



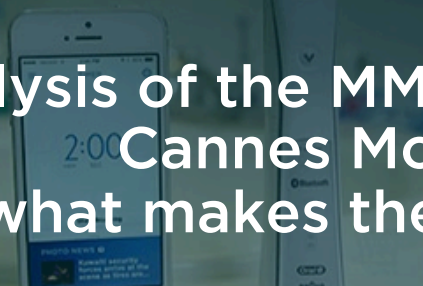
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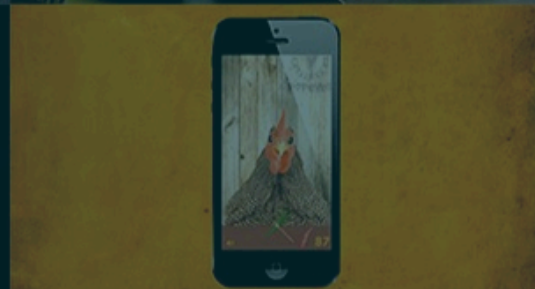
# 2015 Global Smarties Trends Report



An analysis of the MMA Smarties Awards & Cannes Mobile Lions and what makes the winners stand out



HALO  
STARSCOPE



# Introduction

Developed by Millward Brown, in partnership with the Mobile Marketing Association (MMA), the Global Smarties Trends Report is designed to achieve the following and serve as a resource to help marketers implement more effective mobile marketing campaigns.

## Objectives of this research:

### Unearth key mobile marketing trends

The analysis looked across MMA's Global Smarties and Cannes Mobile Lions finalists to delineate shared characteristics and identify key trends.

### Understand the business impact a winning mobile campaign has versus its competition & why?

In addition, winning Smarties campaigns were compared to those which were shortlisted, but didn't take away a prize, to understand what sets one apart from the other.

## Summary of Findings

- In our analysis of this year's winning campaigns from Cannes Mobile Lions and the MMA Smarties Awards, we saw a greater and more persistent focus on brands leveraging mobile to refocus their relationship with audiences and communicate more interactively
- To this end, mobile works best when it is truly *immersive*; it's the closest you can get to consumers. Increased innovation in mobile platforms is driving this phenomenon.
- Rapid advancements in mobile innovation bring increased connection, to enable brands to better reach their audience and connect on a deeper level
- And whether it is a cause or an effect of a deeper consumer relationship, we're seeing more brands stand for something greater than themselves, disseminating these core values more broadly – and more intimately



# The Six Trends That Matter:

Looking Across MMA Smarties & Cannes Mobile Lions Finalists

## Key Mobile Trends



### Marketing Trends

**01**

Campaigns utilize mobile to deepen the personal relationship with the audience

**02**

Interactivity and co-creation is super-charged by social

**03**

Even the most creative mobile execution is supported by other channels



### Innovation Trends

**04**

Virtual and Augmented Reality come of age

**05**

The beginning of the Internet of Things as a marketing opportunity

**06**

The brand narrative evolves on mobile as Vines and micro-video are stitched into narratives



MARKETING  
TREND

01

**Campaigns utilize mobile to  
deepen the personal relationship  
with the audience**



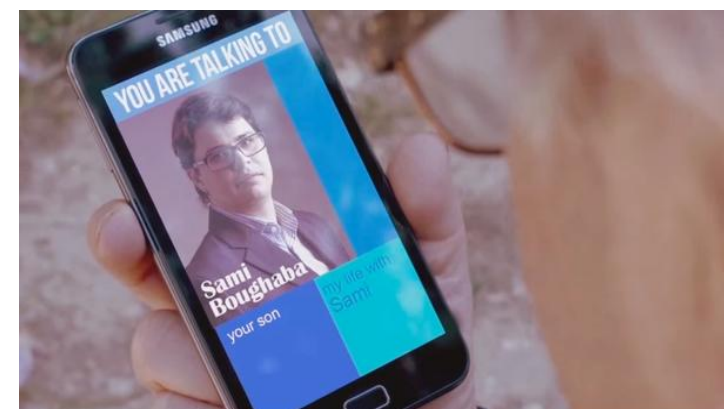
## Enhancing audience relationships is facilitated by providing everyday utility in their lives

**Gatorade** and **Samsung** created apps and supporting media that gave their product and marketing extensions everyday utility in audience's lives.

**Gatorade** partnered with schools in Guatemala to change the sedentary routine of children, using an education app to introduce a new task in the school syllabus: "Sports Homework."

**Samsung** created the Backup Memory app to assist those with Alzheimer's. In real time, the app provides patients with reminders of the identity of the person entering their field of intimacy.

These campaigns demonstrate the importance of identifying the type of relationships a brand wants to build with its audience and how it can best fit into their life, prior to layering in mobile capabilities.







# Deepening relationships was at the core of winning campaigns

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Winning campaigns are distinguished by a desire to improve customer experiences and deepen engagement.

**GOALS** *Improve brand experience, deepen engagement*



Data represents number of campaigns with this attribute.





## Within the relationship trend, we see three common themes unfolding



Mobile facilitating  
social  
philanthropy



Brands embracing  
interactivity with  
more personalized  
two-way  
communication



Gratification  
coming in real  
time

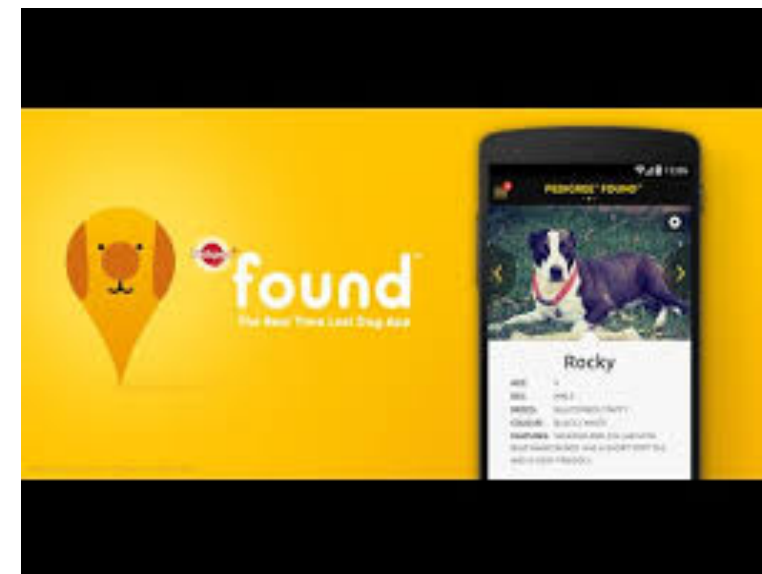


# Social philanthropy, with mobile enablement, serves a social good while bolstering positive brand associations <sup>10</sup>

Both **Virgin Mobile** and **Purina** had core values that they wanted to promote. Mobile with social enablement allowed them to promote these while also engaging audiences and building positive brand associations.

**Virgin Mobile** let people turn their food pictures into actual meals for those in need using the #mealforameal hashtag. 261,000 meals donated, 21% increase in donations to partner OzHarvest, 37% increase in sales during the campaign period.

**Purina** created an app that generated geo-targeted instant lost dog alerts to reunite dog owners and their lost companions. Helped to reposition the brand.





# A purpose-driven strategy, rooted in a human need, differentiated winners

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Winning campaigns were built on deep insight, with many seeking to improve the human condition.

## **STRATEGY** *Address human need / emotion*



Data represents number of campaigns with this attribute.



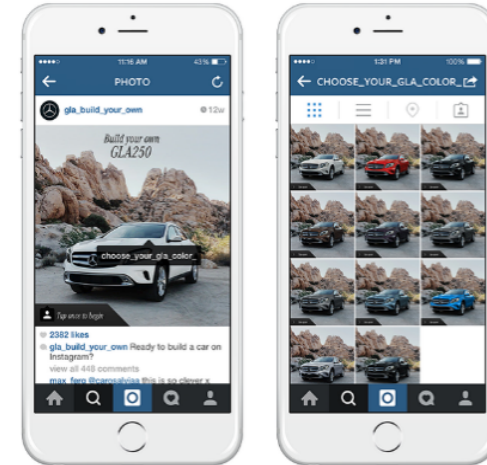
# A two-way conversation allows for customization and personalization

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Personalization can be practical or playful.

It can be the customization of an aspirational product, like **Mercedes** did when it brought the build-your-own-car utility to Instagram to support the launch of the GLA model.

Or it can be the playful evolution of a story like **Sunsilk** created when they created a visual dictionary that decodes the meaning behind every touch of the hair and allowed consumers to create and share Chibi drawings of themselves on social network Zalo.





# Tactically, interactivity with two-way conversations between audience and brand was essential

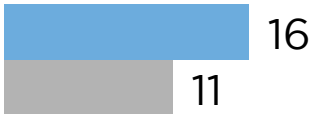


With deepened engagement as a goal, it naturally follows that winning campaigns were more likely to be both interactive and social.

## EXECUTION *Interactive*



## EXECUTION *Social*



*Push messaging is also more frequently deployed by winning campaigns as a tactic to engage.*

Data represents number of campaigns with this attribute.

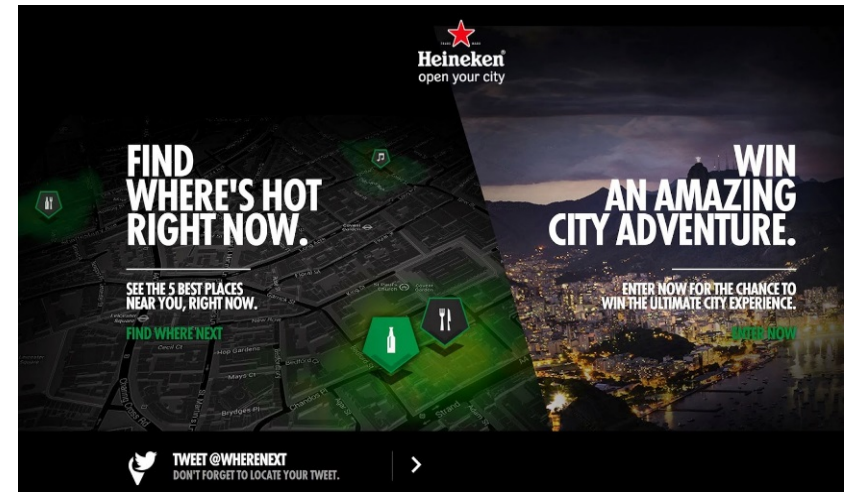


## Strong campaigns embrace the inherent impatience that mobile brings – that anything is attainable, now

As part of the two-way dialogue between brand and audience, audiences embraced opportunities for real-time gratification.

For **Heineken** this gratification was location and interest based. Heineken addressed FOMO, by directing audience members to activities and places of interest to young males.

**Chiquita** applied this same emphasis on real time to games and rewards, partnering with the Minions characters. Chiquita placed special stickers on bananas and scanning them unlocked instant prizes and content.





**MARKETING  
TREND**

**02**

**Interactivity and co-creation is  
super-charged by social**





# When marketers encourage audience participation and sharing, consumers become part of the medium

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Nowhere is this more evident than the ice bucket challenge that mobile enabled and social ignited.

**ALS Association** ice bucket videos were watched by 440 million people a total of 10 billion times, resulting in over \$100 million dollars in donations.

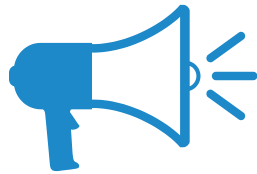
Campaigns by **EA Sports' Madden** and **Foot Locker** also demonstrate the power of strong creative viral potential.

In the Madden GIFerator fans created over 400,000 GIFs. Foot Locker's Horse with Harden, where fans created trick shots that had to be copied by an NBA player, had a reach of nearly 61 million people due to its strong earned media.





## Creative viral potential matters: Earned media was an indicator of success

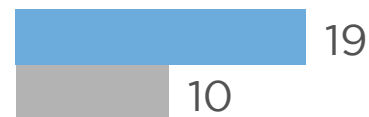


Winning campaigns were more likely to achieve buzz through social channels and the press.

### RESULTS *Social sharing*



### RESULTS *Public relations / press*



Data represents number of campaigns with this attribute.



MARKETING  
TREND

03

**Even the most creative mobile execution is supported by other channels**



## Mobile-centric campaigns are still supported by other channels

19

L'Oréal created a mobile app that gave women a new way to try on makeup. The Makeup Genius app scans your face and lets you try on makeup instantly. Despite the mobile-centricity of the campaign, the Makeup Genius was still supported by more traditional channels like television and print.



Similarly, Rexona leveraged their understanding of the Thai audience's mobile and multiscreen behavior to create opportunities for them to have a more immersive and interactive experience watching Thailand's Got Talent, a popular but flagging TV show, that the Rexona multiscreen campaign transformed.



Both of these campaigns demonstrate the value of drawing on the respective strengths of complementary channels to bolster a mobile campaign's effectiveness.



# Tactically, campaigns leveraging 4 or more channels were most effective

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Marketers often chose one channel to support their mobile campaigns but those behind winning campaigns used more.

Winners **2X** more likely than finalists to support their campaign using social.

And **3X** more likely to use 4 media channels.





INNOVATION  
TREND

04

## Virtual and Augmented Reality come of age



## Virtual and Augmented Reality campaigns demonstrate the maturation of a technological capability to a marketing trend

22

The Volvo XC90 augmented reality and Oakley ProVision virtual reality campaigns demonstrate how quickly mobile enables the conversion of a technological innovation into a viable marketing channel.

**Volvo** created a virtual reality test drive using Google Cardboard. Virtual reality test drivers were able to experience the XC90 months before it hit the showroom.

**Oakley** packaging was turned into a virtual reality visor that let those purchasing sunglasses see through the eyes of the athlete that endorsed them.







INNOVATION  
TREND

05

## The beginning of the Internet of Things as a marketing opportunity



# The Internet of Things emerges as a means to tangibly tie mobile marketing to brand purpose

24

Just as augmented and virtual reality quickly ascended from a potential innovation to a winning tactic, the Internet of Things is poised to do the same next year.

Two campaigns utilizing the Internet of Things that portend that promise are: **Optus** and **Hammerhead**.

**Optus**, Australia's second largest mobile network provider, wanted to change brand perceptions and improve people's lives through technology. They tackled one of Australia's most infamous problems – shark attacks – and created a smart buoy that alerts lifeguards to the presence of sharks.

Similarly, making the roads safer for bikers is the core objective of **Hammerhead**. Hammerhead created a free app to build a safer ride that promoted Hammerhead's core values while underscoring features of the technology.





INNOVATION  
TREND

06

**The brand message evolves on mobile as Vines and microvideo are stitched into narratives**



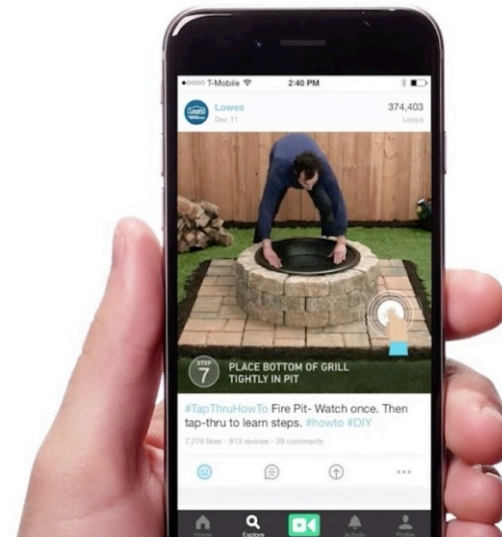
# Vines have matured away from “what was that?” to meaningful ways to sequence a story or maintain the everyday relevance of a brand

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Savvy marketers understand the power of short videos to extend a longer story. The **Gap** and **Lowe's** campaigns provide examples of the maturation of Vine and microvideos.

**Gap's** Spring is weird campaign sequenced Vines in a 12-part microseries to tell the story of a relationship developing over the season with the Gap spring line being prominently featured.

**Lowe's** also demonstrated how Vines stitched together could build utility and relevance. Lowe's #TapThruHowTo used time-lapse videos to show a project executed from beginning to end, with step-by-step instructions throughout the video.



## What makes a winning campaign?



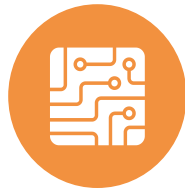
Building in **useful brand connective tissue** to deepen the relationship between brand and audience – that can be utility, purpose, or gratification



Structuring a strategy around a **real human need** and spreading it exponentially with social



Leveraging **cross-channel support** for mobile initiatives



Adopting **new technologies** and using them to enhance the brand experience and better connect with audiences

*Winning with consumers means identifying a real consumer need and tying it to an elegant and highly-engaging mobile solution.*

## About the MMA Smarties Awards

### Get Recognized, Get Accolades, Go Global

The MMA Smarties Awards is the world's only global mobile marketing awards program honoring innovation, creativity, and success – highlighting the teams and talent that push the boundaries of mobile marketing to reach and engage with consumers like no other media channel.

Gain recognition worldwide and be counted amongst the best in the mobile marketing community. The Smarties recognizes regional winners (Asia Pacific; Europe, Africa & Middle East; Central & Latin America and North America), country winners (France, Middle East, Spain, South Africa & Turkey), and Global winners in addition to Industry Awards.

[www.mmaglobal.com/smarties](http://www.mmaglobal.com/smarties)

# SMARTIES



## About the Cannes Mobile Lions

Cannes Lions recognized the year's most exciting creative ideas across 21 categories. Mobile Lions awarded to the freshest creative Mobile ideas that present the technology and creativity behind the work seamlessly, and push the boundaries of mobile advertising/marketing to reach and engage with consumers and increase business sales and recognition.

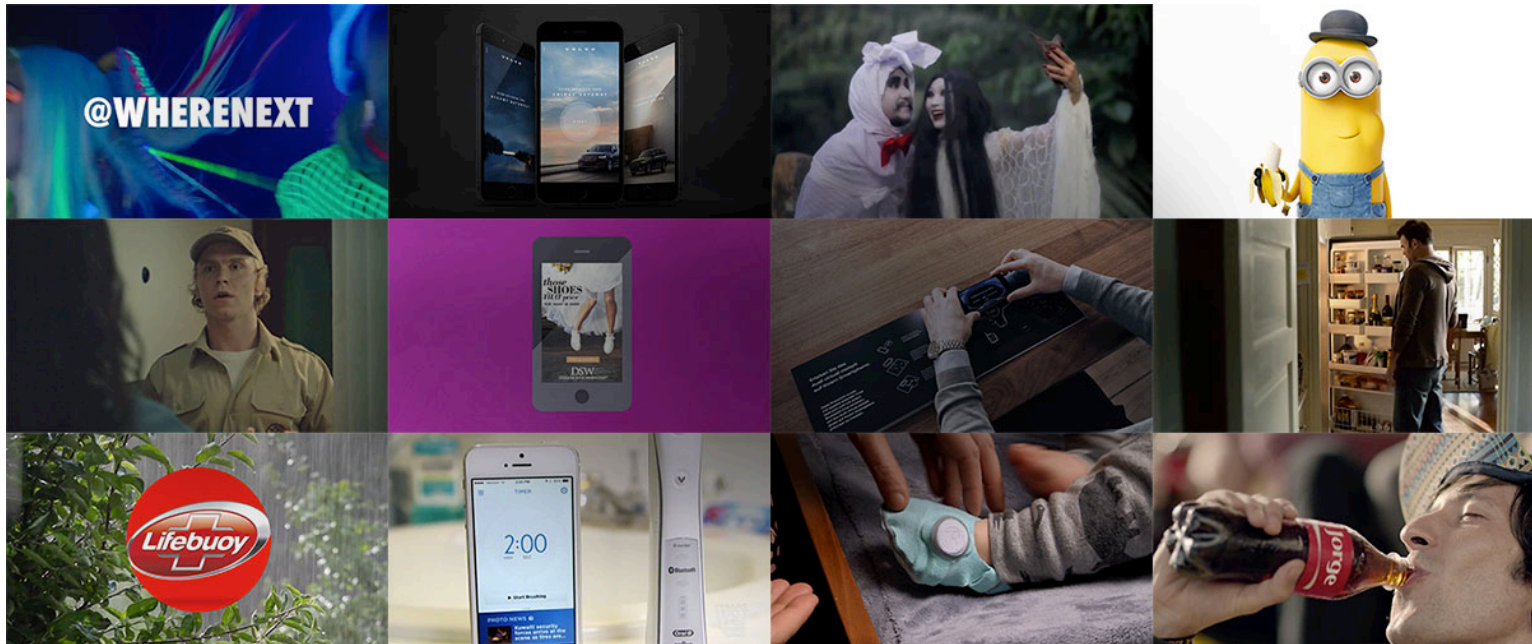
[www.canneslions.com](http://www.canneslions.com)





## About the MMA Case Study Hub

With **551** mobile marketing campaign case studies to review, this is the #1 resource for marketers seeking to activate the innovation of marketing through mobile. The Case Study Hub is populated annually by Finalists from the Smarties Awards programs.



Get inspired at [www.mmaglobal.com/case-study-hub/](http://www.mmaglobal.com/case-study-hub/)



## About Millward Brown

Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Specialist global practices include Millward Brown Digital (a leader in digital effectiveness and intelligence), Firefly Millward Brown (our global qualitative network), a Neuroscience Practice (using neuroscience to optimize the value of traditional research techniques), and Millward Brown Vermeer (a strategy consultancy helping companies maximize financial returns on brand and marketing investments). Millward Brown operates in more than 55 countries and is part of Kantar, WPP's data investment management division.

[www.millwardbrown.com](http://www.millwardbrown.com)

## About the Mobile Marketing Association (MMA)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators 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**. Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy. Additionally MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development.

[www.mmaglobal.com](http://www.mmaglobal.com)