEARCH

MMA GLOBAL ANNUAL ATTITUDE & USAGE STUDY

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The Global Award Winning Strategies

AWARD CATEGORY

Best Use of Mobile Marketing, Branding

COMPANY NOMINATED:

BBH

ADVERTISER / BRAND:

Lynx (Unilever)

AGENCY:

BBH, with Golden Gekko

CAMPAIGN / INNOVATION

NAME:

Lynx Get In There mobile tools

CAMPAIGN LOCATION:

UK



The challenge was to encourage boys who flirt online to “get in there” and talk to real girls, where

BBH

the Lynx product can play a role. The goal was to encourage guys to get back out there chasing girls in the real world, by equipping them with the right knowledge and tools.

Get In There is an online and mobile cornucopia of tips, tricks and gadgets from Lynx to give nervous guys the vital inspiration they need to get the girl.

The Get In There mobile tools are a set of six mobile Java applications (two already launched), giving guys ice-breakers to approach girls with. The first two are sonic tools aimed at a girl’s laughter spot:

- Lynx FX—helps you approach girls without having to utter a cheesy one-liner—a smorgasbord of witty and impromptu sound effects.
- Fit Girl Finder—sat-nav for your love life. An application

allowing the unsuspecting female to think you’ve got some powerful chemistry.

Since launch, there have been almost 100,000 downloads of the first two mobile applications, and with four more applications yet to be launched, the campaign promises more excellent results.

AWARD CATEGORY

Best Use of Mobile Marketing, Direct Response

This campaign also won the Global Award for Best Use of Mobile Marketing, Cross-Media Integration

COMPANIES NOMINATED:

The Hyperfactory and Saatchi & Saatchi Australia

ADVERTISER / BRAND:

United Nations

CAMPAIGN:

United Nations “Voices”

SAATCHI & SAATCHI



The Hyperfactory prides itself on producing fantastic, creatively driven, technologically innovative yet consumer relevant mobile campaigns. While the company strives to meet this standard every day with each campaign, every once in a while, a campaign stands out: The UN Voices campaign has been a 2008 highlight.

The campaign has been showcased by global media, been a massive success in the United Nation’s eyes and most important, the audience response was huge.

Pushing the boundaries tech-

nically is something the Hyperfactory does every day—but not very often is it possible to balance innovation and the overlooked traditional “voice” component to mobile—resulting in a campaign as powerful and emotive as Voices.

In a brilliant example of how the The Voices campaign was so successful, the company was approached mid-way through the first weeks of the campaign by numerous outdoor advertising companies and billboard / bus shelter providers offering their space at no cost to support the campaign. Consumer response was immense and emotional.

AWARD CATEGORY

Best Use of Mobile Marketing, Promotion

COMPANY NOMINATED:

AURA Interactive

ADVERTISER / BRAND:

Paramount Pictures, Australia

AGENCY:

AURA Interactive,

Mediaedge:cia

CAMPAIGN / INNOVATION

NAME:

Paramount Pictures

BlueZone® campaign

CAMPAIGN LOCATION:

Australia, APAC



AURA Interactive deployed an integrated interactive out-of-home media and mobile advertising campaign for Paramount Pictures across major shopping

centers and the Hoyts Cinemas chain around Australia. The campaign promoted the release of three Paramount blockbuster titles, Iron Man, Indiana Jones and The Incredible Hulk.

This integrated out-of-home media campaign incorporated 60 PoS promotional display stands positioned inside Hoyts cinema foyers and interactive touch screens prominently positioned in high traffic areas of malls to gain maximum exposure and reach. Combined, these locations created an intelligent network of Bluetooth®, hotspots, called BlueZones®.

While standing within a BlueZone®, consumers could choose to “accept” or “decline” an invitation to download free “made for mobile” content including video previews, screensavers, voice tones, candy bar m-vouchers and calendar reminders.

This campaign effectively reached over 5.5 million consumers via the digital screen media, delivered more than 117,000 branded movie-related downloads directly into the hands of the target audience, engaged with this audience in a positive and memorable way with an average period of engagement being three minutes, created awareness of the movie release dates and, most important, helped drive over \$55 million in ticket sales through to Australian box offices.

AWARD CATEGORY

Best Use of Mobile

Marketing, Relationship Building
COMPANY NOMINATED:
 CellTrust
CAMPAIGN / INNOVATION NAME:
 CellTrust and Harlem Success Academy
CAMPAIGN LOCATION:
 Harlem, NY



Yearling Harlem Success Academy Charter School was a new charter school in one of the poorest neighborhoods in New York and where attendance, parental involvement and success for students in regular public schools was extremely low.

By implementing an SMS program designed by CellTrust, the school's new text message platform was developed as a way for parents and teachers to stay connected regarding information, homework, events and general expectations. As a result, the technology revolution in the Harlem Success Academy has greatly assisted in the school's success.

Once the text message program was implemented, parental involvement soared to a record 99 percent, and student performance levels sky rocketed. After the school's initial success, the Harlem Success Academy student recruitment campaign attracted 3,600 applicants for 600 spots for the next school year.

Thanks in part to this mobile marketing solution and the CellTrust Social Responsibility program, the recruitment lottery had 5,000 in attendance and was the largest charter school lottery in New York State history. By

summer's end, 600 students had been selected and prepared, complete with uniforms and a clear understanding of what was expected, all via the mobile device. What began by serving 155 students in 2006 has now grown to nearly 1,000.

AWARD CATEGORY

Best Use of Mobile Marketing, Product/ Services Launch

This campaign also won the Global Award for Innovation for Creativity in Media

COMPANY NOMINATED:
 Mobile Dreams Factory
INNOVATION NAME:
 Information in Your Phone
ADVERTISER/BRAND:
 CajaMadrid
AGENCY:
 Shackleton
LOCATION:
 EMEA



The communications strategy consisted of transferring all CajaMadrid financial products to a mobile environment (deposits, pension plans, pay-rolls, etc.) and, most important, generating audience in line with the products.

The most outstanding aspect of this campaign is that it utilizes all mobile formats—mobile Internet, MMS and SMS messages, 2D codes and even Bluetooth—to make contact and build a solid relationship with the user by providing a convenient service.

The Information in your Phone campaign had a great impact on CajaMadrid, strengthening its image as an innovative, IT brand, which offers the user financial services

in a direct and fun manner.

To this end, all content from *Expansión*—the Spanish leader in financial and economic news—was mobilized, and offered free to cell phones, sponsored by banners that linked to different CajaMadrid WAP portals. These banners reached a CTR of 4.5%.

Furthermore, Vodafone and Movistar offered a free MMS alert service with the trading day results, which included market charts. The services were truly attractive for the user because they were not only free of charge but also directly related to his/her interests and of great added value. The campaign was widely covered by the media and more than 2.3 million people received information, while 312,000 individual active users were generated with more than 1,225,000 alerts sent.

AWARD CATEGORY

Best Use of Mobile Marketing, Cross-Media Integration

COMPANY NOMINATED:
 Mobile Dreams Factory
ADVERTISER / BRAND:
 Heineken
CAMPAIGN:
 You've Got a Plan (Tienes un Plan)
LOCATION:
 EMEA

Heineken launched last year one of the most original and successful products, the HEINEKEN 5 liters BARREL intended for the residential market. It has a special functionality as the barrel needs to be refrigerated for 10 hours before serving. In spite of this being clearly labeled on the package, Heineken found that many people weren't following instructions. The result was a

mountain of foam.

You've Got a Plan is an exciting campaign from Heineken that emerged from the need to reinforce the concept of refrigerating 10 hours in advance. For the first time it was decided that the mobile should be included with two objectives: on the one hand, to viralize the campaign and create a mix of media and, on the other, to interact with the campaign's participants. The users are rewarded for throwing parties with Heineken and sharing their photos.

The campaign was launched on a national level through television, the press and the Internet. The innovation, however, was to communicate with new channels like Facebook, which has suitable penetration into the target audience. The campaign continues to be active.

AWARD CATEGORY

Innovation

COMPANY NOMINATED:
 AKQA
ADVERTISER / BRAND:
 Nike
AGENCY:
 AKQA
CAMPAIGN / INNOVATION NAME:
 Nike PHOTOiD
CAMPAIGN LOCATION:
 UK, Italy, Germany, Spain, France, Denmark, Finland, Norway and Sweden



Nike asked AKQA to give sneaker heads a way of tapping into their creativity and the NIKEiD service through their mobile. The agency created NIKE PHOTOiD, the ultimate fusion

of mobile technology and creative shoe design, giving shoe addicts the chance to create unique kicks from any inspiration, at any time.

Here's how the agency described the process:

1. Shoot something you like on your mobile.
2. MMS your picture plus the word "DUNK" to a short code.
3. AKQA creates a unique NIKE PHOTOiD Dunk based on the colors in your picture and texts you the shoe design.
4. Enter your DESIGNiD at NIKEiD.com to customize and buy.

The NIKE PHOTOiD service that the agency created plugs revolutionary image-recognition technology into Nike's existing NIKEiD service, transforming the mobile into a pocket design studio throughout nine different

territories.

"NIKE PHOTOiD—Shoot Your Colours" created a powerful, simple, yet intriguing insight into the service. Using this, the agency propelled Nike into an exciting new space, helping sneaker devotees connect to NIKEiD in an exciting new way that set a new standard for mobile marketing.

AWARD CATEGORY

Innovation for Creativity in Technology

COMPANIES NOMINATED: Mobile Dreams Factory, Diageo

ADVERTISER / BRAND: Johnnie Walker, Cacique and J&B

CAMPAIGN: iDrinks

The market for spirits is highly competitive, due to a wide spec-

trum of brands and prices.

Therefore, building customer loyalty is very tough.

iDrinks is a customer loyalty system for the mobile environment that has positioned Johnnie Walker, J&B and Cacique as the most consumed brand having the best repetition of consumption values. The iDrinks platform uses an innovative system based on the delivery of mobile coupons that offer customized discounts to be redeemed at scanners in bars. After signing-up, users became members of iDrinks and would receive weekly MMS messages containing 2D codes to be validated at the scanners in the bars. Each code printed a customized ticket with an incentive (up-grade, discount or points), which was validated when the customer paid for his

drink and gave the waiter the corresponding ticket. In return, the user received a proof of purchase with a unique code to earn points that could be exchanged later for special prizes.

iDrinks had a participation rate of 41 percent over 2,000 users, with a repetition rate of 76 percent, thus proving the system's efficacy. In a follow-up survey, users said they liked the promotion because it was innovative and fun, enhancing the experiential aspect. Research also showed customer loyalty to the brands.

Diageo has reached two goals: first, generating traffic and boost consumption at the point of sale; second, increasing client's brand sales against the competition's, building customer loyalty.

More Winning Strategies

CASE STUDIES FROM THE REGIONAL AWARD WINNERS

AWARD CATEGORY

Best Use of Mobile Marketing, Branding

COMPANY NOMINATED:

OgilvyOne Worldwide Hong Kong

ADVERTISER / BRAND:

Diageo Greater China Ltd. / Guinness

CAMPAIGN / INNOVATION NAME:

Guinness Passport to Greatness

Guinness operates in a highly competitive market. Becoming the official beer of the Hong Kong Rugby Sevens was an excellent opportunity to raise awareness of the brand and give it a voice in a crowded marketplace.

The agency brief went beyond communicating the partnership to the public; the principals wanted to make Guinness synonymous with the event.

The Hong Kong Rugby Sevens features 24 national rugby teams, with approximately 20,000 people traveling from overseas to attend. But these visitors don't know the city or speak the local language, Cantonese.

In a world's first, OgilvyOne created the Guinness Passport to Greatness, a free mobile event guide that speaks Cantonese for you through your mobile's loudspeaker. It contained match schedules, a Guinness bar guide,

city guide and useful Cantonese phrases, including a few pick-up lines to try on the opposite sex.

Users could also use quick links in the application to call bars serving Guinness or discover more information about tourist hot spots via WAP hyperlinks. Downloads were driven by a competition to win Sevens tickets, spread virally online through local rugby clubs, social networking sites and local/international PR. This drove 30 percent year-on-year increase in Guinness sales for the month.

COMPANIES NOMINATED:

Unilever, F.biz, Nokia Interactive Advertising

ADVERTISER/BRAND:

Unilever Seda Teens

CAMPAIGN / INNOVATION NAME:

Unilever Seda Teens Shampoo Mobile Marketing Campaign

CAMPAIGN LOCATION: LATAM

This campaign also won the Regional Award for Best Use of Mobile Marketing.

Product/Services Launch

To captivate and engage the hard-to-reach teen audience for the launch of Unilever's Seda Teens shampoo, the brand turned to mobile.

F.biz, Unilever's mobile agency, and Nokia Interactive

Advertising answered with a novel idea for a mobile advertising campaign, including:

- A customized Nokia 5200 Pink with a Seda Teens-branded sleeve and phone jewelry and preloaded with Seda Teens advertisements, four Seda Teens “themes,” a Seda-branded game and MP3s from a popular Brazilian band.
- Bookmarks preloaded to the device, pointing to a branded game and social networking site, accessible on both mobile and the traditional web.

The initial goal of handsets sold was met after only one month, prompting four-volume increases to meet retailer demand, again selling out after only two months.

COMPANY NOMINATED:

Golden Gekko

ADVERTISER / BRAND:

Absolut Vodka

CAMPAIGN / INNOVATION NAME:

Absolut Drinks in Your Mobile

CAMPAIGN LOCATION:

United States

In August 2007, Absolut Vodka launched the first major brand mobile drink application ever.

The service is easily understood and based on the successful absolutdrinks.com web site. The mobile application, available in the United States as a free download, includes 1,000-plus drink recipes, top lists of the most popular vodka-based drinks, random drinks and a home bar search function, making it possible to check what the user has at home and generate a list of inspiring drinks that can be blended from the available ingredients.

Within three months after

launch, the mobile service had over 20,000 visits to the mobile web site, 10,000 downloads of the mobile drinks application, and more than 35,000 eye balls of the Absolut drinks guide without any other exposure than a shortcode in the members section of the web site.

More important, the average customer had used the application at least every eight days, which proved that it worked as a serious brand relationship builder. Absolut has continued to promote the service ever since, with more than 50,000 users.

AWARD CATEGORY:

Best Use of Mobile Marketing, Direct Response

COMPANY NOMINATED:

Mobile Dreams Factory

ADVERTISER / BRAND:

Johnnie Walker

CAMPAIGN:

Voice Push by Diageo

CAMPAIGN LOCATION:

EMEA

Johnnie Walker is one of the sponsors of the English Formula 1 Team Vodafone McLaren Mercedes. Johnnie Walker invited 100 journalists to a press conference for the Formula 1 Grand Prize celebrated in Valencia. Pedro de la Rosa, test pilot of the English racing team, was present at the event.

One of Johnnie Walker’s aims is to strengthen the message of responsible consumption. The target was a Johnnie Walker database of 30,000 users, in addition to the journalists at the press conference.

In the press conference, Pedro de la Rosa made a “trigger call,” which activated the WAP Voice Push: All 100 journalists and the 30,000 users from Johnnie Walker’s database

received a call at the same time. When they answered their phones, they could listen to a message from McLaren’s pilot.

The campaign was a success:

In the case of the 30,000 users in the database, 65 percent made successful contact and 14 percent of the users who didn’t answer their phones called later to check the message.

COMPANIES NOMINATED:

Walmart, Kraft Foods, AT&T and Single Touch Systems

CAMPAIGN:

Walmart, Kraft Foods, AT&T Signature Sales, and Single Touch Systems, #MEALS

CAMPAIGN LOCATION:

United States

#MEALS, available exclusively through Walmart and featuring Kraft products, is a smart integrated marketing program providing real value to today’s busy families. The program’s true ingenuity results from its accessibility to mass-market consumers using a branded AT&T Abbreviated Dial Code (ADC) solution provided by Single Touch Systems.

Walmart introduced #MEALS through emails, online and in-store POP materials. Customers call #MEALS from their mobile phone and elect to receive a Kraft recipe or sign up for free daily alerts via text message or email. When the customer visits a Walmart Super Center and the Kraft branded aisle, ingredients for the recipes are organized and easily available for purchase.

From July 15 through Sept. 15, approximately 20 percent of unique callers opted into the #MEALS program to receive recipes, and more than nine messages (SMS, WAP and email) were sent per caller. Due to the

positive response, Walmart chose to extend the #MEALS campaign an additional six weeks and is evaluating other ADC programs.

AWARD CATEGORY

Best Use of Mobile Marketing, Promotion

COMPANY NOMINATED:

Electric Agency

ADVERTISER / BRAND:

Coca-Cola

CAMPAIGN:

Coca-Cola Euro Cup—“What Happened to the Ball?”

CAMPAIGN LOCATION:

Turkey

As the main sponsor of the Turkish National Football Team, Coca-Cola wanted to excite interest in the Euro Cup 2008 football championship and to carry the soccer fan buzz into the digital world in a way never before attempted. The “O Topa Ne Oldu” (“What Happened to the Ball?”) campaign had cross-media integration with the web, WAP sites, TV, outdoor and POPs at point of sales. It ran between April and July 2008.

For the consumer, the journey began by finding a unique code under Coca-Cola bottle lids and ring-pull tabs, and then either texting the code to the campaign phone number or entering the code on the campaign web site. Participants then received an automatic IVR (Interactive Voice Response) call-back, playing the commentary from an exciting moment of an earlier match featuring the Turkish team. At the most exciting point of the game, the commentary stopped dead, and the call ended.

Then, a text message was sent to the consumer asking “What happened to the ball?” If the consumers texted back the cor-

rect answer, they were immediately rewarded with digital gifts, such as air-time credits, personalized wallpapers for their phone, team shirts, a downloadable football game, gift checks, etc.

COMPANY NOMINATED:

HANZO SA

CAMPAIGN:

HANZO Online Mobile Marketing Campaign

CAMPAIGN LOCATION:

Brazil

Radio is the second-biggest mass media vehicle in Brazil and one of the most important media for communicating with young adults. To connect with these listeners and build distinctive brand personalities, radio stations use targeted promotions and offer ways to interact with the programming.

However, Brazilian radio stations were frustrated with promotional mechanics that involved listeners dialing eternally occupied hotlines and resulted in low consumer engagement.

Given this challenge, HANZO built a platform that allows companies to create, online and in real time, branded campaigns and have them go live with all Brazilian carriers in less than 10 minutes. With the HANZO Mobile Marketing platform, radio stations can create, implement and monitor campaigns according to their needs, quickly and easily.

The HANZO Mobile Marketing platform was launched in January 2008. Since then, 46 Brazilian radio stations have come to use the mobile exclusively for their promotions, resulting in a substantial increase in consumer engagement.

COMPANY NOMINATED:

The Weather Channel Interactive

CAMPAIGN:

Mobile Month

CAMPAIGN LOCATION:

North America

The Weather Channel (TWC) identified the need to build awareness of the mobile web platform and to increase the adoption and usage of the weather.com mobile site specifically. To do this, The Weather Channel partnered with Research in Motion to execute a truly cross-platform, integrated promotion.

TWC teamed up with RIM to offer a "BlackBerry a Day" instant give-away, along with a grand prize sweepstakes of a "Weather Everywhere" prize pack (a BlackBerry device, a hi-def TV and a laptop). Users could enter either online or via the weather.com mobile site to see if they were the daily instant winner.

With more than 730,000 sweepstakes entries, a 29 percent opt-in rate, and a 35 percent lift in page views to the mobile site, The Weather Channel "Mobile Month" promotion proved not only to be a success for the company in its inaugural implementation, but also serves as a scalable model for future promotions.

AWARD CATEGORY

Best Use of Mobile Marketing, Relationship Building

COMPANY NOMINATED:

Mindshare India

ADVERTISER / BRAND:

Pepsi

CAMPAIGN:

Pepsi-Youngistaan—A New Cult for Youth!

CAMPAIGN LOCATION:

India

Using technology to build imagery and relationship is a difficult task: Pepsi, the No. 1 cola drink of the country, took up the challenge to position the new brand thought "Youngistaan" in the TG's mind. The campaign featured use of different platforms within the mobile medium, such as SMS communities, SMS 2.0 (Affle), CRBT, mobile discount coupons and a WAP site.

The campaign saw an overwhelming response, with more than 8,000 registered users in the SMS community, more than 39,000 user interactions on SMS 2.0 who contributed to 900 unique participations, more than 13,000 downloads of content from the Youngistaan WAP site, more than 5,200 downloads of Pizza Hut discount coupons, and more than 220,000 users who have Youngistaan as their caller tune.

COMPANY NOMINATED:

R/GA

ADVERTISER / BRAND:

Nokia

CAMPAIGN:

Urbanista Diaries

CAMPAIGN LOCATION:

EMEA

The powerful Nokia N82 is enabled with GPS technology and a 5-megapixel camera that allows users to tag each photo to a specific location and instantaneously share their experiences with anyone via widgets posted on blogs or social networking sites such as Facebook.

Urbanista Diaries was rolled out in an extensive three-phase campaign that engaged bloggers, journalists and everyday

people to take photos of their life adventures. For the first phase, four influential bloggers were sent across the globe with a Nokia N82 to record their journeys on the Urbanista Diaries site.

For phase two, Nokia partnered with several top media sites, such as Wallpaper, Lonely Planet, National Geographic and CNN, to document major world events in real time via journalists, artists and scientists.

Phase three opens up the experience to everyone with a GPS-enabled Nokia device.

AWARD CATEGORY

Best Use of Mobile Marketing, Product/Services Launch

COMPANY NOMINATED:

The Hyperfactory

ADVERTISER / BRAND:

Nike

CAMPAIGN:

Nike T90 Kick Off Launch in 3D Augmented Reality on Mobile

CAMPAIGN LOCATION:

APAC

The Hyperfactory prides itself on producing fantastic creatively driven, technologically innovative yet consumer-relevant mobile campaigns. While the company strives for this every day with each campaign, every once in a while a campaign stands out—and the Nike T90 Augmented Reality in 3D campaign stands out by a mile.

The campaign has been showcased by global media, has been a massive success in the client's eyes, and most important, was judged a success by consumers.

COMPANY NOMINATED:

Jaguar Cars North America

AGENCIES:

Global Beach, digital agency, Incentivated, mobile marketing agency

CAMPAIGN:

Jaguar XF Launch Campaign

This seriously heavy-weight mobile advertising campaign directed traffic to a purpose-built mobile Internet site from where Jaguar enthusiasts could find out details of the new car, download video clips, wallpapers and the TV ad, as well as find their nearest dealer and order an email brochure to be sent to their PC (directing traffic to the even richer website).

The campaign hit all the right notes with the tech-savvy target audience, being fully optimized for all handsets, including Smartphones and iPhones, and was in keeping with the luxury identity of the Jaguar brand. With 55 million impressions booked (and some still to run) across a range of sites including MSN mobile, Yahoo! mobile and Cars.mobi, this is believed to be one of the world's biggest mobile advertising campaigns to date.

AWARD CATEGORY

Best Use of Mobile Marketing, Cross-Media Integration

COMPANIES NOMINATED:

Mobext Brazil (Mobile Agency), Media Contacts Brazil (Online Marketing Agency) and Citroën (Client)

ADVERTISER/BRAND:

Citroën

CAMPAIGN:

Delivering Geo-Target Information

CAMPAIGN LOCATION:

Brazil

Citroën wanted to increase excitement about C4 Pallas and drive traffic to the closest retailers from the audience to schedule test drives. The brand decided to run a national mobile campaign combined with the existing online efforts.

Using a combination of web banners and an SMS platform that supported ZIP code lookup, prospects opted-in into the program by filling their data into the web banner. Afterward, the users received a personalized text message containing with the nearest dealer address and a click-2-call number.

Within only 28 days, 15,641 opt-ins were achieved from all five areas of the country. Through the insertion of mobile marketing in an already existing online media plan, the budget was optimized and the results obtained led Citroën to significantly increase investments in mobile.

COMPANY NOMINATED:

HipCricket

ADVERTISER/BRAND:

John Wiley & Sons Inc.

CAMPAIGN:

TXT4Dummies

CAMPAIGN LOCATION:

NA

John Wiley & Sons' *For Dummies* books have become a widely recognized and regarded companion around the world. When it came time to promote its annual "Dummies Month" during the month of March, Wiley turned to HipCricket to drive awareness of the popular books, while engaging consumers at the point of sale.

The Dummies campaign which was initiated by a text message, was supported by a

mobile website and mobile banner advertisements. In addition, other media such as out-of-home, email and web elements were used.

The TXT4Dummies campaign was successful in meeting its objectives, drawing more than 1.3 million impressions. Of the hundreds of text entries that were received, there was a 34 percent conversion rate for consumers joining the TXT4Dummies Club.

AWARD CATEGORY

Innovation

COMPANIES NOMINATED:

Cellfire Inc. and Kroger

ADVERTISERS/BRANDS:

General Mills, Clorox, ConAgra, Del Monte, Kimberly-Clark, Procter & Gamble, Pepperidge Farms, and Unilever

CAMPAIGN:

Cellfire Mobile Grocery Coupons

Cellfire, Kroger and eight leading packaged goods manufacturers executed what Ad Age called "one of the most significant mobile marketing ventures in the U.S." For the first time, manufacturer coupons were issued via a mobile device and could be redeemed at a participating grocer in a completely closed-loop digital process.

Using the Cellfire service, consumers access coupons on their mobile device, select the offers they want to use, and the offers are then automatically loaded to their shopper loyalty card. Consumers simply present their savings card at checkout to have the coupons deducted from their total.

The Cellfire mobile grocery coupon program launched at 219 Kroger stores in the

Southeastern U.S. and incorporated mobile advertisements, mobile alerts, in-store signage, in-store demonstrations, print and online advertising, email and public relations. Within a two-month period, thousands of shoppers registered.

Redemption rates across all offer categories averaged more than 18 percent.

The strong consumer adoption and high redemption rates exceeded expectations and resulted in a nationwide roll-out of the program to more than 2,200 Kroger stores in October.

AWARD CATEGORY

Innovation for Creativity, Technology

COMPANIES NOMINATED:

R/GA

ADVERTISER/BRAND:

Nike

CAMPAIGN:

Nike Basketball Ballers Network

CAMPAIGN LOCATION:

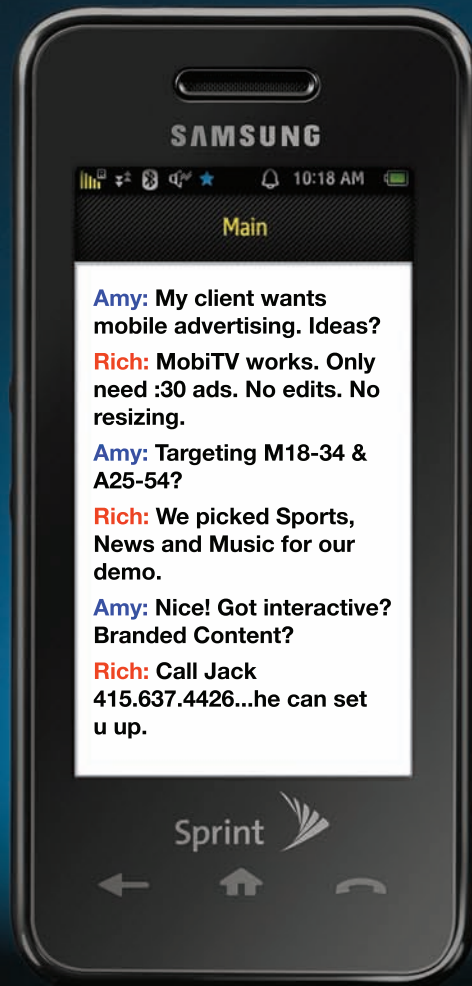
North America

The Nike Basketball Ballers Network is a social networking experience that initially launched as a Facebook application, but has since extended its experience to a stand-alone web site, live events, and now a mobile application. Now the ballers everywhere have a full cross-media experience.

Most important, ballers engage with Nike Basketball from the palm of their hands, wherever they happen to be. The extension of the Ballers Network experience to mobile was a logical extension given that the core target audience is constantly on the go and they are avid users of mobile devices.



MOBILE ADVERTISING MADE EASY



IN-STREAM



IN-GUIDE



BRANDED CHANNEL



INTERACTIVE



I already have a creative, media and digital agency...do I really need a mobile one?

As the mobile phone morphs into a multi-media, web-connected remote control to people's lives, it has become their most useful, personal and entertaining possession. With 3.5 billion active users including 305 million Americans, of who nearly 50 million actively surf the mobile-web, the medium will ultimately become the most powerful means for marketers to connect with their consumers.

Yet, no medium has appeared so deceptively simple as mobile. To adeptly navigate the 5,000+ devices in the market, dozens of browsers, carrier rules and the nuances behind hundreds of possible technical mechanics, you must be a true specialist. Unless you are, then by default you really are generalists.

Eight years ago we started The Hyperfactory. We recognized early on the huge part that mobile would play in how consumers interact with the brands that fill the world around us.

The Hyperfactory is now the largest independent and global mobile advertising specialist.



From humble origins as a 'brick' to the remote control of our lives

We wrote the following ten step guide to help marketers get ahead of the pack and avoid the pitfalls of working with amateurs.

Ten Steps to Going Mobile

1. Recognize the need for a full-service specialist mobile agency.

The art and science of mobile advertising and marketing is a more specialized skill than any other form of advertising today. The biggest risk a brand can take is to leave the work of this new medium in the hands of generalists, traditional agency "experts" stretched beyond their capacity, or to pure technologists.

Ensure there is a seasoned expert at the table and that their voice is heard to safely lead you through the terrain with care. Empower them to become the 'glue' that connects all marketing disciplines together in an unbiased and unifying way. Mo-

bile is the only medium that connects and touches everything from your marketing, CRM and IT departments to your partner agencies that handle sponsorships, events, digital, creative, media and promotions.

2. Vet potential partners thoroughly. Are they truly 360°, can they back up their work?

Don't leave this process to chance or delegate it. Meet the people beyond the 'New Business' team to feel comfortable with the depth of the organization. Some people to meet before you make a decision include; the strategist, the mobile media planning director, the mobile creative directors, the mobile user-experience designers and the technical discipline experts (SMS, Mobile Web, Mobile Applications, etc.) If they all have the same email address, you know you're in trouble; you need experienced experts who understand the medium and can evaluate and execute all options at your disposal.

Ask them who they partner with and what parts of their case studies they are actually responsible for. We see our work appear under the credentials of others all over the world. The only way to know their true in-house capabilities is to ask the question: what part did you really play, from idea to execution?

3. Develop a strategy.

This is where your partner should roll out the veteran mobile strategist who displays an unrivaled depth of knowledge and experience ranging from the technology implications of the market to how to best meet brand goals. With a strategic framework and well-defined success metrics, your specialist can then ensure mobile is applied across your business with consistency and direction rather than with the more common ad-hoc, reactionary approach of today.

4. Incorporate mobile into your annual planning.

Too often the channel is an afterthought and it takes true commitment from a brand to avoid this mistake. Your traditional partners may be too busy to think ahead here but it's much easier, better and cheaper to integrate from the outset than to tack it on at the end. Planning also enables you to leverage content production, talent endorsements and sponsor relationships at nominal incremental cost and ensures clearance of mobile usage rights.

5. Set meaningful goals and measure key metrics.

Setting goals, monitoring and optimizing sounds obvious but in mobile today most people simply don't do it or, more likely, they don't know how. And mobile-media 'waters' can be dangerous with no shortage of sharks circling for short-term brand-dollars so vigilance is needed. Set clear goals and hold your specialist accountable for them. Ensure they are monitoring your media performance constantly to provide real outcomes and tangible results. Minor optimization can have major ROI; tweaking an under-performing plan has shown us 10 fold improvement within a single week.



Proven ROI: We have achieved consistent lead-generation for our clients at a fraction of online acquisition costs

Mobile is highly measurable across creative effectiveness, response, engagement, brand lift, recall, intent to purchase and ultimately, purchase. Anything that can be tracked on mobile, we track.

6. Respect and welcome mobile-web users trying to reach you.

Ensure your .com domain is redirecting to an experience designed for mobile. A Motorola Razr arriving at yourbrand.com and getting a stream of HTML-code-junk, or an iPhone hitting your unreadable Flash website are lost engagements, lost conversations and lost customers. As obvious as this advice is, the internal roadblocks that can prevent this from happening are astounding. Without this, you are essentially hanging a 'Closed' sign outside an open shop and wondering why nobody is coming in.

7. Integrating mobile into the media and creative mix.

Include your mobile experts as members of the creative and ideation process with all of your partners and agencies. Mobile's power is significantly amplified when it acts as a thread connecting all of the elements in the mix - and the really big mobile ideas today are simply not possible unless conceived at the beginning with all mediums in mind.



Mobile's power is significantly amplified when it engages, responds to and connects with all of the elements in the media and creative mix

8. Differentiate through experiences.

Mobile users are bored and looking to be engaged. They will gladly swap their time and attention for the opportunity to connect with your brand through well-produced, compelling and freshly updated videos, music, imagery, news, tips, branded-entertainment, education and more.

9. Consolidate your SMS Activity.

SMS activation integrates across all media. Centralize all SMS tactics to operate on a single short-code so you can recognize repeat participants, participation patterns and continue conversations from one campaign to the next.

10. Invest in creative and production.

Don't be one of the brands to be burnt by taking the easy way out and accepting the cheap creative and production services of some media vendors and ad-networks that dilute the user experience and ROI. You get what you pay for - the difference is results.

11. Call us.

OK, so it's eleven steps, but it may be the most important step you'll take. Many people will claim they have true specialty and breadth in this medium, but only The Hyperfactory can prove it. We have conceived, planned, bought and executed almost every single type of mobile marketing and advertising program possible, in five continents. Call us today to talk about how we can get your brand mobile - the way it should be done. Derek Handley, CEO 310-860-8103 or text 'DH' to 42107.