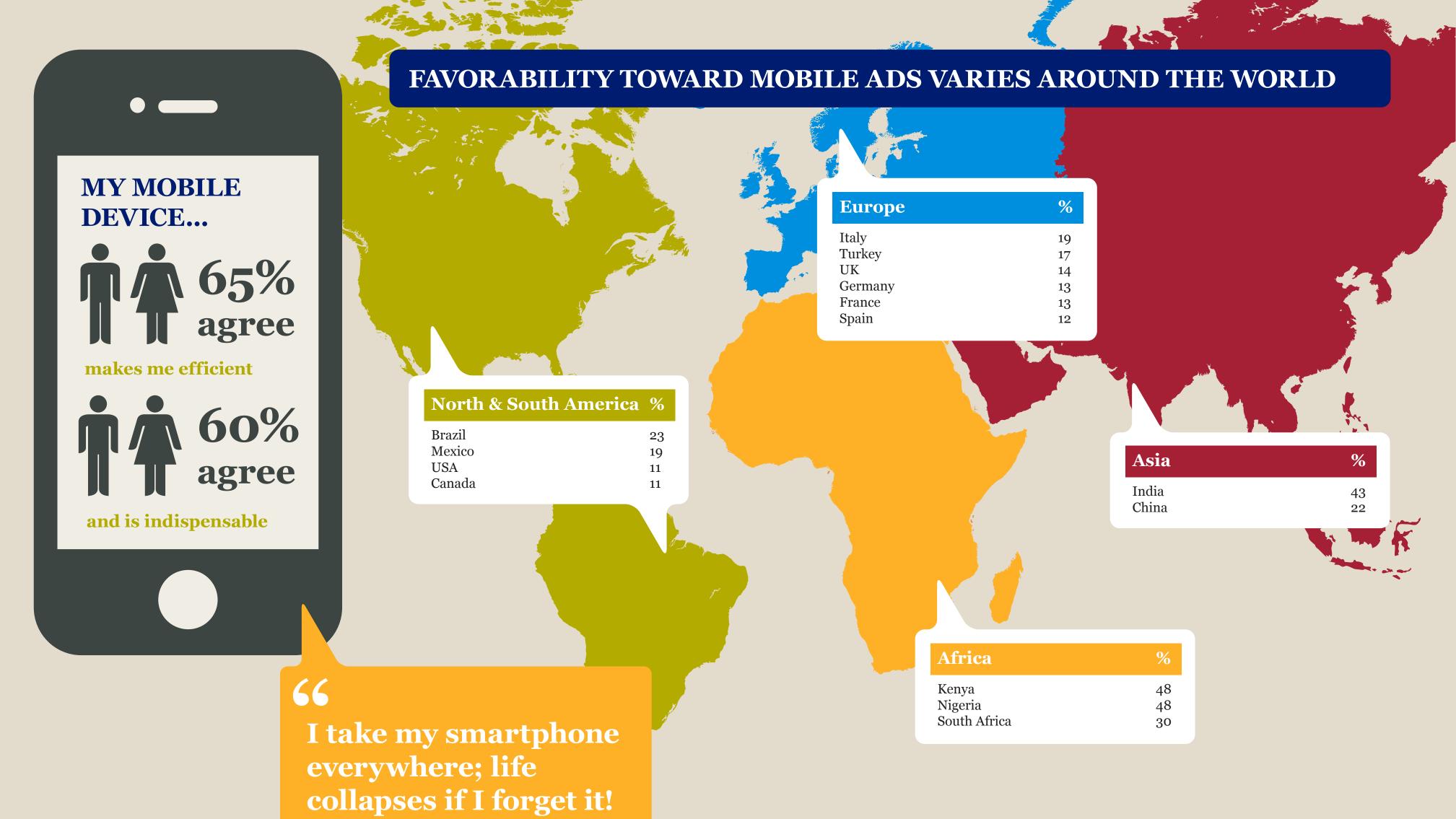
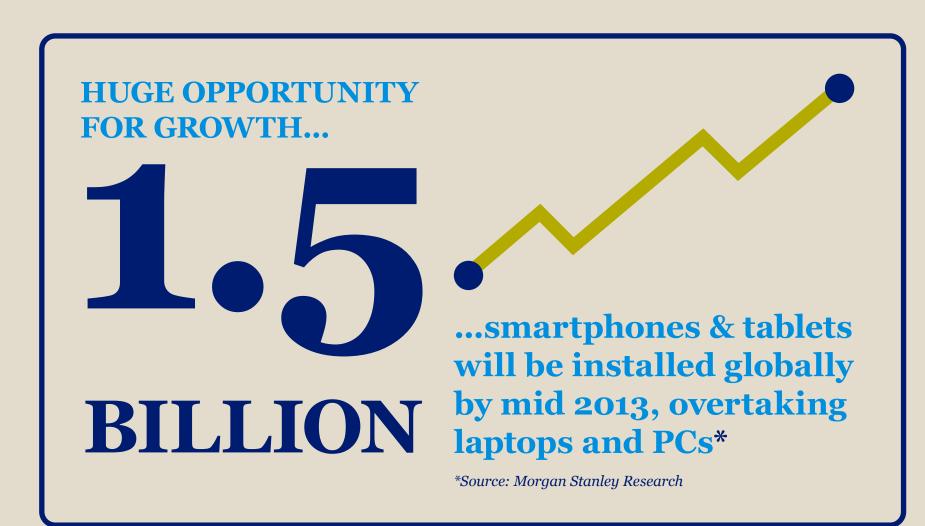
Marketing in the Mobile World AdReaction 2012



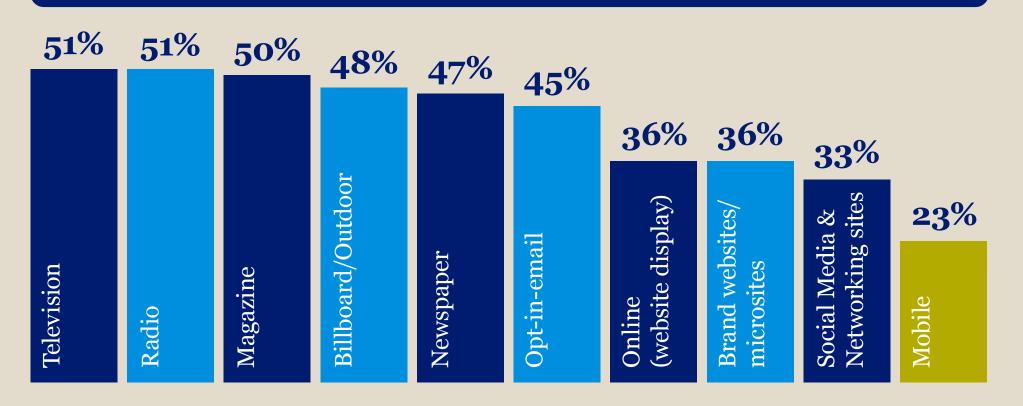


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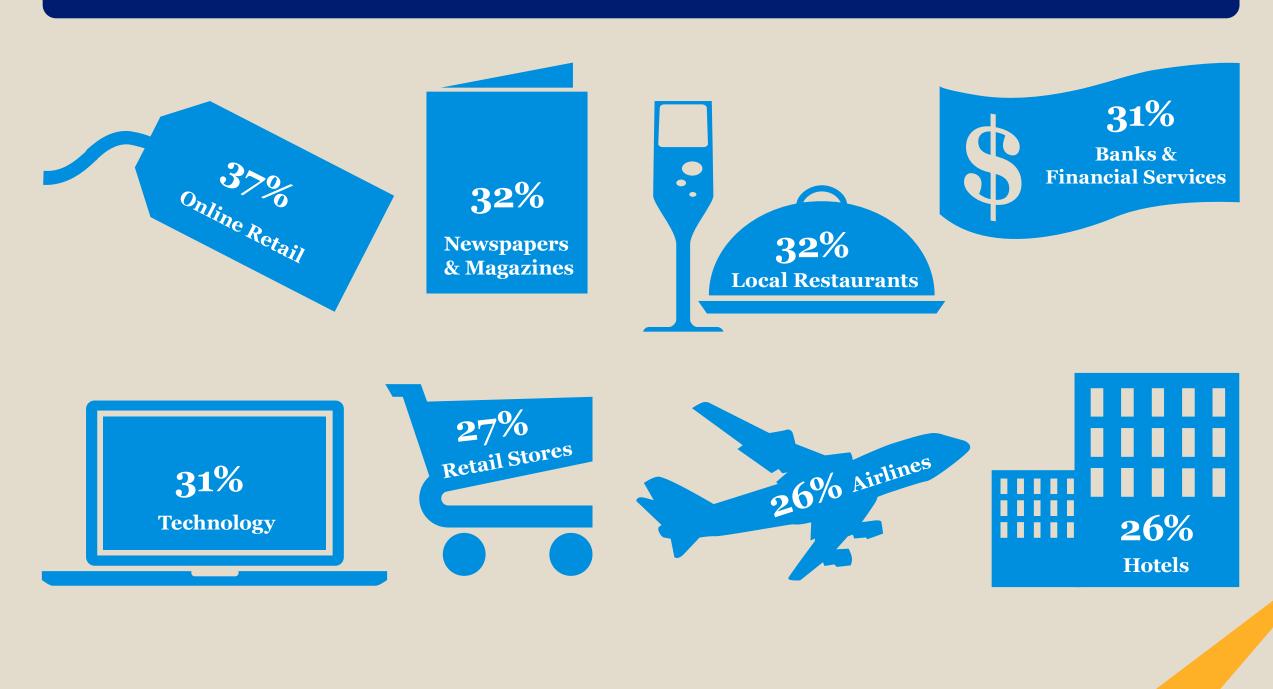


MOBILE ADS HAVE 3 – 4X MORE IMPACT THAN ONLINE ADS...

BUT ATTITUDES TOWARD MOBILE ADS ARE NOT YET FAVORABLE COMPARED WITH OTHER MEDIA



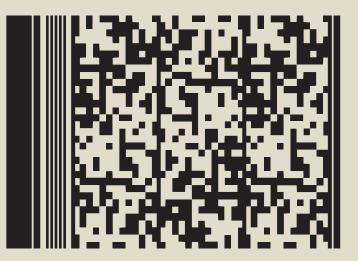
ON MOBILE, CONSUMERS MOST WANT TO HEAR FROM:



The ad gives me something, not just



Of users said that receiving deals or promotions on mobile improve their opinion of the brand.



trying to sell me.

9858 0113 3788 2355 0467 5920 55

MOBILE ADS DRIVE CONSUMERS TO MOBILE WEBSITES & SEARCH



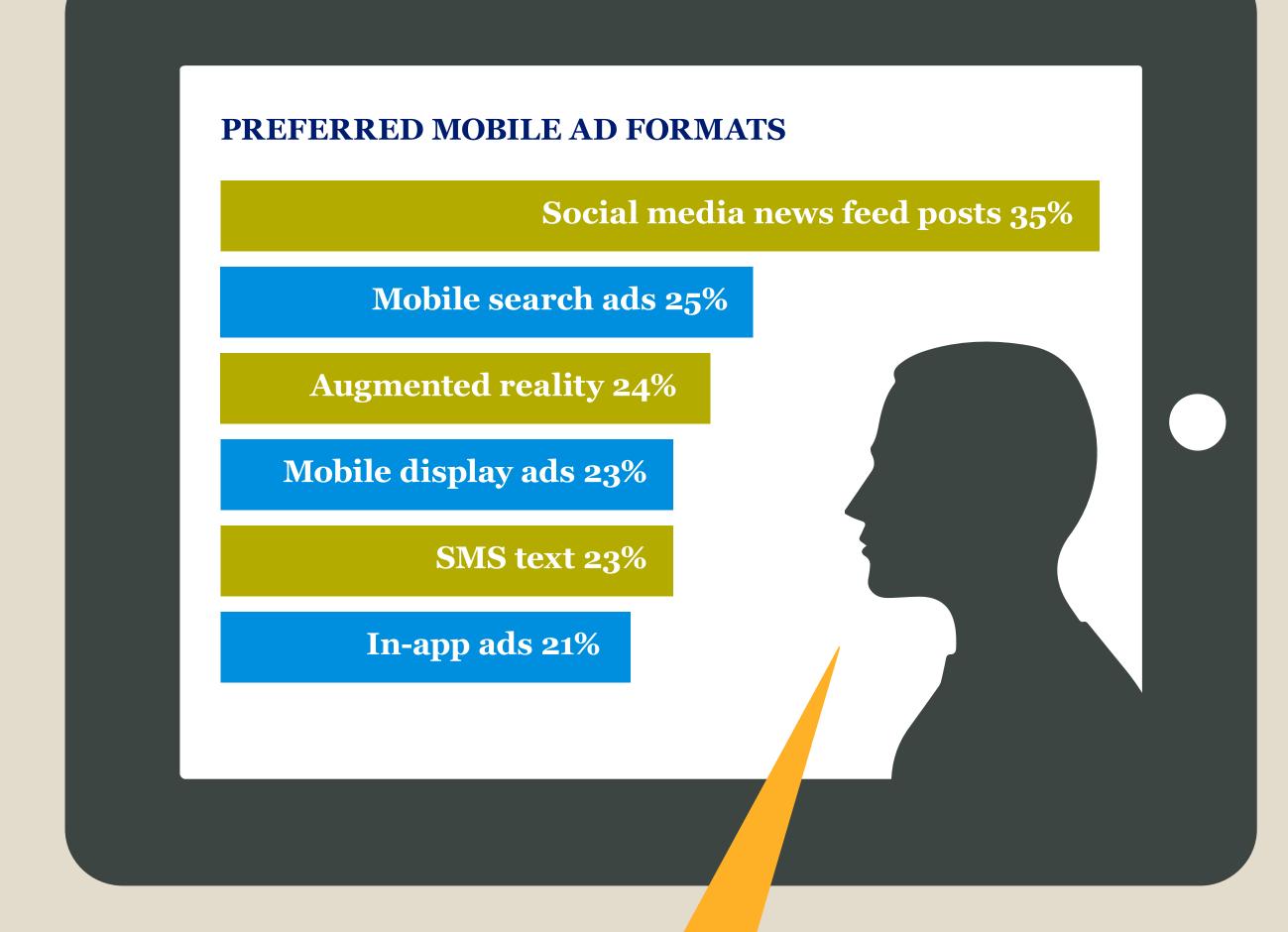
Visited the brand's website



31%



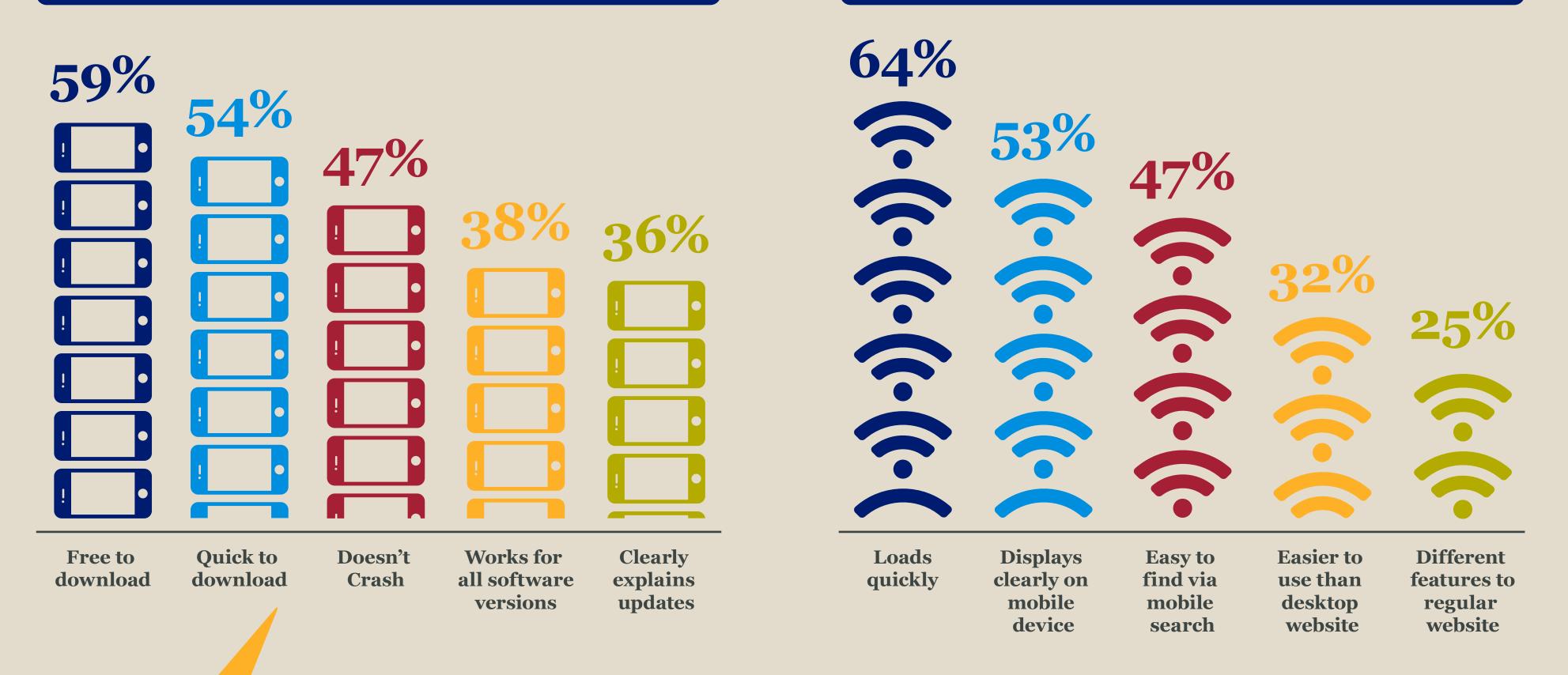
Searched for the brand on the internet



66 With my tablet I have more freedom.

TOP 5 THINGS THAT MAKE A GOOD APP

TOP 5 THINGS THAT MAKE A GOOD MOBILE WEBSITE



66

Their app was like eye candy. I would seriously consider getting a membership based on how cool their app was, it made it so easy to shop.

)

Source: Millward Brown Global AdReaction Study, November 2012

Integrated analyses from Millward Brown, Dynamic Logic and Firefly Millward Brown





