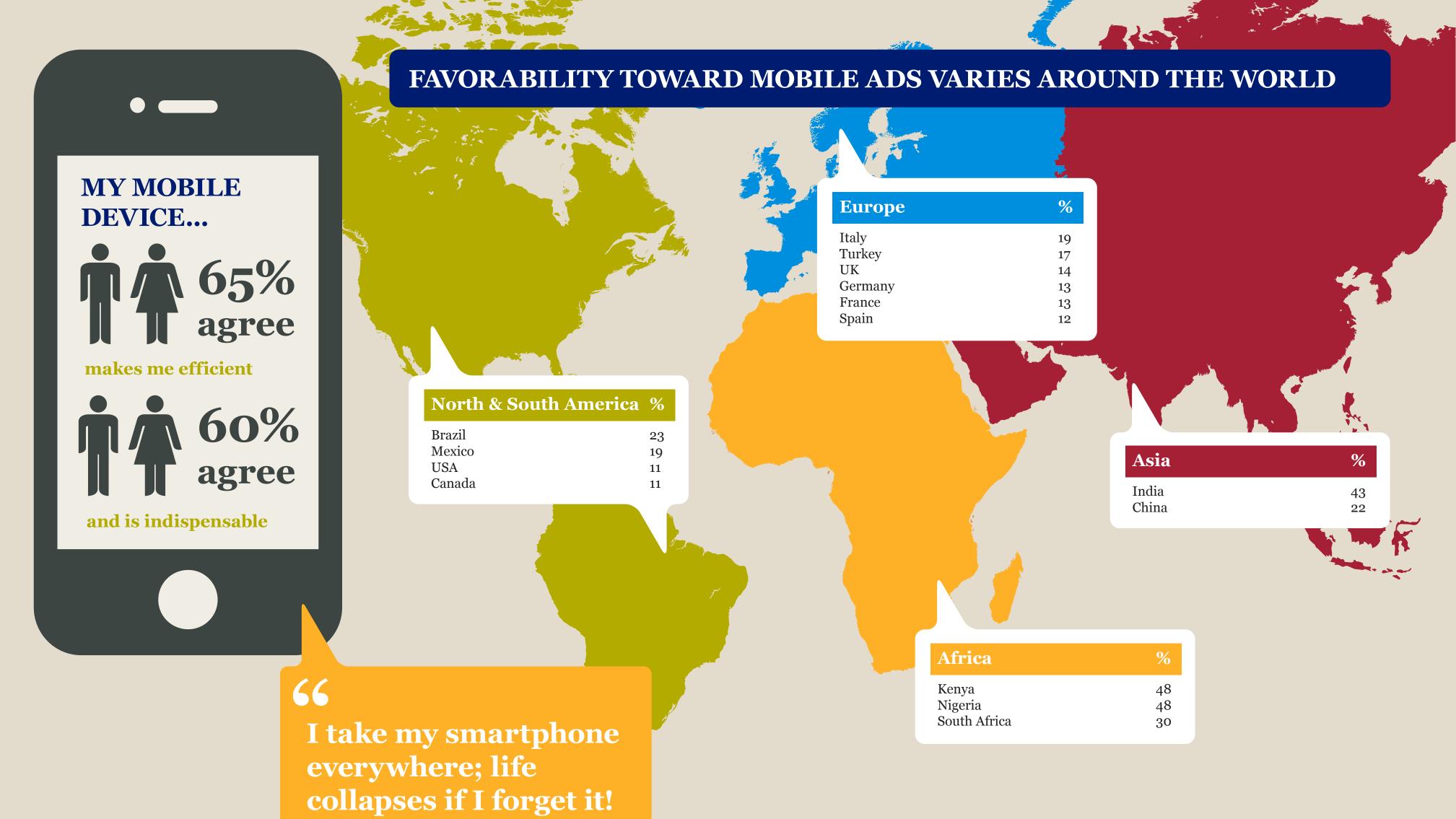
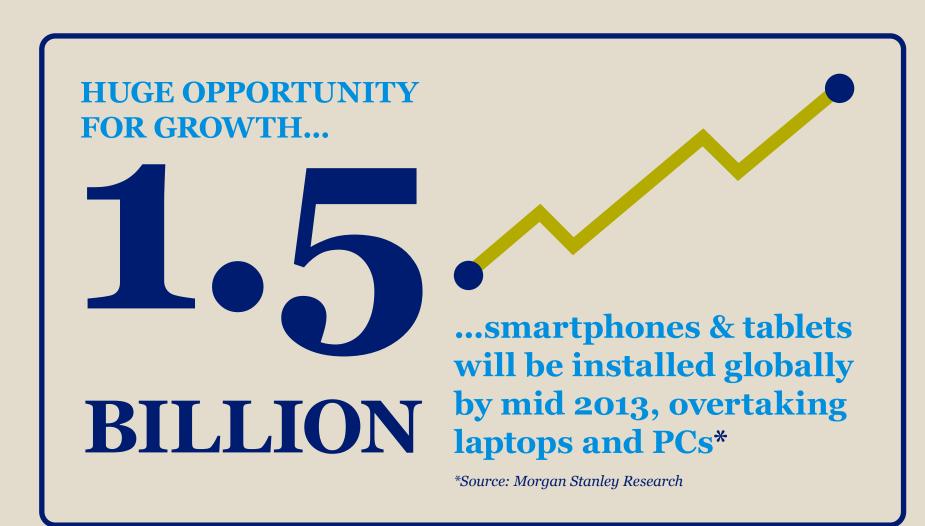
# Marketing in the Mobile World AdReaction 2012



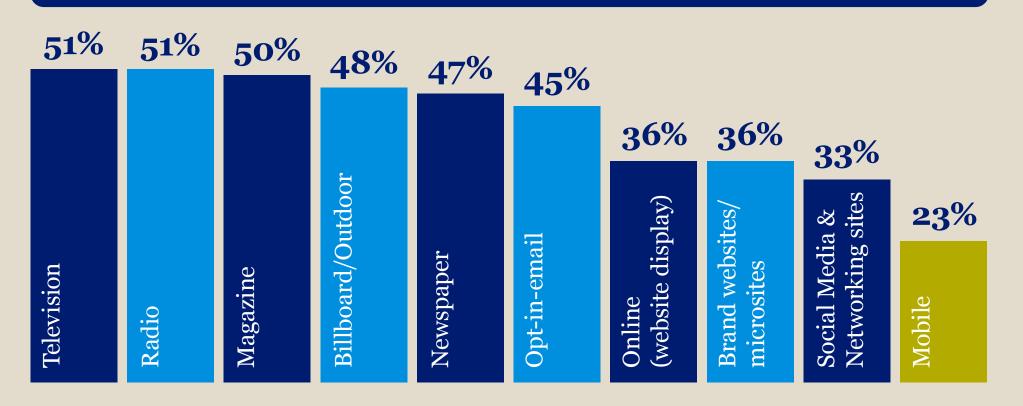


**?**?

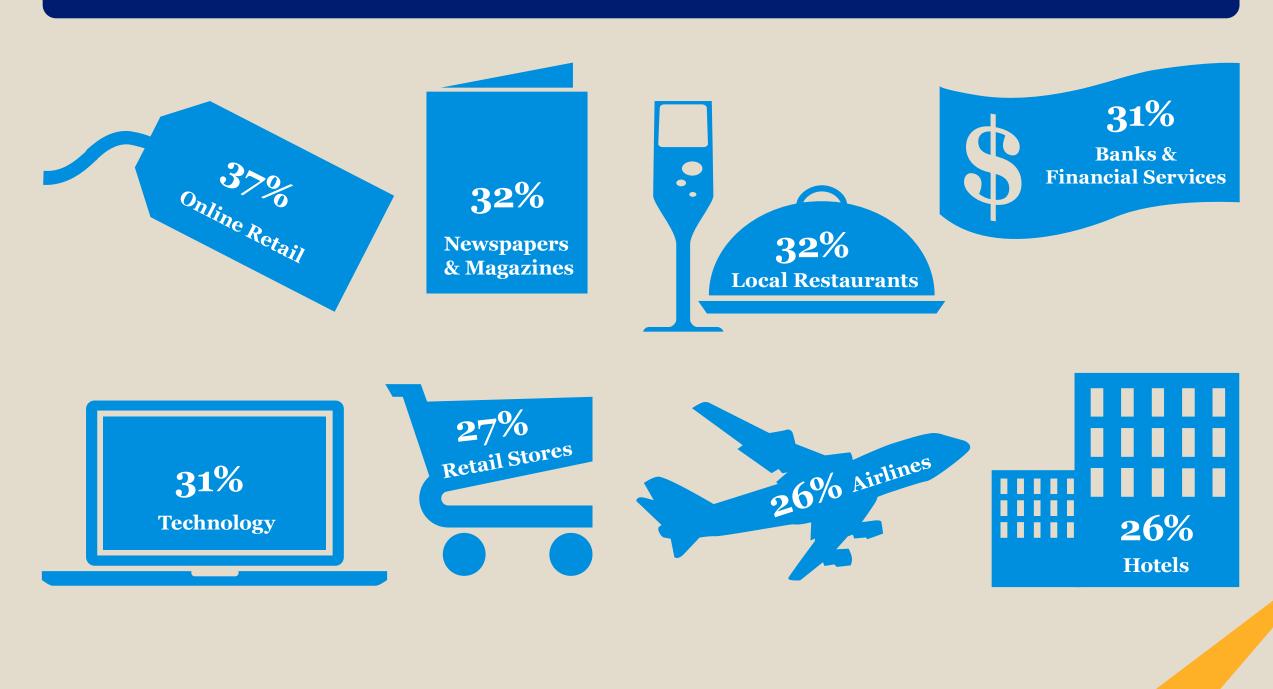


MOBILE ADS HAVE 3 – 4X MORE IMPACT THAN ONLINE ADS...

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



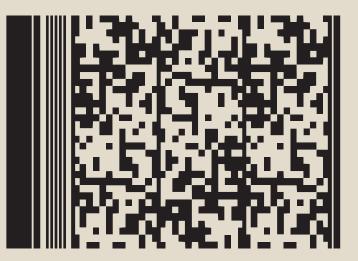
### **ON MOBILE, CONSUMERS MOST WANT TO HEAR FROM:**



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



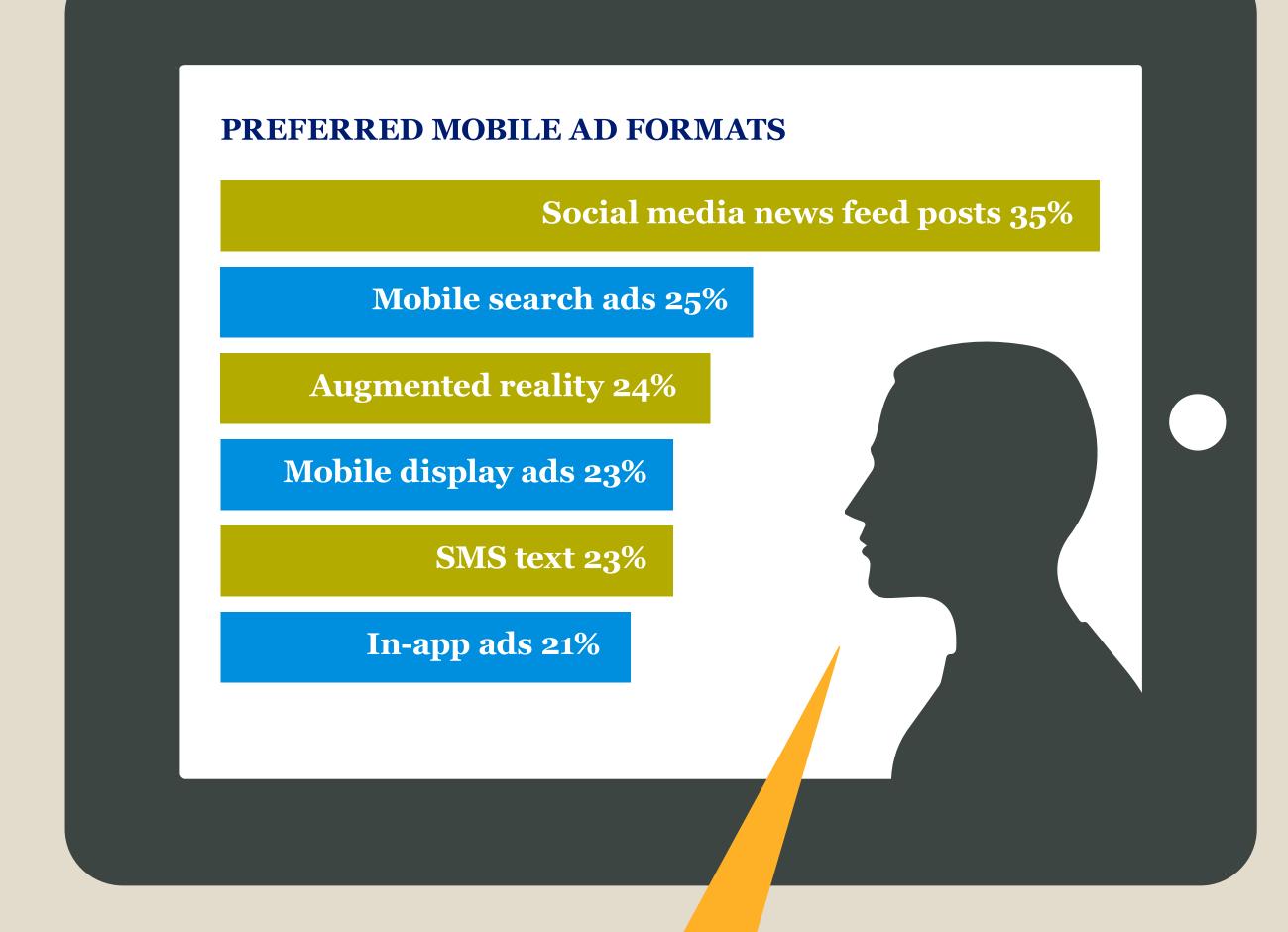
Visited the brand's website



31%



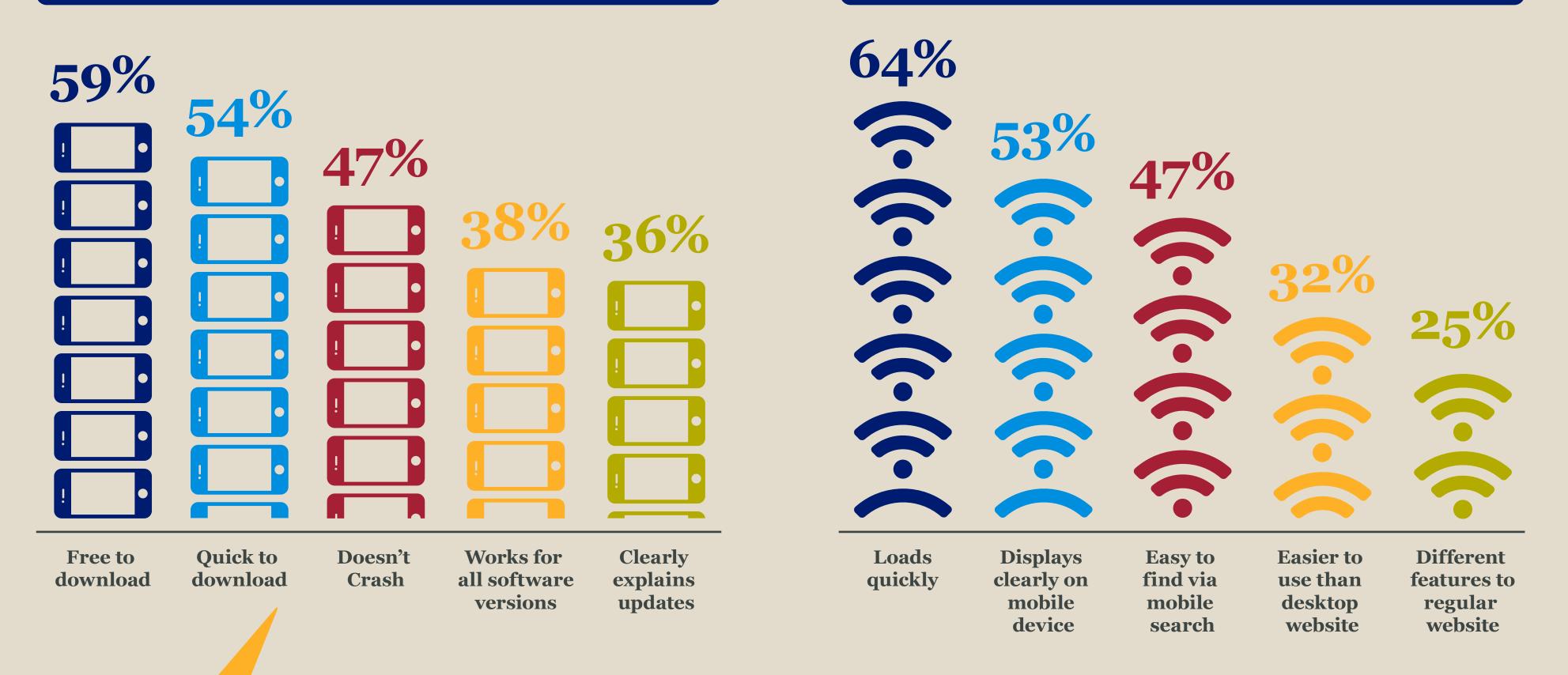
Searched for the brand on the internet



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





