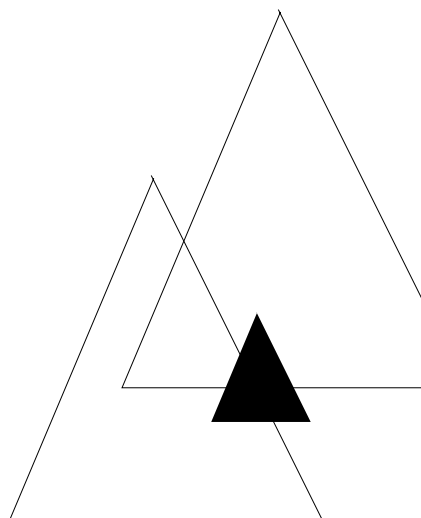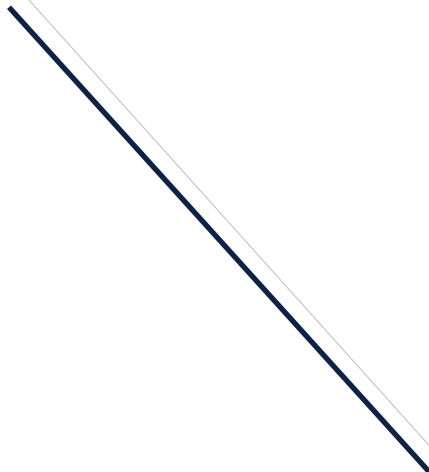# INTEGRATED
TV+MOBILE
DELIVERS REAL RESULTS

Executive Summary

Advertising today has moved well beyond traditional, offline strategies towards a highly integrated approach that combines traditional channels with the power of digital marketing. And for brand marketers, while TV remains the primary channel to drive reach, digital is increasingly being used to influence mid and end-funnel metrics, with mobile marketing playing a significant but as yet, under-utilized role.

It is this lack of focus on mobile that InMobi, in partnership with MMA is seeking to change. And the last few years of collaboration between InMobi and MMA, have succeeded in bringing about greater acceptance for the role that mobile plays in integrated campaigns, with brands leading the way.

However, although brand marketers have started employing mobile, the perception does remain that it doesn't integrate well with other traditional campaign channels, leading to a lack of focus on mobile-first creative strategy. Mobile creatives employed by brands continue to be adapted from TV or print campaigns, instead of being designed to leverage the unique capabilities that the channel provides.

Also, a major debate continues on how to allocate and optimize marketing spend between TV and mobile. While TV delivers reach, it cannot drive interaction, engagement and intent, whereas mobile's major advantage is that it delivers engagement in a relevant, contextual and interactive fashion, significantly influencing intent and purchase. Despite the disproportionate benefits that mobile offers, brand marketers remain undecided on increasing its share of spend and continue to adopt a TV-first strategy that spills over to mobile - TV continues to be a primary channel and mobile is secondary.

However, the right strategy for brand marketers is to adopt a mobile-first, instead of a mobile-also approach, that is complementary to TV, leading to a multi-screen approach where TV and mobile are tightly integrated. Research by InMobi and Mindshare, in partnership with Unilever, indicates that brand campaigns show better results when executed as integrated TV + mobile campaigns as opposed to TV-only efforts. This multi-screen strategy significantly improved campaign metrics such as purchase intent in addition to decreasing costs, delivering 50% higher purchase intent, 15% higher product interest and up to 80% reduction in cost, with one of the biggest drivers of ad effectiveness being mobile-first creatives. Additionally, integrated campaigns by InMobi have consistently won accolades at the MMA Smarties by sheer virtue of creative innovation and performance excellence.

Today, mobile devices are fast becoming the first screens of choice for users, presenting marketers with rich data signals that can be mined to deliver highly contextual and sophisticated marketing campaigns. Mobile hardware such as the touch screen, microphone and camera can also be leveraged to build interactive creatives that enable brand advertisers to go beyond mere reach and awareness and offer an innovative and immersive brand experience to their users. With rapid advances in mobile technology, the time has truly come for brand marketers to stop thinking of mobile as a standalone opportunity and instead, focus on employing strategies that allow TV and mobile to go hand in hand.

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Introduction

The advent of mobile devices has transformed the way we work, live, shop and play, becoming a phenomenon that has transformative impact on global economic growth. With over three billion worldwide users already, mobile devices, with their unique technology, potential to scale and irrefutable command of user attention, present exciting opportunities as well as challenges to brand marketers.

The economics of mobile marketing however, tell a slightly different story; despite mobile fast becoming the first screen of choice for users and accounting for over 60% of all digital media time spent, the channel remains underinvested, with TV taking precedence instead. The underlying cause of this is that brand marketers today continue to view mobile as a secondary channel accounting for spillover marketing spend, not as a complementary and primary channel with exclusive creative focus and tight integration with traditional channels such as TV.

While traditional channels deliver on reach metrics, they fall short in driving two-way engagement, accurate measurement and communicating experiential product features - all areas that mobile successfully influences. So how can brand marketers of today create and execute highly cohesive marketing campaigns that deliver cross-funnel impact in one shot? The answer is two-pronged - think mobile-first and ensure that mobile is tightly integrated with TV.

# Why brand advertisers must integrate mobile with TV

TV as a channel is used primarily to achieve widespread reach, drive awareness and generate demand. A marketing megaphone, it offers advertisers the ability to convey the functional benefits of products to a wide base of captive audiences, with additional sight and sound-based technology that helps increase brand recall, serving as an effective means of influencing top-of-funnel campaign metrics.

So, while TV delivers reach, it is not as effective in driving purchase intent and engagement with the brand, especially on the experiential features of the product. This is where mobile steps in. With unique software and hardware that allows for deep user understanding, precision targeting, interactive and immersive engagement as well as accurate tracking and measurement, mobile is highly effective at driving mid and end-funnel activities for brand marketers, making it the perfect complement to TV. Here's a closer look at some of the advantages that mobile brings to the table:
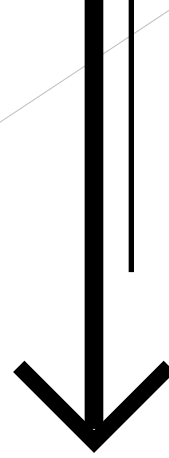
Strong influence on mid to end-funnel metrics

Mobile offers marketers a plethora of capabilities to execute optimized and dynamic real time campaigns. For example, combining location data with demographic data and user behavior patterns offers marketers the ability to target highly specific audiences with the right creatives, making their messages contextual and relevant to users. Add the elements of immediacy and interactive call-to-action that mobile creatives offer and the result is actionable advertising that drives engagement, consideration and purchase intent, all in one shot.
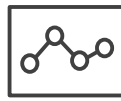
Accurate measurement and dynamic optimization

With highly sophisticated tracking and measurement technologies, mobile makes it easy for brand marketers to measure the success of their campaigns and optimize in real-time, for metrics across the purchase funnel. Also, with stringent viewability guidelines and clear and transparent reporting, marketers can be assured that no impressions will be wasted - maximizing ROI.

Delivery of experiential product features

Fast becoming the first screen of choice for users across the world by virtue of its 'always-on' capability, mobile also offers a highly personalized environment for users. So when a brand presents itself in this close, personal environment, users expect relevant, instant and contextual interactions that deliver maximum value. While functional attributes are easily conveyed via the medium of TV, the true value that mobile brings to users is the ability to convey the experiential attributes of a product. This is possible by harnessing device hardware such as the gyroscope, camera and touch screen to create immersive and experiential creatives that push users to trial/ purchase.

Research Study

In order to empirically demonstrate the effectiveness of TV+mobile campaigns that InMobi and the MMA have observed over the years, InMobi partnered with Unilever and Mindshare to conduct comprehensive research across multiple user touchpoints. The objective of this research was twofold; to empower marketers with a better understanding of mobile's effectiveness and enable them to make more informed decisions on how to allocate their marketing spend in the future.

Results :

1. TV-only campaign

a. High share of voice (SoV)
   During the first phase of execution comprising only TV campaigns, the share of voice (SOV) garnered by a popular Unilever beauty brand on TV was much higher than its competitors. However, this increased SOV didn't improve the already high ad awareness.

b. Conveyed functional product attributes
   The TV advertisement was also successful in clearly communicating functional product attributes. However, experiential messages registered lesser among users than the functional attributes.
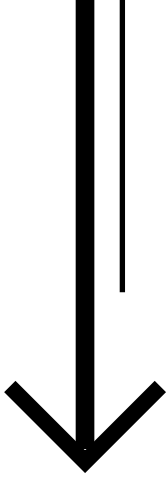
2. TV+ Mobile Campaign

In the second phase of execution, where mobile was tightly integrated with TV, the following results were observed:

a. Improved campaign reach and engagement
   While TV continued to provide great reach, mobile was successful in driving deep engagement, resulting in the integrated campaign achieving a 53% overlap between reach and engagement.

b. Improved purchase consideration
   The dual screen strategy resulted in a 41% increase in purchase consideration, whereas TV in isolation had no impact on consideration.

c. Reduced cost
   TV + mobile campaigns were found to be far more cost-effective, reducing cost by 80% when compared to TV alone. Both campaigns delivered equal impact.

d. Greater impact from mobile creative than TV
   The mobile creative saw notably better results as compared to the TV commercial. Users demonstrated 50% higher purchase intent and 15% higher product interest after seeing the mobile creative, as compared to those who saw the TV commercial only.

The InMobi research clearly indicates that mobile acts as the perfect complement to TV. By leveraging mobile creatives and delivery, brands can establish and deepen meaningful engagement with users. So, while TV is still the go-to medium to drive strong reach, integrating mobile with TV helps drive both reach and effectiveness.

Impact of Mobile Creatives v/s TV Commercial

150

115

100   100

Interest in the Product*   Purchase Intent*

■ TV Commercial
■ Mobile Creative
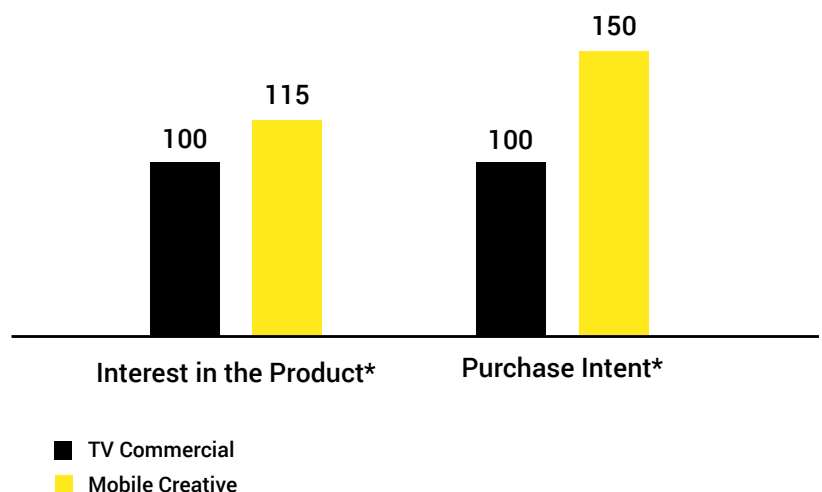
*Indexed responses

Mobile Creative Best Practices

At InMobi, we have experience in powering over 10,000 annual mobile brand campaigns and executing insightful brand impact studies across the world. Leveraging the depth of our experience and insight, here are some mobile-first creative best practices for brand marketers:
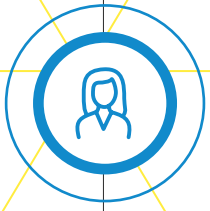
Be contextual

In order to communicate meaningfully with the user, it is important to understand the user's context in terms of who they are, where they are, what they're doing and so on - input that can be effectively gleaned through context-rich mobile signals. Using these signals, advertisers can drive relevant messaging within the context of the user's environment at any given time, a strategy that can be executed by focusing on which user touch points are relevant.

Think mobile-first

Mobile advertising offers marketers the opportunity to deliver brand messaging in rich and interactive ways that evoke instant emotional responses from users, thereby helping to understand them better. Further, the combination of data-rich mobile signals, sophisticated ad-tech and creative-led execution serves to create a brand experience that cannot be delivered through other channels - an advantage that is truly unique to the mobile platform. And in order to maximise the wide opportunity that mobile presents, it's imperative for marketers to invest in creative assets that fully leverage mobile's native hardware and software offerings.
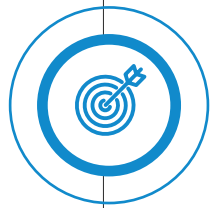
Engage in moment-based marketing

Moment-based marketing is about targeting the right media by time of day or location with the right dynamically-selected creative. Several times a day, mobile devices serve as the first screen of engagement for users across the world. It's important to realize this and leverage this understanding to target consumers in the relevant moment, increasing the usefulness of the ad to the user and improving engagement.

**Create immersive video experiences**

With unique capabilities such as sound, location identification, immersive video and participation, mobile advertising allows brands to amplify their messaging in ways that immerse the user in their stories. It's important for brands to build mobile narratives using data-driven digital techniques and 360-degree videos that create an immersive, highly engagement experience for the user.
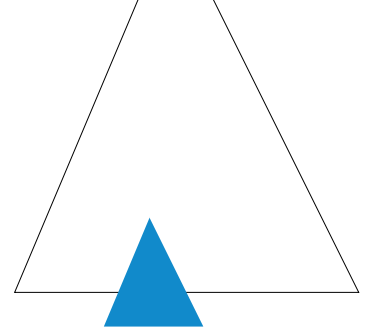
Have a clear call to action(CTA)

By using easily visible and clearly communicated CTAs, brands can set engagement expectations easily with users, driving them to intent-led and meaningful interaction that is mutually rewarding.

CASE
STUDIES
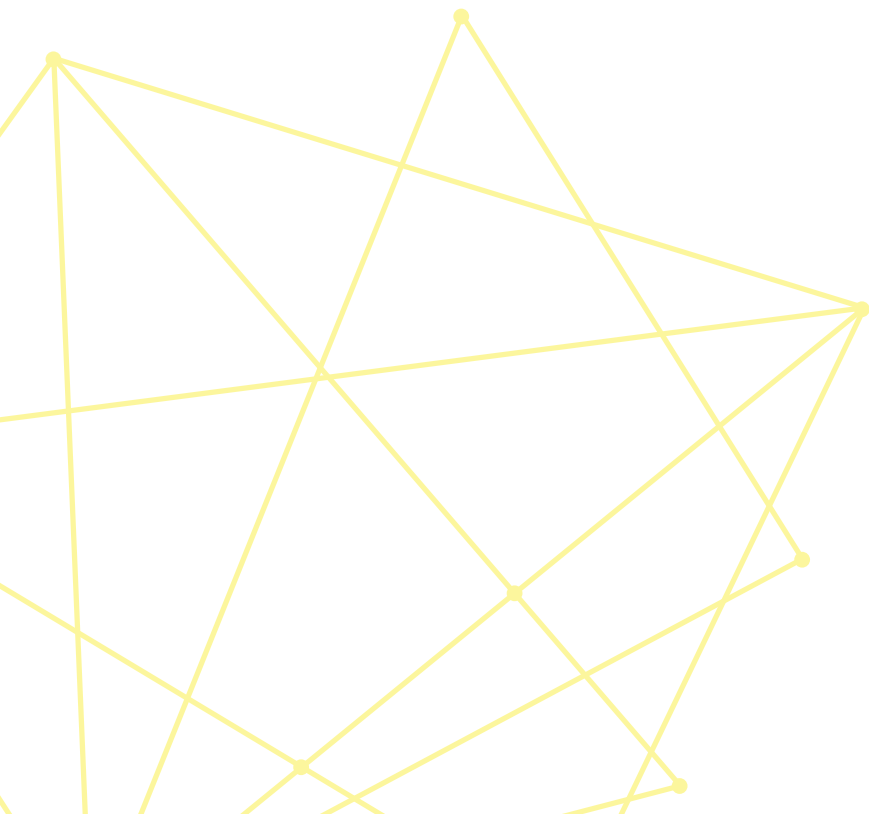
Rexona

InMobi's Rexona campaign used the power of Augmented Reality to drive 25000 Rexona coupon downloads

Goal & Strategy

> **MMA Smarties 2016 - Gold Award for Location-based campaign**
> **MMA Smarties 2016 - Gold Award for Innovation**

Rexona, Unilever's top deodrant brand, wanted to launch and drive awareness of their new product, Rexona Antibacterial Defense, in Jakarta, Indonesia by encouraging users to download coupons. Rexona partnered with InMobi to create an MMA Smarties award-winning rich media ad that leveraged augmented reality, giving users a real-life view of their surroundings while reminding them that the new Rexona deodorant was a product they needed.

With InMobi's advanced location and audience solutions, Rexona was able to reach their target audience of young working people at crowded and dusty places such as bus stops and train stations during the peak commuting hours. The augmented reality ad succeeded in communicating that Rexona deodorant could help users feel refreshed after a long commute by protecting against body odour, prompting coupon downloads and thus improving top-of-mind awareness.
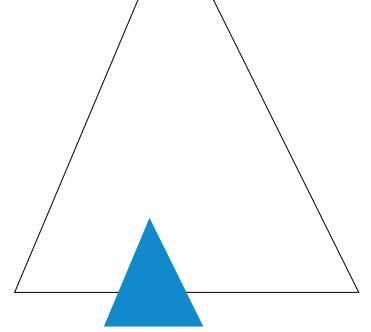

EXPERIENCE THE CREATIVE

WATCH THE VIDEO
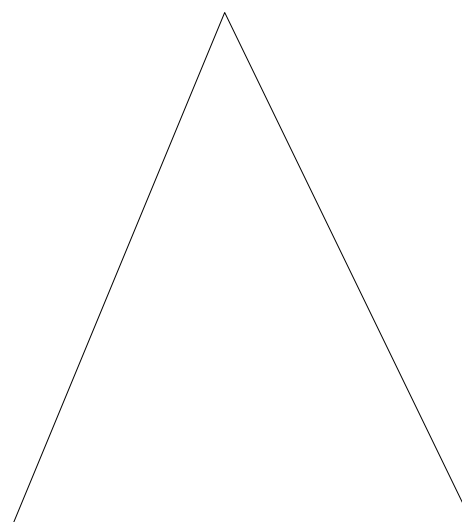
Pond's

InMobi and Pond's join forces to deliver an augmented reality, face detection campaign to drive product awareness

Goal & Strategy

> **MMA Smarties 2016 - Silver Award for Innovation**
> **MMA Smarties 2016 - Silver Award for Product & Services Launch**

Pond's wanted to relaunch Pond's Acne 10-in-1 Solutions showcasing its superior product & breakthrough technology. The product was aimed at enabling women in Indonesia to feel confident about themselves by getting rid of the blemishes left behind from acne. With close to 60% internet penetration and 100% mobile penetration in the target audience, mobile formed a key part of the overall media strategy

In order to effectively share the campaign's message, InMobi created a mobile-first, augmented reality campaign using the phone's front camera, that heightened the user's brand experience. The combination of InMobi's precision audience solutions and real-time face detection enabled Pond's to succeed in a disruptive ad experience to users, signifcantly improving brand engagement metrics. This campaign was the world's first face detecting, augmented reality HTML 5 rich media unit to run on mobile phones.

WATCH THE VIDEO
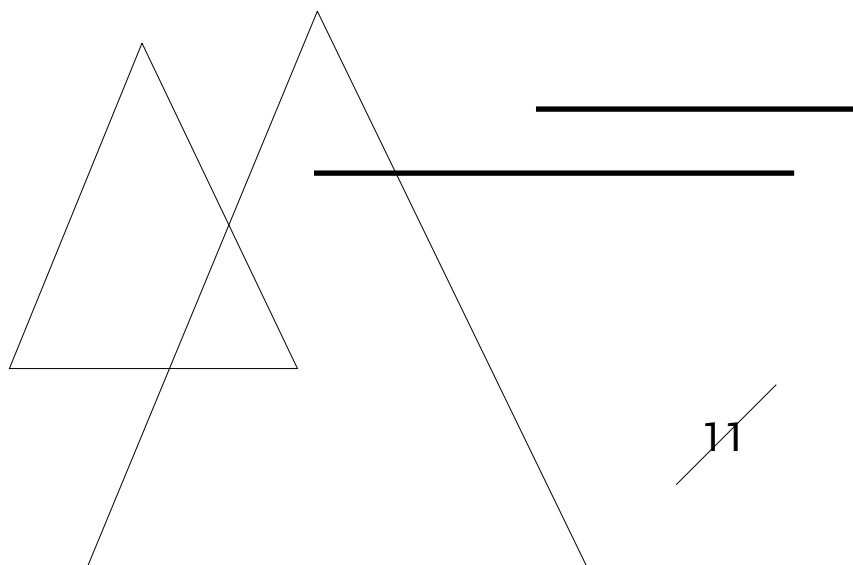
Sunsilk
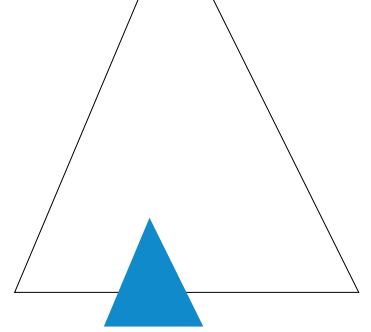
Sunsilk's mobile campaign drives 93% lift in brand preference & 22% lift in purchase intent

—

MobEx Awards 2016 - Winner, Best campaign for a mobile event

Sunsilk, Unilever's top hair care brand, wanted to elevate themselves as a premium brand in Singapore. As part of their integrated marketing campaign, they were looking to drive sign-ups, via mobile, to their 'weekend pop-up salons' where young women could get free makeovers and hairstyling sessions with youth influencer-Naomi Neo.

Sunsilk partnered with InMobi to create a rich media ad that simulated a phone call from Naomi asking users to sign up and visit the pop-up salons. Using geo-targeting around 4 locations to easily reach users who were close to the pop-up salons, InMobi was successful in helping Sunsilk improve brand engagement and purchase intent while influencing footfall.
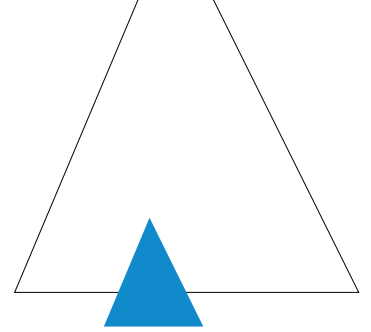
EXPERIENCE THE CREATIVE   WATCH THE VIDEO

12

Cornetto

InMobi helped Unilever's Cornetto become the top choice for 78% of Singaporean youth!

—

Goal & Strategy

Cornetto, a Unilever frozen dessert brand, wanted to promote their newly launched ice cream flavour 'Caramel Shake' in Singapore through a contest based on Taylor Swift's song, Shake it off. In order to improve awareness of the social contest and drive footfall to the on-ground activity of the "Shake it off Battle" contest, Cornetto partnered with InMobi.

The resultant mobile campaign leveraged cutting-edge demographic and geo-targeting capabilities to deliver informative rich media ads that created an incredibly interactive experience for the target audience - teenagers. The ad prompted users to shake their phones - detected using the mobile device's accelerometer - in order to transition from the video to other elements of the unit. The combined impact of the innovative creative and accurate targeting created a highly engaging and innovative user experience that increased views of the influencer video - amplifying awareness multi-fold and improving footfall.

EXPERIENCE THE CREATIVE   WATCH THE VIDEO

McDonald's

InMobi's McDonald's campaign used game-play to drive increased footfall

McDonald's wanted to bring back their seasonal McRib Sandwich and their objective was to remind users in the most enticing way possible to return and relish the McRib sandwich. Additionally, McDonald's wanted to improve footfall in their Chicago outlets and position the McRib sandwich as a fun and memorable brand, making it more than just good food.

To drive their mobile strategy, McDonald's partnered with InMobi to create an expandable rich media game play ad. The game required users to swipe across the screen, protecting their virtual shirts from delicious barbeque sauce. It succeeded in reminding users of the fun in enjoying the messy-but-worth-it McRib sandwich, prompting them to find the nearest McDonald's. InMobi's geo and moment targeting capabilities ensured that the ad reached users who were close to McDonald's outlets during a meal-seeking moment, driving them to the location and successfully improving brand recall and footfall.
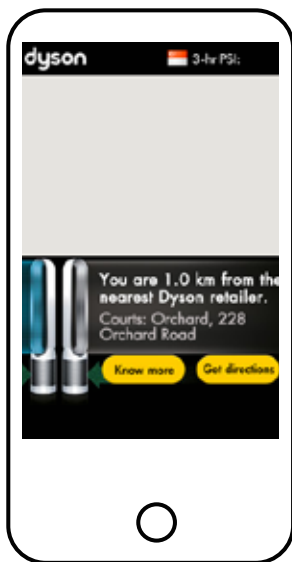

EXPERIENCE THE CREATIVE
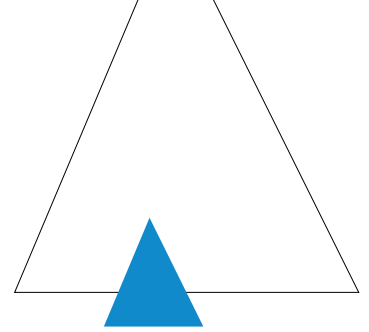
Dyson

Dyson drove contextual awareness by creating a mobile creative that triggered real-time Pollutant Standards Index (PSI) levels

Dyson wanted to promote their air purifier - Pure Cool - at a time when Singapore was battling severe haze; if air pollution levels rose above 200 PSI, human health could have been severely affected. Consequently, Dyson's goal during this time was to alert users of dangerous PSI levels and improve real-time consideration by showcasing the advantages of using their air-purifier to battle pollution-related illness.

Dyson partnered with InMobi to deliver a mobile solution that was relevant, personalized and user-first. Using excellent moment-marketing, InMobi's rich media creatives displayed real-time PSI levels based on user location in addition to displaying the features of Dyson air purifier. The ad also provided directions to the closest Dyson retailer from where the user could buy or review the Pure Cool purifier, communicating the experiential benefits of the product and driving awareness and consideration when it mattered most.

EXPERIENCE THE CREATIVE   WATCH THE VIDEO

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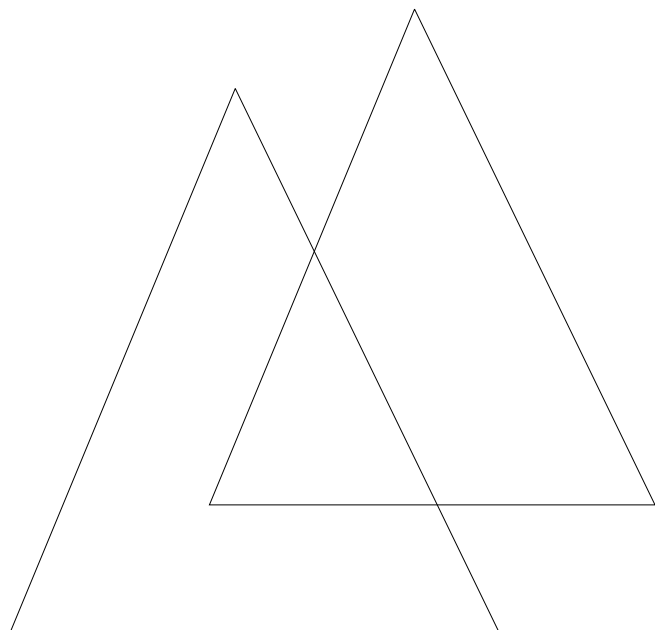
Conclusion

With mobile penetration increasing at an unprecedented rate and smartphones and tablets having become indispensable, mobility has become a way of life that has dramatically altered the rules of engagement between customers and brands. Emerging precision technologies and the shift in user behavior - that combines a virtual world with reality - signal a fundamental change to the way brand marketing should be approached.

In this new reality, the winning approach for marketers is one that combines the data-driven and creative power of mobile with traditional TV campaigns to deliver contextual and immersive brand experiences across multiple screens.

Further, as consumer expectations of digital advertising will only continue to increase. Delivering rich, engaging brand experiences will require content that's creatively clever and media smart. This can only be done by combining the power of technology with the beauty of creative to make marketing messages work seamlessly across multiple screens.

The importance and need for mobile to be a priority for brands has now been established without a doubt, on a global scale. Marketing innovators are already pushing creative boundaries with mobile ad-tech and it's now time for the undecided to make up their minds and embrace the power of mobile!

About InMobi

InMobi enables consumers to discover new products and services by providing contextual and personalized ad experiences on mobile devices. Through its revolutionary advertising and discovery platform, app developers, merchants and brands can engage mobile consumers globally. Recognized by Fast Company as one amongst the Most Innovative Companies in the world for 2016, InMobi reaches over 1.5+ billion unique mobile devices worldwide.

For more details, please contact pr@inmobi.com

About MMA

The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. MMA Member companies hail from every faction of the mobile media ecosystem. Our consortium includes brand marketers, agencies, enabling technologies, media companies and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

For more details, please contact apac.pr@mmaglobal.com

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