

Mobile:

The Great Connector Vol. 2

Bridging The Digital & Physical Worlds
To Boost Your Marketing Effectiveness



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FOREWORD

Consumers regard their mobile devices as the ‘go-to’ for advice, assistance and access to a wide range of real-world and digital services they rely on every day. Significantly, the more consumers can do with their personal devices, the more they depend on them to do even more.

What’s more, consumers also instinctively reach to their devices to interface with the real world around them. It’s the first screen they view in the morning and it’s the last interaction before they go to bed. Depending on the research you read, consumers are looking at their mobile screens anywhere between 150 and 200 times a day.

It’s clear that consumer behaviour effectively endows the smartphone, the first and most important screen, with an exciting new capability at the centre of the customer experience. As we showed in Volume 1 of this e-book, mobile has become The Great Connector, able to bridge the digital and physical realms to influence and trigger activities in the real world, be it conversions, interactions and other ‘calls-to-action’.

Whilst the advance of mobile – smartphones and feature phones, as well as tablets — has caused a sea change in consumer behaviour, it is also transforming the role of location and context in marketing and advertising.

At first, so-called static data — household data, data stored in CRM systems and data gathered via cookies during PC browsing and buying sessions — helped marketers understand their customers better. Today mobile takes this to a new level, empowering marketers to build more dynamic and holistic audiences and so meet growing consumer demand for personal, relevant and valuable content, marketing, advertising and assistance — where, when and how they want it most.

Indeed, brands are achieving amazing results because where we are also defines who we are.

In Volume 2 we explore how location data and context are coming together to enhance the entire marketing cycle. The way is clear for marketers to harness mobile — and the location context data and insights it offers — to build better audience profiles and bridge the digital and physical worlds. Let this e-book be your guide to architecting the strategies that will allow you to drive positive results for your company and great experiences for your existing and new customers.

~ Chris Babayode, Managing Director, MMA EMEA

This mobile marketing resource was researched and written by Peggy Anne Salz and MobileGroove in close collaboration with the MMA.

SECTION 1

MOBILE IS INTERACTION

From market figures around the advance and evolution of mobile to user behaviour trends across Europe, Middle East and Africa, this section provides you with an overview of the results and research you need to help you understand your audience and the evolving role of mobile in their daily journey.

Mobile has become an indispensable part of our daily lives, driving a fundamental change in user behaviour.

People sleep with mobile next to their beds so they don't miss a call, a message, a notification, or an update. And, throughout the day, people spend more than 2 hours daily on mobile to access information, assistance, and advice (via **Web** or apps — or both).

Little wonder that a whopping 83% of smartphone users between the ages of 18 and 29 say their device plays an “integral role” in their lives.

Deloitte Research reports that U.K. consumers have a particularly “intense” relationship with their smartphones. About one-third of adults who own a smartphone admit to looking at it within 5 minutes of waking. Messaging, banking and viewing mobile video lead the list of top activities, and enthusiasm for using apps shows no sign of stopping.

GOING MOBILE

Mobile is growing faster than its audience.

There are 7.45 billion unique mobile connections — compared with 7.2 billion people on the planet.

Global Mobile Landscape 2015 a country-by-country guide to mobile penetration and usage produced by research firm eMarketer, confirms that mobile is at the tipping point and “now an intrinsic part of the majority of people's lives worldwide.”

Predictably, penetration rates are close to saturation in many markets. In total eMarketer estimates that there will be 334.5 million mobile phone users in Western Europe this year, a number it forecasts will rise to 347.4 million in 2019. In the EU-5 smartphone users will total more than 170 million, and 129.2 million will use a tablet.

Overall, research suggests around 10% of total media ad spending in Western Europe will go to mobile platforms.

Germany will lead the region in total ad spending in 2015. However, the U.K. will maintain its number one position in EU-5, accounting for more than one-third of all digital ad spending in the region. Significantly, the U.K. is poised to reach a major milestone in 2015, when it becomes the first country in the world where digital media will take a 50% share of advertising spending with mobile reaching levels that are more than twice the ad spend on TV.

In France —the third-largest market in Europe — ad spend on digital and mobile lags far behind levels in Germany. Italy and Spain, though hard hit by the economic downturn, are countries where brands and marketers have been creative and resourceful, taking budget from other to pay for mobile advertising.

Globally, mobile ad spend is now growing six times faster than desktop Internet, with **ZenithOptimedia** forecasting that mobile will contribute 35% of all the extra ad spend between 2013 and 2016.

Meantime, the Middle East and Africa is a region where penetration differs widely. eMarketer estimates that there will be 606.2 million mobile phone users in the region in 2015, a figure it expects to rise to 789.2 million by 2019. eMarketer predicts that there will be 173.8 million smartphone users in the Middle East and Africa by 2019, up from 106.4 million in 2015.

The Annual Digest produced by the **Mobile Marketing Association** of South Africa presents a more granular picture of mobile usage and trends, noting that Sub-Saharan Africa is “witnessing one of the strongest increases in mobile data usage in the world” due in part to better connectivity, a burgeoning middle class and access to more affordable, customised smartphones.

South Africa’s vibrant mobile market has also seen rapid growth, with mobile penetration well above 150%, driven by the popularity of multiple card use, often for business and personal use but also for having separate subscriptions for voice and mobile broadband services.

This development, accompanied by the advent of low-cost but powerful smartphones, is driving both Internet usage and smartphone adoption. It is estimated that over 50% of South Africans will own a smartphone by end-2015. This dovetails with Canalys research that forecasts nearly 20 million active smartphones in South Africa in 2015. At the other end of the spectrum, the 2015 annual results released by South African mobile operator Vodacom report 63% growth in data traffic year-on-year. The operator also reported 30% growth in the number of smart devices for the same period.

What are the chief activities for these new users, many of whom are discovering the Internet for the first time through affordable smartphones? A recent **survey** of 11,000 Internet users in South Africa by Effective Measure, a provider of digital audience, brand and advertising effectiveness measurement and targeting solutions, shows users are embracing shopping and commerce.

Importantly, there is a dramatic shift to using mobile phones for online shopping, which has increased from 23% in 2013 to nearly 47% in 2014. Desktop use for online shopping for the same period dropped from nearly 95% to 63%, and tablet use remained steady at around 23%. Mobile banking has also gained serious traction. In total 65% of users said they engage in online banking, with nearly half (48%) using their mobile in 2014, up from 39% in 2013.

While consumers are becoming mobile savvy at a quick pace, Yaron Assabi, Founder, Digital Solutions Group; Chair, MMA South Africa, writes that the migration of advertising spend from traditional categories to mobile advertising is somewhat slower. “While at this stage it is not a huge shift, with the total advertising spend at R61 billion, it is still significant,” he explains. “Global trends show that a larger proportion of the marketing budget is increasingly being allocated to mobile.”

Moving ahead, government and private sector drive to bring free Internet access to the African population will have a huge impact on how marketers will reach these new consumers. It’s why content companies and marketers are now starting to partner with the government and Wi-Fi providers in the taxi industry and townships to cater to these audiences with relevant content and advertising.

MOBILE MOMENTS

Mobile has been called the “new shop window.” It’s where people research purchases (often before they step into a store or speak with a sales person), and where intent and decision meet (often at the intersection of our digital and physical worlds).

But mobile is also the window to new opportunities for brands and organisations to reach and influence consumers when they reach to their devices for answers or assistance.

Google calls these instances ‘micro-moments’, moments that “occur when people reflexively turn to a device— increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something.”

According to Google, micro-moments are intent-rich moments when decisions are made and preferences shaped. “In these moments, consumers’ expectations are higher than ever. The powerful computers we carry in our pockets have trained us to expect brands to immediately deliver exactly what we are looking for when we are looking. We want things right, and we want things right away.”

Google research reveals a wide range of micro-moments where mobile bridges the digital and physical realms to drive real-world results.

- Of leisure travellers who are smartphone users, 69% search for travel ideas during spare moments, like when they're standing in line or waiting for the subway.
- Of smartphone users, 91% look up information on their smartphones while in the middle of a task.
- Of smartphone users, 82% consult their phones while they're standing in a store deciding which product to buy. One in 10 of those ends up buying a different product than they had planned.

The successful brands and companies of tomorrow will be those that have a strategy for understanding and meeting consumers' needs in these micro-moments today, Google concludes.

TURKCELL: MEETING THE NEED FOR CONNECTIVITY

Turkey's mobile operator Turkcell prides itself on always being at the edge of technology and innovation, providing content and services to its user base. Its own services offer, Life Improvement Services (LIS), also needed "an awareness boost", so the brand looked for new opportunities to fulfill both the requirement to serve its customers and the ambition to boost usage of its branded services.

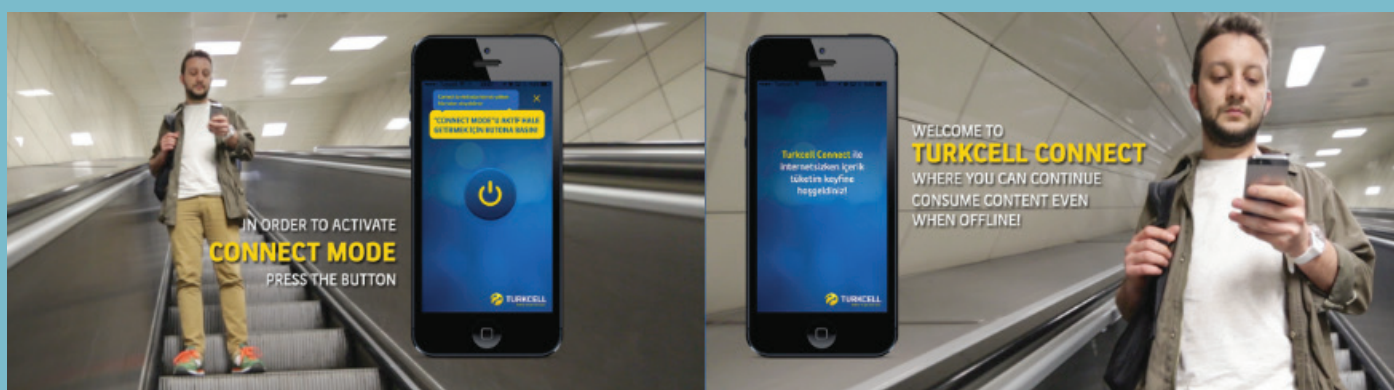
A review of the daily consumer journey revealed a key moment when users were sure to appreciate access to mobile content and services: the metro commute.

Every day, 3 million people ride the Istanbul metro. With an average journey of 23 minutes, this totals 1,150,000 offline hours/day, which is an awful lot of time wasted without being connected to life. This proved to be a great opportunity for Turkcell to showcase its LIS content services.

Turkcell placed BLE beacons in metro entries on the Istanbul M2 line. Upon entry, people received a proximity-triggered push notification inviting them to continue the Internet experience with Turkcell Connect, a platform that hosts popular news, entertainment and social responsibility content both from third-party content providers and from within the wide array of Turkcell's LIS content services. Downloading within seconds, and accessible although users are technically 'offline,' the content accompanies users throughout their metro journey.

Upon exiting the station, a call-to-action message prompts users to continue the Turkcell LIS content experience that they had just trialed by directing them to download the relevant Turkcell app. Turkcell also marketed the offer using a mix of mobile ads and metro posters to promote the service.

Overall, Turkcell reports over 71,000 users connect daily to LIS when in offline mode. Each month, Turkcell Connect beacons deliver some 6TB of content. Of the users who entered the communication loop, 82% successfully closed the loop. Of those who trialed Turkcell content services, 23% downloaded the relevant app to continue to consume the content.



**You are prompted to travel in
Connect Mode**

Welcome message

MOBILE TRENDS

Nearly a decade ago Tomi Ahonen, independent consultant and best-selling author of the book **Mobile as 7th of the Mass Media** —argued that mobile is the most potent form of media in the history of mankind.

Following print from the 1500s, recording from the 1900s, cinema from the 1910s, radio from the 1920s, TV from the 1950s and internet from the 1990s, mobile is the mass media where “all forms of content and communications converge.”

Fast forward, and Mary Meeker, the creator of the technology industry’s annual **Internet Trends report**, on the twentieth anniversary of the first Internet Report, which Meeker first created as an analyst at Morgan Stanley in 1995, takes this a step further, tracking the innovations allowing mobile to link our worlds, not just our content.

Meeker points to the example of the ‘Buy’ Buttons optimised for mobile and introduced by Facebook, Twitter, and Google to “minimise friction to purchase at the mobile moment of interest.” In addition, new ad formats, optimised for mobile, may also mark a sea change in how people interface and interact with brands and offers.

- Pinterest Cinematic Pin, where the video moves as the user scrolls
- Facebook Carousel Ad, which allows users to scroll and browse multiple images
- Google Local Inventory Ad, which shows users products available in-store and nearby

But it’s not just ‘buy’ buttons that are bridging the gap between the digital and physical worlds. Quikklly, a cloud-based platform for driving digital engagement in the real world, is pioneering what it calls “real world buttons for instant digital actions.” The innovation solves the shortcomings of QR codes, equipping companies, brands and publishers to drive deeper levels of engagement and activate a wide range of brand interactions.

While QR codes excel at pointing people to websites and URLs, they are a “serious mismatch” in cases and campaigns where the objective is to drive consumers to download an app, like a brand in Facebook or view a video about a specific product or service, notes Fergal Walker, co-founder and CEO of **Quikklly**.

“QR is essentially a programmed URL and if you scan it in 5 years’ time or in 50 years’ time, it will still attempt to open that URL because the intelligence is essentially in the barcode image on the printed page,” Walker explains. Quikklly turns this model on its head with a cloud-based approach. Since all the intelligence is in the cloud, updating the call-to-action to suit a particular campaign or situation is just a matter of reconfiguring it via the self-service dashboard.



To date Quikklly has completed trials and launched commercial usage with a range of consumer-facing brands and publishers. Nationwide activities in the U.K. show that “engagement is 10 times that of QR – presenting a great opportunity for brands to build positive direct relationships with users,” Walker says. “By focusing on self-explanatory actions — Enter Competition, Vote, Get Voucher, Watch, Listen,

Like, Follow, Connect, Comment, Buy — Quikkly triggers actions that are clear, simple and immediate, appealing to consumer requirements for convenience and brand demand for conversion.”

Moving forward, approaches like Quikkly will not just super-charge campaigns; they will transform all customer-facing inventory. “It’s all about new ways to manage and update physical inventory and digital interactions in order to connect with consumers on their terms — how, when and where they want to interact with brands, and not the other way around,” Walker concludes. “The package, the leaflet, the how-to guide — consumers expect to be able to jump from physical assets to digital product experiences and marketer’s need to evolve these assets to enable consumer to do so seamlessly.”

TURKEY’S ALGIDA #ICECREAMFROMTHESKYCAMPAIGN SUCCESS

Turkey is one of the most season-oriented ice cream markets, where sales increase exponentially with the season and drop drastically at the end of it. Determined to beat seasonality and drive ice-cream consumption, and reach a much wider audience than previous campaigns had in a cost-effective way, Unilever harnessed second-screening. But there was a twist.

In addition to incorporating a digital integration into its TV commercials in a way that would allow consumers to seamlessly continue the interaction initiated on TV on their mobile devices, the campaign also linked back to the physical world through a competition that would end with ice cream raining from the sky, pouring thousands of ice cream treats on eager consumers below.

“As we also knew that young people like music, games and social communication, we tried to find a way to put all those ingredients in one pot,” Unilever commented.

It’s why the brand chose Shazam— a sound recognition technology and mobile app that allows people to “tag” advertisements on TV and radio, and then interact with those brands — to serve as the integration platform, thus bridging the gap between TV and mobile. The brand also created an Algida mobile page where people would be forwarded after they had ‘Shazam’ed’ the Algida TV commercial.

To continue the engagement on mobile, Unilever created an Algida ice cream game, building on the same concept of the TV ad. Consumers who reached a certain high score were rewarded with a unique code they could redeem for free promotional ice creams from participating stores.

To close the loop with a real-world experience to amaze the senses the #icecreamfromthesky Twitter hashtag allowed users to vote for their cities and qualify for an ice cream shower from the sky courtesy of Unilever.

“With that strategy we reached our target audience on TV, forwarded them to the mobile for an authentic brand experience including gamification, and ended by allowing users to redeem their prize, thus creating the final brand engagement,” Unilever stated.

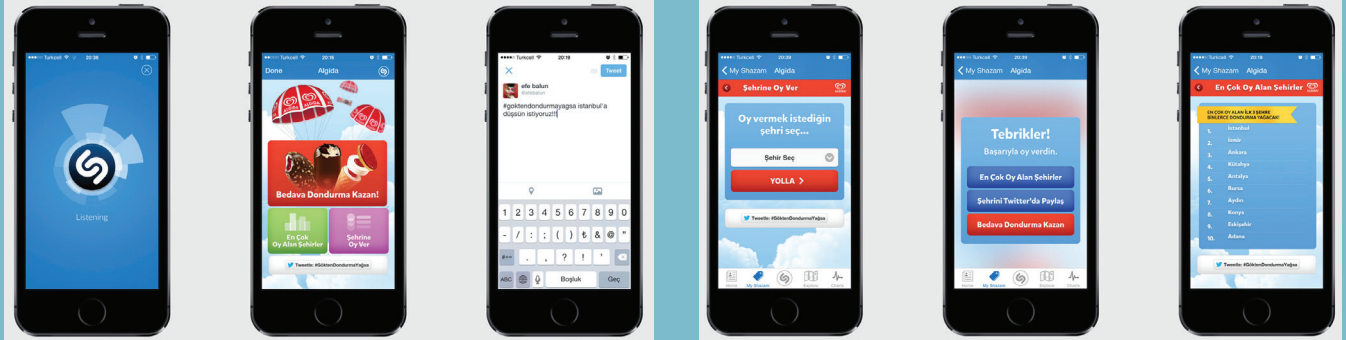
In Spring 2015 Unilever dropped thousands of Algida ice creams attached with mini parachutes from the sky to people living in the winning cities. The use of integrated campaign strategy generated massive buzz, radically increased reach and even broke some records.

Among the results:

- The campaign generated reach to direct 250,000 interactions with 35 million impressions, and redemption rate in-store was 33%.
- Just three days after the TV commercial aired it was clear that this campaign had “become the most successful Shazam for TV campaign in Turkey ever, and second best campaign in Europe-Middle East-Africa region for 2015.”

average time spent on the page was 152.4 seconds, which was +258% better than the all-time average for EMEA.

While this was not the first Shazam integration in Turkey, it was certainly one that set a new record for Shazam, in part due to the cleverly chosen and integrated components that seamlessly brought together the digital and physical worlds.



The takeaway: Mobile is what many of us cannot live without. Mobile devices define our lives and our daily routine. People choose mobile to interact and interface with the digital and physical worlds around them, and they expect mobile to add value and enjoyment to their connected lives. The next section will look at the approaches marketers can leverage to meet the increasing requirement for personalised and relevant brand marketing and company communications.

SECTION 2

MOBILE IS PERSONALISATION

From strategies to re-imagine and 'hyper-personalise' the customer experience to ways brands are harnessing mobile and offers linked to context to improve loyalty programmes, this section helps marketers determine the appropriate channels and approaches that will satisfy people's growing requirement for personalised and relevant brand communications.

Marketing has experienced a fundamental shift.

The 'old school' approach, which was all about one-way marketing doesn't work anymore. The 'new school' is all about earning people's interest through enabling conversations, encouraging engagement and building trust with ongoing interaction. Naturally, this approach is well-suited to mobile, where consumers are accustomed to, and even demand, brand interactions and company communications that are personal, relevant and — hence — valuable.

The average consumer is hit with about 5,000 marketing messages every day — and growing. But attention spans, which average at about 8 seconds, are dropping.

Personalisation is the only way to cut through the clutter of interruptive and irrelevant marketing and communications and drive deeper consumer engagement.

Brands with a sharp focus on the customer see transformative results across all the key marketing metrics: awareness, intent, response, conversion and lifetime value.

WHAT AUDIENCES EXPECT & WHY BRANDS NEED TO 'SIMPLIFY' THE JOURNEY

But to be truly effective, and engaging, brands must also have the capabilities to inspire consumers at relevant moments in their journey and then reconnect with these consumers at times — and in ways — they will accept, appreciate and even find incredibly helpful. The driver here is an emerging sense of entitlement among empowered consumers and the expectation that they should be able to connect, communicate — and even complain — to brands and businesses when and how they please. Granted, the immediate connectivity, communication and gratification mobile devices offer is a big part of this. But, whilst these exchanges may be mobile-first, they should not be mobile-only. The conversations that connect brands and consumers must be people-powered and customer-focused. "Mobile is no longer a channel; it's a behaviour," observes Pratick Thakrar, Inspired Mobile founder and MMA board member. "Brands now need to be creative and innovative in their communications with their target audiences." But it also turns up the pressure on brands to create a more holistic view of the customer, one that understands and attends to customer requirements every step of the daily journey. "It amplifies the need for a single source data platform, to engage the customer as an individual, not as a generic audience segment, to ensure personal and relevant content experiences are sent to the customer when they want."

To this end Inspired Mobile equips marketers with a campaign activation platform that spans the complete customer journey, from the initial decision to engage with a brand, through to interacting with relevant branded content — content delivered via advertising (digital and traditional), newsletter, text message, printed material or contactless channels including NFC and QR codes — at a time that the consumer (not the technology) deems appropriate.

Inspired Mobile also works closely with the MMA, spearheading research on a variety of topics to help marketers gain the insights they need to put the consumer at the core of all they do. The findings confirm that "mobile is shaping the way people live their lives," Thakrar observes. It's a development that will continue, and even accelerate, "as the speed of change is relentless and the consumer appetite for information and interaction on their terms is immense."

Smartphones are a comfort. The vast majority of respondents show emotional distress when kept away from their devices. In fact, the list of the '3 worst things that can happen to them' includes: no Wi-Fi, no signal and no battery.

Optimised sites keep our attention. Nearly half of smartphone owners will not consider returning to a website that is not optimised for mobile. They also have little patience with websites that fail to perform well or load quickly.

Messaging must match the moment. Brand engagement is much higher if the content/marketing is personal, relevant and aligned with context at that moment.

Connect the dots, and a strategy that fails to deliver consumers relevant content and experiences at the proper points in their journey and on their terms is fatally flawed. Finding the right approach requires brands to ask, and answer, two key questions.

1. What should the customer experience be before, during and after the journey has ended?
2. What kind of marketing messaging and interactions would be appropriate and appreciated each step of the way?

This is why Inspired Mobile has literally taken its inspiration from consumers in order to provide marketers with the actionable answers. At the core is a platform that turns content into a causeway that links and bridges interactions and insights to span the complete customer journey.

At the start of the journey a consumer is exposed to branded content served by Inspired, an action that also automatically generates a unique identifier. This fingerprint, which is not based on personally identifiable information, allows the brand to re-engage and re-target the same opted-in consumer throughout the journey with communications and tailored promotions.

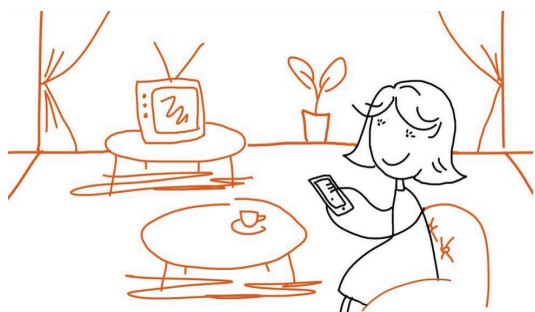
"The key here is to be personal, relevant and considerate," Thakrar says. To achieve this Inspired offers an evolving suite of solutions. We have a direct relationship with over 800 global and local Premium publishers allowing us to run innovative mobile and desktop creative ads.

Our Wi-Fi proposition allows retailers, events, stadiums to offer proximity/beacon solutions, to glean new insights into their customers and visitors. Most importantly, we offer visibility into real footfall being driven by media, without piggybacking a tag management system. Again reiterating our single source philosophy.

Inspired Mobile also offers a cross-device research study builder, thus equipping brands and businesses to ask customers key questions and get important feedback. To close the loop, Inspired Mobile has linked the suite of solutions to a powerful CRM engine that allows brands to retarget audiences with appropriate content.

A day in the life of Ellen

To better understand how brands can accompany their customers throughout the journey, Thakrar provides the example of [Ellen](#). Her journey begins when she is exposed to a mobile ad for a retail shop on her smartphone, an action that also generates a unique identifier.



Later, when Ellen is out shopping, she enters the same retail shop and logs on to their free Wi-Fi. The unique identifier, which Inspired Mobile generated for Ellen, recognises that she saw the ad earlier on her mobile device and offers her a tailored promotion. What's more the promotion appears alongside a 2D barcode, in this case a unique barcode linked to the retail shop's stock.

"Thus Ellen is presented with a personalised promotion that she can redeem while in a context that removes the friction and increases her satisfaction with the experience and the brand that made it possible Thakrar explains.

And the journey doesn't have to stop there.

On the way home, Ellen receives a message on her smartphone from the same retail shop wanting to say 'thank you for visiting us today' and asking her to fill in a short satisfaction survey. Since Ellen has had a superior customer experience, one that also delivered a promotional offer perfectly adapted to her context and preferences, she is happy to oblige. Finally, the personalisation enabled by the platform paves the way for the brands, like the retail shop, to retarget and reward valuable customers like Ellen.

Take a step back and the retailer has learned a lot of powerful data, data that starts with the rich media creative that triggered the conversion via the smartphone and concludes with the real-life preference and purchasing behaviour observed in-store.

It's simple to imagine other scenarios involving proximity marketing, mobile apps, NFC and Augmented Reality, which is why Inspired Mobile platform has evolved to support these channels as well.

For Thakrar it's all about brands building the capabilities to design and deliver the compelling content and engaging experiences that are aligned and attuned to what customers want and how they want it — in the proper moments. Which is why he finds it "quite ironic that there are so many cases where brand loyalty has been negatively impacted by poorly-timed or poorly-executed communications."

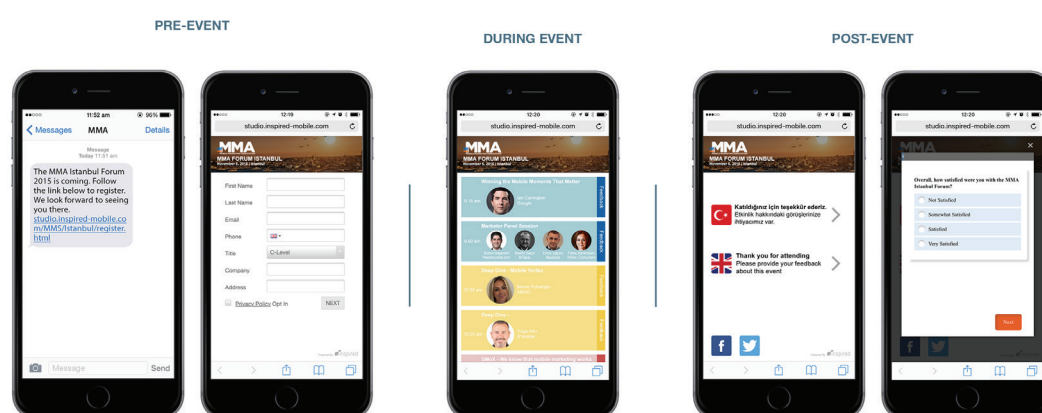
Consider a business traveller that receives a text message asking 'how was your flight experience?' before you've arrived at the airport, or a call-to-action to scan a QR code that takes the smartphone user to a website site that has not even been optimised for mobile. "Such episodes in the customer journey show a brand either doesn't care or isn't listening. Either way," he concludes, "it's an irritating experience that brands must avoid at all cost."

MAKING EVENTS ENGAGING AND VALUABLE

Inspired Mobile is also working with an increasing number of organisations, including the MMA, equipping them with the capabilities and insights to re-engage and re-target an audience in order to drive a positive outcome.

A good example is MMA events such the MMA EMEA Forum in the U.K., Turkey and Spain, where the Inspired Mobile platform allows the MMA organisers to communicate with attendees in advance of the event, connect with them during the event and, finally, check attendee feedback on speakers and topics.

In practice the platform automates the sending of messages about the upcoming event to contacts collected in the MMA opted-in database. On the day of the event, the platform reconnects with these attendees to ask for real-time feedback on the presentations. At the same time, the platform allows the MMA to pose key questions to strengthen the relationship with attendees and check interest in becoming an MMA member or taking advantage of sponsorships. “All this is captured through using the appropriate messaging at the proper moment and analysed via a single platform, not four,” Thakrar says.



ebookers MAKES THE CONNECTION

Another good example is Orbitz Worldwide, a global online travel company whose portfolio of brands, including ebookers, lets travellers search for, plan and book a broad range of travel products and services including airline tickets, hotels, car rentals, cruises, and vacation packages, using online, mobile and apps.

Rob Define, Vice President of Mobile & Product at ebookers, observes that his company has seen as much as half of all bookings coming from mobile. “That’s massive. So there is no option about whether or not to focus on mobile first, since that is where our customers are coming from.”

For this reason ebookers is investing significant budget to acquire and convert customers on mobile. As a “heavily data-driven organisation” ebookers is sharply focused on understanding, mapping and personalising the customer journey across the various devices and channels customers choose to use.

Mobile apps play a central role in the mix, accounting for the majority of repeat bookings. In other words, Define explains, a customer that makes a booking via an app is 65% more likely to be a repeat purchaser. “These are our most loyal customers.”

Ebookers also launched a loyalty programme in August 2014 that includes higher rewards in apps compared to other channels. App users already have a higher lifetime value than traditional desktop users and the programme has accelerated that value with “huge increases in conversion of up to 40%” for both hotels and flights booked via apps.”

In practice, the user experience is customer-centric, customer-controlled and friction-free. “If you do a search on the desktop, that search will be reflected on the mobile website and in the mobile app,” Define explains. “Mobile doesn’t just blur the boundaries, it removes them.”

Personalised push notifications also improve the customer experience, allowing ebookers to deliver customer care alerts that are appropriate to their personal context, such as alerts around flight changes, delays and other events that customers would genuinely appreciate. “It’s all about giving the customer a better experience because it is personal and relevant,” Define says, “and not just pushing marketing messages to them.”

Already push notification campaigns linked to personalised promotions have yielded impressive results for ebookers. Last year, timed to Valentine’s Day, the company offered an 18% promo code with a 24-hour redemption, and reported a spike in mobile engagement and activation. Specifically, one third of all hotel bookings were made in the app and 61% of those mobile app users redeemed the offer.

But it’s the contextual understanding of the customer and the ability to engage with them continuously across the journey that Define says will allow ebookers to compete successfully against its rivals. In his view, it’s all about understanding customer signals and data to “increase our ability to drive engagement using creatives and offers that are relevant to the customer profile” throughout the journey, and not just prior to the trip. Right now ebookers is building the capabilities to target customers and add value through company communications that spans the voyage to include hotel and trip reviews and streamline access to customer service.

HOTELS.COM: CONVENIENT AND CUSTOMISED

Mobile is also a driving force for Hotels.com™, which allows customers to book hotel rooms online and via mobile.

The company, which has 85 websites in 34 languages and lists approximately 257,000 hotels in over 200 countries, is seeing a huge demand for last-minute travel and a huge uptake of mobile. In some regions same-day bookings account for 60% of mobile sales.

But mobile is also rising up to rival the desktop as the preferred platform for customers to research their next trip, notes Daniel Craig, Sr. Director, Mobile & Social for the Hotels.com brand. “We see more customers researching and browsing during their mobile-moments on the commute or in the living room.”

But customers are not only assessing their holiday options; they are also saving favourite destinations to wish lists, pouring over user reviews and sharing hidden gems with their friends. “We see some quite lengthy sessions, and observe the most significant cross-device behaviour,” Craig explains.

Generally speaking, the customer journey begins on the website. But it’s the mobile app that takes that engagement a giant step further with personalised marketing and communications that centres on “important and complementary content” such as weather reports, helpful travel advice, checklists and reminders about upcoming trips.

To date Hotels.com is “experimenting” with personalised mobile marketing and relevant push notifications to increase engagement rates and deepen customer loyalty.

The effort to enhance the mobile app — and thus the user experience — is paying dividends for Hotels.com. It reports that “upwards of three-quarters” of all bookings made using the mobile app are made by existing customers.



Moreover, effective A/B testing to determine the appropriate content and context for push notifications has alerted Hotels.com to new opportunities that “expand on the initial push” to drive deeper engagement.

Until recently, email was considered a more effective channel for customer communications since it allowed Hotels.com to deliver promotions and link to an optimised website landing page tailored for that purpose. Today,

Craig says, Hotels.com is “levelling that playing field” by investing in efforts and innovations in push notifications to deliver customers personal, relevant and consistent communications.

Specifically, Hotels.com has built a more customised landing page within its mobile application, expanding on initial push activity to provide customers access to information and assistance that adds value to what they are doing (researching destinations, exploring offers) at that moment.

Hotels.com is also testing an ‘inbox’ inside the app, which — similar to an email inbox — serves as a repository for all the personalised pushes it delivers to its customers. “And when customers open the inbox they can see — at a glance — all the messages they have received so far.” It’s not just added convenience for the customer, Craig says. It represents a new and additional ‘touch point’ where Hotels.com can engage with the consumer and insert itself even deeper in the individual’s daily routine.

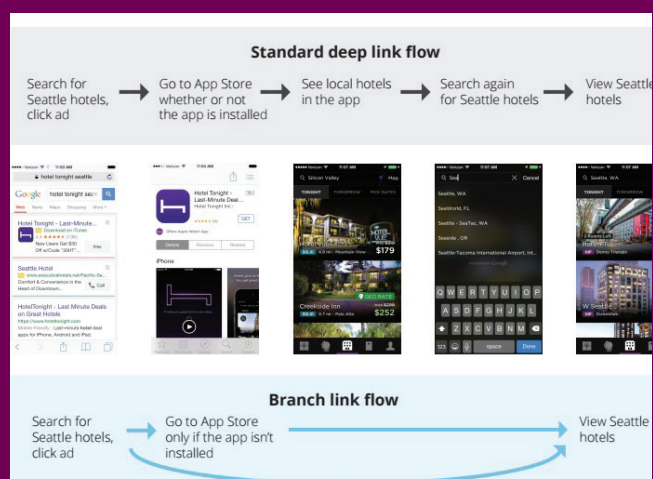
DEEP LINKS INCREASE CONVERSION FOR HOTELTONIGHT

While mobile can bridge the digital and physical worlds, marketers still struggle to unlock the content contained in apps. This is because mobile apps date back to a design approach that could not foresee the day that marketers would want to promote the content inside an app, and not just the app itself.

Mobile apps exist inside what some have called “walled gardens”. Deep linking, developed by companies including Branch Metrics, is changing all that at a staggering pace. In practice deep linking enables marketers to create links to the actual content in an app — and direct users to that content whether or not they have installed the app on their smartphone, explains Mada Saghete, Branch Metrics co-founder. “It’s all about removing the barriers and the friction between consumers and content.”

HotelTonight, which offers a mobile app that shares last-minute hotel deals, counts a dedicated user base (roughly 13.5 million downloads) and the highest ratings of any hotel booking app. However, the company wanted to increase market awareness of its offers, and not just app downloads.

Deep linking with the help of Branch Metrics was a way to boost conversions by shortening the customer journey.



Without deep links, HotelTonight users that stumbled upon the app in search engine results had to click on an ad, download the app, open it, click on the “search” icon, type the city name then load the results to see a page that offered hotels they could book. It took six clicks to get to actionable results, and that isn’t counting the in-app search activity necessary to book the room they saw in the ad in the first place.

TRAVEL GETS PERSONAL

Marketing intelligence firm **Euromonitor reports** that more than 30% of online travel bookings by value will be made on mobile devices. Driving this trend is the advance of mobile apps that are more personal, appealing and powered by location services that help travellers find what they want nearby.

Econsultancy, a U.K. firm that produces market research, guides and training on digital marketing, stresses that travel companies have a huge opportunity to use big data to personalise the customer experience online.

“As consumers continue to use a number of devices to research and fulfill their travel needs, companies also need to offer consumers ways to identify themselves and continue to recognise them personally each time they access the site from their mobile, laptop or tablet creating a seamless, personalised customer experience that is conducive to purchasing.”

But Econsultancy doesn't just highlight targeting and personalisation as a top digital priority for 2015. Its recent survey of marketers in the Travel vertical identify targeting and personalisation as the most exciting opportunity on the horizon. As Econsultancy puts it: “The battle for bookings will be won not only by owning big data, but in the way that companies interpret it to successfully deliver a more personalised, contextual experience for their customers across all devices.”

The requirement to personalise all company communications before, during and after activation is essential as brand communication and interaction evolves to span the content and context that define the customer journey.

‘KAJOL CALLING’ MOBILE CREATIVE AD CAMPAIGN BUILDS TRUST

Unilever's global detergent brand OMO, present in over 70 countries under 7 different brand names, including Persil and Surf, used the power of celebrity and the central role of smartphones to target South Asian Mums living in the United Arab Emirates, many of whom originate from the Indian Subcontinent.

Whilst the gulf countries are heavily populated by expatriate workers employed in construction and unskilled jobs (UAE has a total population of around 9.3 million, of which nearly 56% or 5.2 million are from South Asian households), there is also a large and growing lower and upper middle class workforce in the service and professional sectors. It was this element of the South Asian audience — young, aspirational and extremely hard working families — that the brand was determined to reach with advertising that appealed to their passion about their homes and families and their desire to retain their national identities and culture.

Recognising that mobile is a massive platform for South Asians, and one that helps them ‘stay in touch’ with South Asian culture, and understanding that the South Asian population place a high value on education for their families, OMO combined the two in a campaign that generated brand awareness and actively involved South Asian Mums in doing good for their children's' education.

To build brand trust and engage this segment of highly aspirational South Asian Mums the brand also choose Kajol Devgan — a Mumbai-born actress and mother of two and one of the most famous and well-loved faces on the Bollywood cinema— to help deliver the message .

Appointing Kajol as its brand ambassador, OMO executed a novel and comprehensive campaign that started with a standard banner ad and message on the banner that prompted consumers to click through by saying ‘Kajol wants to speak with you’. On clicking the banner, a rich media unit took over the screen which has the appearance of being an incoming call for the user from ‘Kajol’, the caller ID and face indicating unmistakably that the user was indeed getting a call from Bollywood superstar Kajol herself.

Users who clicked ‘answer’ received a friendly voice message from Kajol, explaining the benefits of the new OMO 100% Stain Removal promise, the message appeared to be a personal incoming call, enhancing the trust credentials of the message itself. Once the message had played out, a second screen appeared which offered users the chance to win a valuable prize: a scholarship for their children valued at 50,000 UAE dirhams, which equates to around \$13,500 USD / 12,000 Euro. To be in for a

chance to win the scholarship, users just had to purchase OMO online at Tralley.ae, one of the online grocery shopping platforms popular in the region.

In early 2014, OMO was a small challenger in the UAE — the mobile campaign changed this dramatically. Market share rocketed to 9.6% the month of the campaign, triple the target of 3.7%. The campaign's aim to drive sales via Trolley.ae also blew the forecasts out of the park. Trolley's market share of OMO, grew from 0% to 40% in the month of activation, 4x the target of 10%.

According to the brand, the performance of the ad unit itself was overwhelming and delivered an expand rate of 1.44%, which was 20% above the regional average, and this resulted in twice the regional to the entire 30-second message, confirming the relevance of the concept.

"OMO wanted to make a meaningful difference in the lives of children and mums. Mobile made that possible. All it took was a simple phone call," the brand recalls.

"As a deeply personal medium, mobile enabled us to make the brand message even more believable and therefore relevant. No other media offers the same level of intimacy that mobile does, and the success of the approach was demonstrated through the above average open and listen rates as described in the results section.

SMART MOBILE CROSS MARKETING EFFECTIVENESS

"The market has acknowledged there is a deep chasm between what brands are currently spending on mobile and consumer behaviour, but now there is real, indisputable proof on the value of mobile to a brand's business goals," **said Greg Stuart, CEO, MMA, in May 2015.**

He was referring to a milestone MMA study conducted in combination with Marketing Evolution and InsightExpress, the first of its kind to assess the economic value of mobile compared to traditional marketing channels and determine — based on close examination of real, in-market campaigns from Coca-Cola, Walmart, MasterCard and AT&T — the optimal spend for mobile (based on total campaign spend). Significantly, the study concluded that this hovers in the double digits — far more than most marketers are currently allocating to mobile marketing efforts and strategies.

The SMOX research shows that marketers could "significantly increase their overall campaign ROI, without increasing budget, by simply adjusting mobile spend upwards." The study also underlined the role of mobile as a "strong driver of campaign performance across the entire purchase funnel."

From upper funnel metrics like awareness and image, to purchase intent and actual behaviour (foot traffic or sales), the empirical evidence proves that mobile contributes significantly to campaign results, thus justifying a double-digit allocation of the entire media budget (not just digital) to mobile.

"With empirical data, SMOX now demonstrates the competitive opportunity for those marketers who figure out how to leverage the power of mobile effectively and optimise their spending with the most impactful allocations in their marketing mix, finally keeping pace with consumers," Stuart stated in **a press release.**

The campaigns assessed for the report covered a cross spectrum of industry sectors, marketing tactics and campaign objectives.

The Coca-Cola Company: Gold Peak Tea Campaign

In Spring 2014, Gold Peak Tea brand was looking to build brand awareness and drive increased sales using a mix of TV, print, online and mobile to drive messaging. They also wanted to better understand how mobile performed within the marketing mix. After evaluating how effective the campaign was and how each of the various media performed, the study found that mobile drove 25% of top-of-mind awareness, 9% of "home brewed taste" image conversions, and 6% of sales with 5% of budget. Tom Daly, group director, Global Connections, The Coca-Cola Company commented: "At Coca-Cola, we consider research like this is an important facet of understanding how mobile fits into our broader marketing mix. Our marketing teams will further evaluate the results and take them into careful consideration when developing future campaigns."

Walmart: Back-To-School Campaign

For its annual Back-to-School campaign in the summer of 2014, Walmart was focused on driving grocery intent to shop among mothers of school-aged children. Using a mix of TV, FSI, online and mobile, the company wanted to uncover how to best use mobile, including the proper allocation and types of mobile advertising that were most efficient in driving their marketing goals. The study found that mobile impacted more consumers per dollar spent than both broadcast and cable TV. Mobile drove 14% of change in overall shopping intent, despite accounting for only 7% of spend. Wanda Young, VP of Media and Digital Marketing, Walmart, commented: “It’s clear that mobile is becoming an increasingly critical part of the marketing mix. It’s not only driving brand and campaign awareness, but also in-store foot traffic. We’re proud to be on the forefront of mobile marketing and are dedicated to working internally and with our peers in the industry to further explore the various ways in which mobile can help drive our business objectives forward.”

Mastercard: Travel Card Campaign

In Q4 2014, MasterCard launched its Travel campaign to increase association of the card within the travel sector and to drive awareness of its Concierge app. Using a mix of TV, magazines/newspapers, digital and online (including social), the company hoped to promote their “Take One Day” pledge, inspiring people to take more vacations. The SMoX study investigated the impact of mobile on the above KPIs, quantifying the value of mobile display and video as they relate to the ‘Nester’ and ‘Empty Nester’ target groups. In this case, mobile worked almost twice as hard compared to the campaign average, in terms of the number of people it converted on image per dollar spent. Adam Broitman, VP of Global Digital Marketing, MasterCard, commented: “SMoX represents a real breakthrough in the mobile marketing industry. It’s the first thorough and comprehensive industry study that proves the true value of mobile. I’m looking forward to applying the findings to our ongoing mobile analysis at MasterCard and working with the MMA team to continue to develop similar research that brings unprecedented value to marketers.”

At&T: Moto X Campaign

In late 2013, AT&T launched a marketing campaign for its customisable brand of moto x smartphones. The company’s key objective was to maximise awareness of the new moto x device and to better understand the role of mobile within the campaign, which used TV, print, online and mobile. The SMoX study examined the impact AT&T’s campaign had on its KPI of building brand awareness for the new device among the over 18-year-old demographic, for a six-week period from September to October. The data showed that mobile delivered twice the awareness per dollar spent, compared to TV and digital. In conclusion, the study found that reallocating to mobile (8-16% of the total marketing mix, on average) would drive incremental impact for each of the campaigns, making existing budgets work harder. For example, for AT&T, this would mean 12% higher awareness for moto x. For Walmart, this would mean a potential 15% increase in purchase intent for Back-to-School groceries.

In addition to determining mobile’s overall impact on each campaign, the study revealed the most effective ways for brands to implement various mobile tactics (including audio, video, native, location and more) in order to leverage mobile to its full potential.

Mobile audio, video and native all performed significantly better than display and were well worth their price premium, presenting an opportunity for increased campaign performance. Different ad formats had different types of impact. The display ad banner was a good awareness builder and reminder, keeping a brand salient. Audio, video and native had greater influence on brand perceptions and sales. Location targeting (retargeting and proximity) significantly improved the performance of display advertising, driving important KPIs, including actual foot traffic.

“At its core, SMoX proves the concept of same budget, better results and guides marketers on how mobile makes their marketing work harder. With very limited effort, brands can increase the performance of a campaign by 30% on average (and potentially much more) by simply reallocating funds,” added Stuart.

The takeaway: Effective marketing is personal, relevant and valuable because it is inextricably linked to what people want — when and how they want it. Even better if it connects with the individual throughout the customer journey — and beyond. The next section will look at the role of location and the impact when marketing goes beyond proximity to target ‘location context’.

SECTION 3

MOBILE IS LOCATION

Effective advertising doesn't just target the right audience; it targets their 'location context'. It's this capabilities combination that equips brands and companies to deliver marketing that is appreciated and valuable because it is inextricably linked to the world around us and related to our lives — and what we are doing — at precisely that point in time.

People are simultaneously moving through the virtual world as they move through the physical world with their device, providing marketers access to a new depth of user location data, information that allows them to integrate location-based tactics into their mobile marketing efforts.

But the role of location in advertising is also changing, according to **the recent MMA Guidance Report entitled Location Audience Targeting**. It stresses that options for location-based mobile audiences have expanded far beyond what is necessary to execute simple geo-fence campaigns. The capabilities are coming together to offer marketers both sophisticated targeting options and exciting insights on new ways reaching the right consumer on their mobile device with the right communications in the right context.

To understand the impact of this shift on location-based marketing perceptions and opportunities **xAd, the global location marketplace, surveyed** 574 ad agency representatives and marketing decision makers across 11 countries. The results, summarised in the xAd 2015 Global Location Snapshot, document a massive shift in how marketers regard location in their campaigns.

It found that the vast majority (80%) of mobile marketers harness location data to deliver consumers relevant advertising and experiences. In other words, location as a proxy for audience has overtaken real-time location targeting.

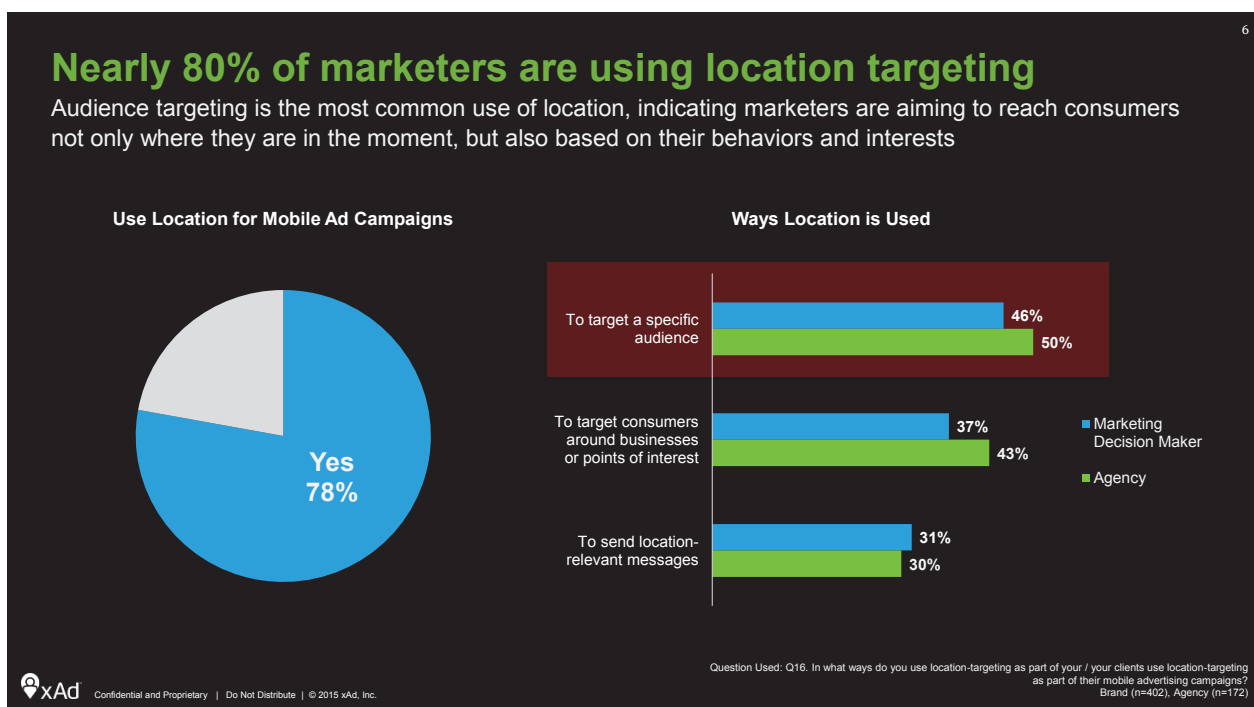


Image courtesy of xAd.

Rather than tap location data for the delivery of real-time advertising and offers linked to longitude and latitude, marketers (and ad platforms) are using location context as a way to bucket consumers into aggregate audience segments.

It works because people are creatures of habit.

Digital Mums are likely to congregate near grocery stores; Business Travellers have a propensity to

swarm near train stations and airports; Sports Fans tend to spend time in stadiums during events and games; and Urban Chic frequent clubs and cafés. And the list goes on.

“Around the world, marketing and ad agency leaders have realised that the power of mobile advertising lies in the context of the consumer. Knowing the places, brands, and categories people frequent provides an amazing indicator of not only who a consumer is, but also what they are most interested in,” Monica Ho, Head of Marketing at xAd, and co-chair of the Location Committee for the Mobile Marketing Association in North America, stated in a press release. “With the power of location-based advertising, marketers around the world can now leverage these insights to deliver more relevant, personalised messaging to millions of people, based on the real places they visit every day.”

ACCURACY AND VALUE

Data around our context and location arms marketers to improve targeting and campaign performance, but recent research suggests the accuracy of location data varies greatly, potentially resulting in impression waste and ineffective mobile campaigns. How accurate is location data ‘really’ — and should marketers be concerned?

While the volume of location-enabled mobile inventory is expanding at an impressive rate — increasing from 10% in 2012 to 67% in 2014 — the geo-accuracy and quality of that data is being diluted or even degraded by a new influx of programmatic impressions.

This is the conclusion of the **Location Score Index**, a quarterly report that evaluates the accuracy of the data associated with location-enabled ad campaigns for the overall programmatic mobile industry from Thinknear by Telenav, a location-based marketing platform focused on delivering mobile campaigns for agencies, brands and consumers.

The initial score Thinknear gave the industry — based on looking at 3.5 billion publisher ad requests, 53 million ad impressions, and more than 20,000 consumer ad experiences from the second quarter of 2014 — was 49 out of a possible 100 points. And yet, despite this early upward trend, the 4Q 2014 Location Score Index shows the score declined 7% to reach 51.

The reasons are many and by no means malicious. Although it could be argued that poor location data relates to fraud, Theo Theodorou, General Manager of EMEA for mobile-location ad platform xAd, pins the blame on a lack of education.

“It’s important that publishers are educated about the data they should be passing,” Theodorou says. But it’s also important for brands and agencies to be clear about the questions they need to ask their vendors.

“What verification tools do you have in place? How do I know you are going to deliver the ads to where you say you are going to deliver them? Theodorou says getting answers to these questions will help brands get it right, and “getting it right opens up the ability for brands to do much more sophisticated targeting, storytelling, measurement and conversion tracking.”

Significantly, Q1 2015 Location Score Index data finds that location accuracy is basically flat compared with the previous Q4 report. But the new report reveals ad requests with location data grew to 62% for the period, driven in part by programmatic media growth.

Thinknear observes this increase is also a function of the growing recognition among marketers that location-based ads generate more than better response and engagement rates. They also yield location history data that is essential for better audience segmentation.

Indeed, the number of brand’s campaigns harnessing location to reach consumers in the right place and at the right time is also on the rise.

“Location is the new King of Mobile,” observes David Skerrett, Managing Partner at Nimbletank, a full-service, award-winning mobile marketing agency headquartered in the U.K. He links the rising importance of location data with the explosion of interest among brands in delivering contextually relevant campaigns that “use accurate location data as means to determine future consumer behaviour.”

Indeed, recent **research from Google** that looks at local search behaviour and the impact on consumer actions has found that “consumers act quickly after their local search.” Moreover, consumer behaviour before visiting a store and while in-store “influenced by location,” with 30% of consumers surveyed stating they would buy in-store, instead of online, provided they knew a store was nearby. Consumers also tend to choose stores close to their location at the time, with a whopping 72% of consumers who searched for local information on a smartphone visiting a store within a 5-mile radius.

Unilever layers sensors and context

Unilever has grasped this opportunity with both hands, employing location context and other ‘signals’ delivered by smartphone sensors to enrich the context and hence the value of their marketing.

Sensors built in to smartphones aren’t just able to ‘sense’ location. They also tune into new aspects of the consumer’s environment like humidity and altitude, and communicate these data signals to any other entity (apps, networks, appliances) that needs to be ‘in the know’ in order to deliver amazing marketing and communications. Of course, this ‘exchange’ must take place with people’s express permission.

In this scenario the role of smartphones — and their embedded sensors — clearly benefits both consumers and marketers, providing people relevant marketing and communications and enabling brands to deliver truly contextual marketing.

At Unilever in the U.K. several recent campaigns have tapped what Paul O’Grady, Unilever Senior Communications Planning Manager, calls “sensor-based messaging,” to deliver consumers marketing that is aligned with their context related to both proximity and environment.

In this case, Unilever, which is also the world’s leading manufacturer of ice cream, is sharply focused on ways to tap temperature, detected by heat sensors in the device, to activate customers at contextually relevant moments in their journey.

In this scenario, “mobile allows us to create and execute multi-layered campaigns to tailor marketing and advertising that is effective in the mobile moment.”

To this end Unilever has layered data ‘signals’ related to location, proximity to the retailer and temperature to deliver the right marketing message at the right time.

“When you can know the temperature has hit 21 degrees and it’s a nice sunny day, then you also know people are probably more receptive and will consider buying ice cream,” O’Grady explains. Unilever responds to this perfect combination of conditions with marketing — in the form of push notifications, text messages and display advertising — that perfectly fits the consumer context.

“Unilever can be much more bespoke and personalised in how we deliver marketing because mobile allows us to do more than target the relevant audience, based on their behaviour and location context,” O’Grady says. “Context can be much wider and include other factors that impact consumer intent, factors that mobile can tap into and tell us about so that we can connect with the consumer at that moment and have a much better chance of having a conversation or getting a conversion.”

It’s all down to marketing efficiency, and having the flexibility to dial up budgets when context calls for it. “When the weather is good and temperatures are high you don’t have to be a rocket scientist to figure out that you can sell more ice cream, and that you are going to increment on the back of marketing linked to that context,” he adds.

Encouraged by the positive results Unilever is looking past running campaigns close to stores and retailers, harnessing heat activation to target people on the move and on the commute. It’s here that mobile takes on a new and even more exciting role, O’Grady says. “We have moved past using mobile at the point-of-sale, in-store or in the direct proximity of a store, to seeing mobile more as the point-of-sale, as a standalone channel where we can deliver messaging so personal and so contextual that it effectively clinches the deal.”

The approach has yielded impressive results and inspired Unilever to experiment with other products including deodorants, where usage and temperature are inextricably linked.

Unilever also reports “incredible success” with campaigns that tap mobile location (as a proxy to segment and target consumers) to deliver people with personal marketing related to their personal well-being.

A good example is Flora pro.activ, a spread enriched with plant sterols to actively reduce cholesterol absorption. The aim was to message consumers in the 45+ age bracket, an age bracket the company identified as likely to include consumers interested in learning ways to manage cholesterol as an important factor in helping them to maintain a healthy heart.

While Unilever declined to disclose campaign results, it was “surprised by the massive numbers” of consumers who, after receiving the advertising on their mobile devices, signed up on the website to receive Unilever’s Cholesterol Lowering Starter Kit.

“Generally speaking, people don’t want to talk about personal health or having high cholesterol, but when the right people get a personalised message the response is overwhelmingly positive,” O’Grady says. “Broad communications just sort of wash over people, but mobile allows us to deliver a simple message with huge impact because — on the mobile — is the closest to one-to-one marketing a brand can get.”

NEUTROGENA WINTER LOVE

Neutrogena tapped the unique capabilities of mobile to raise awareness of its Neutrogena Winter Love and drive impressive results. But the brand didn’t go to the people — it went to their hands.

To do this it created a media-first by using adaptive marketing to merge numerous data into an opportunity. The aim was to reach the hands of women in Turkey between the ages of 25 -45 who had also bought a personal care product within the last two months. Smartphone temperature sensors did the rest, providing the ‘trigger’ that allowed the brand to show a banner ad to the targeted audience only in cases when the smartphone temperature was under 10 degrees Celsius. The display ad on the smartphone reminded women that Neutrogena can protect their hands even at this temperature – that is, at the phone’s temperature. The targeted audience activity was effectively directed from online (mobile) to offline where women could make the purchase in a nearby store, for example.

The innovative campaign exceeded expectations. It targeted the cold hands of more than 3 million unique users, generating a massive 5.5 million impressions. Users visited Neutrogena’s Winter Love campaign page 160,000 times to have more information about how to protect their hands. As a result, Neutrogena reached its highest ever market share, reaching 17.8% in its category, a result which the brand called “an unprecedented success story in Turkey.”



ACT RESPONSIBLY

At one level, such campaigns and their results confirm the importance of consumer context. At the other end of the spectrum, they underline the new capabilities of mobile to deliver smarter marketing.

Indeed, mobile, which has long earned a central role in multi-channel campaigns, is now valued even more for the multi-layer context it can add to marketing campaigns.

Clearly, the capabilities are coming together for marketers to reach the core audience— as defined by their location and location context — that truly matters to their brand or business.

However, recent research from the MMA and Brainstorm Mobile Solutions, a global provider of mobile engagement solutions, highlights the requirement for marketers to use location data responsibly.

The findings, which draw on a survey of 1,000 mobile phone users in the UK **conducted by Lightspeed GMI**, reveal that the majority (74%) are happy to share their location based data with third parties provided there is “a tangible social benefit like fighting crime or improvements in health care, or that there is a personal enticement such as a money-off voucher.”

At the same time, 72% believe that companies are not taking adequate steps to ensure the responsible use of location data, and that further regulation is needed to ensure its responsible usage. Predictably, the under 35 age group expressed a more relaxed attitude regarding these concerns than mobile phone users over the age of 35.

For those willing to allow their location data to be collected, 32% want their details to remain anonymous, and 27% want transparency into the proposed usage of the data. Finally, 25% insist on actively opting in first to ensure they won't be bombarded by adverts, or worse.

When probed about what concerns people had about sharing their location data; both security (34%) and privacy (34%) were top of mind followed by a worry that information could be shared with third parties without their explicit permission (21%).

As Jeremy Deaner, CEO of Brainstorm, **commented in a press release**: “Whilst the survey shows that the vast majority of us clearly appreciate the personal and social benefits of sharing our location data, it's not surprising in this post-Snowden era, that there is a demand for further reassurances and transparency surrounding the privacy of location based data.”

Businesses, brands and governments should be encouraged by the fact that the public largely embraces the use of location data, however, Deaner stresses, these same companies must “strive to find ways to prove their value to their customers and citizens, and reassure them of the appropriate stewardship of their data.”

APPROPRIATE CONTEXT AND CHANNELS

Driven by consumer demands for communications entirely on their terms (via SMS, MMS, mobile Web, mobile app, push notifications, chat apps — or a mix), and the customer expectation that all communications will be personal, relevant and responsible, the burden is on brands and businesses to determine what Deaner calls the “appropriateness” of the channel and the context.

Brainstorm powers engagement for clients that include 100 of the world's largest brands, organisations and mobile operators. Its aim is to “maximise the opportunity that mobile presents,” by driving meaningful engagement at every stage to build brand loyalty and create operational efficiencies. At the core of this effort, enabling companies to conduct automated conversations with their customers, is Brainstorm's technology which equips companies to deliver (and track) contextual and real-time communications through a single multi-channel platform, called Dragon.

The best outcomes result when companies orchestrate their complete communications capabilities to sequence customer outreach based on a variety of digital ‘signals’, Deaner says. It's all about developing the capabilities to choose the appropriate channel, or appropriate channel sequence, that suits the context and the aim of the communications in the first place.



Image courtesy of Brainstorm.

“Customer communications cannot be a guessing game,” Deaner stresses. It’s why brands and business are well advised to leverage technology to determine context to decide and deliver the appropriate message via the appropriate channel.

The appropriate sequence of channels in a retail marketing scenario could begin with beacon technology that alerts the retailer to the fact that a shopper is near a specific beacon. The retailer, after leveraging the CRM database to look up customer details, could then respond by delivering an in-app push notification that offers a relevant promotion.

However, while push notifications might be an effective way to deliver consumers relevant marketing and offers, Deaner explains, they can be rather ineffective when it comes to communication with the customer further along the life-cycle i.e. alerting customers to urgent matters that require their immediate attention and action.

Consider the ‘Path To Action’ in a vertical like Travel. Purchasing the ticket is just the start of a journey that can — and should — span multiple messages across multiple channels in order to take advantage of multiple opportunities to delight the customer and encourage lasting loyalty. It may be appropriate for the airline to send ticket and booking confirmation to passengers via email, but better to send important updates about flight delays or cancellations via much more immediate and personal channels such as SMS. Finally, there is a place for in-app push notifications to suggest offers and points of interest in the airport before boarding commences.

But harnessing relevant and appropriate communication channels to power customer engagement at every stage presents a real challenge. Deaner advises brands and businesses to bake this approach into a “full end-to-end contact strategy with one supplier that can execute these messages across multi-channel options.”

MBNA COMMUNICATIONS HUB

MBNA, Europe’s largest credit card lender and part of Bank of America, has harnessed precisely this approach to combat fraud, enhance customer experience and drive incremental sales.

Marketed by MBNA as the Digital Communications Hub (powered by Brainstorm’s unified multi-channel platform, Dragon) it has been credited with revolutionising the way MBNA communicates with its customers. The Hub contacts customers via multiple digital communications (email, SMS and voice broadcast) from within a single system.

The first phase of the Hub focused on delivering a Fraud Alerts service, effectively “cascading messages” through various digital channels with the help of technology that allows it to identify the best (and hence most appropriate) channel to elicit a customer response.



Image courtesy of Brainstorm.

If the customer doesn't respond to one channel, such as SMS, the Hub automatically escalates it to the next best channel, i.e. landline voice messages and/or email. In the background intuitive rules interpret customer responses and generate intelligent responses.

Activity confirmed by the customer as fraudulent will automatically generate a call to the customer from the Fraud experts, who provide the customer advice and assistance. If the transaction is genuine, not fraudulent, then the customer response will instantly trigger an override on the fraud alert, thus enabling the customer to complete their purchase. The entire process takes less than a minute, which reduces inconvenience to the customer and creates business benefits by enabling the customer to use MBNA rather than a competitor card.

The Hub gets high ranks.

As Card and Payments magazine writes: **The Customer Delight** score mined from customer surveys includes a question about fraud alerts and following implementation of the system reached a first ever 100% for a digital service, fully attributable to The Hub."

There has been an incremental increase in retail volume by automatically authorising genuine transactions and immediate reactivation of card.

Significantly, the opportunities for meaningful customer engagement across all verticals increase exponentially when brands and businesses accompany the consumers every step of the journey and harness appropriate channels to remove friction, increase convenience and build trust in order to keep customer engagement relevant and contextual.

The takeaway: How marketers view mobile is moving on. No longer just a tool for “in the moment” targeting, brands and businesses are leveraging the rich contextual information that mobile provides to create highly-targeted audience segments and target these consumers at specific points in their day, not just when they’re within close proximity. It’s about wringing every last drop of value out of all the data, including data around location context, to deliver personal and relevant marketing via the appropriate channel(s) at the optimal moment. The next section shows how this shift is transforming how consumers shop, buy and pay.

SECTION 4

MOBILE IS TRANSACTION

Mobile is not just impacting retail and commerce. It's also turning up the pressure on brands to deliver an experience that harnesses mobile to reduce friction, increase convenience, and, in some cases, amaze our senses.

For today's connected consumer, the activities of shopping and buying never sleep. They don't 'go' shopping, because thanks to their mobile devices they are making purchase decisions throughout the day.

In recognition that people "reflexively turn to their devices" throughout the day to search products, explore options and weigh the decision to buy, Google's recent research split the consumer journey into hundreds of 'micro-moments', critical points that mark opportunities for brand interactions and 'conversations.'

Reams of research points out that people don't leave their homes without their mobile phones. **Google research finds** that the majority of consumers also won't go shopping without their devices. In stores, 82% of smartphone users turn to their devices to help them make a product decision.

As Google observes: "What they find online can influence their decisions right down to the very last minute before a purchase." After reading something on a smartphone, nearly one in four shoppers has changed his or her mind about buying something while in the checkout line.

While merchants might see this, and 'showrooming', as a threat to their business smart retailers are embracing this 'micro-moment' as an additional opportunity to leverage mobile and contextually relevant marketing to influence consumers in-store.

From apps to messaging, marketers are using mobile to ensure the customer journey is simple, engaging — and even entertaining.

4 new 'moments' for marketers

Mapping the times and ways consumer turn to their phones with intent and the expectation that brands and businesses will deliver immediate answers and assistance, **Google has identified** four critical moments when "decisions are made and preferences are shaped."

- **I-want-to-know moments**, when smartphone users turn to their smartphones to look up something they saw in the digital or physical realm (for example, a TV commercial)
- **I-want-to-go moments**, when consumers use smartphones to find something nearby
- **I-want-to-do moments**, when consumers turn to their smartphones for ideas and inspiration while doing a given task (for example, a recipe or tips for a DIY project)
- **I-want-to-buy moments**, when consumers — in-store and everywhere — use smartphones to decide a purchasing decision

How much can retailers expect to gain from removing the friction from the shopping journey?

aisle411 — whose location-based indoor mapping technology platform has been implemented by major retailers including Home Depot, Walgreens and ToysRUs to help shoppers find products and access relevant offers at the aisle level — has developed a model to calculate this value generated for a typical retailer.

The results are impressive. aisle411 reckons retailers can expect to see a net margin improvement of between 5% and 11%, and that's not counting the potential uplift generated when satisfied shoppers spend more time, and more money, because the shopping experience is easy, convenient and even fun.

In addition to quantifying the improvement if retailers harness mobile product search to boost consumer convenience, the model also factors in the time and salary saving that results when shop assistants can spend their time serving shoppers, not just walking confused consumers to items they can't locate.

PAYM - LAUNCHING MOBILE PAYMENTS

In April 2014 Paym — a service enabling U.K. mobile users to send and receive payments securely between current accounts of UK banks and building societies— was launched. The service enabled any current account holder to log on to send money to another current account with just a mobile number. No more account codes or fiddly PIN card readers. Now the brand had to focus on building awareness around the offer and broadening out beyond just the tech savvy generation who were already open to the idea.

Breaking the stigma attached to the insecurity of mobile payments was a key challenge. The launch objective was to drive registrations: the goal was 600,000 registrations within 100 days of launch. To drive usage of the Paym service, the company had to guide smartphone users through the complete process: create awareness of the service, drive education around the service, install trust and confidence in using the service and finally convert to usage of the service.

The brand ticked all the boxes — and more — with a campaign that placed mobile and social at the center, supported by printed media, outdoor, cinema and radio. Inspired by research that revealed 52% of people use their mobile device during downtime as they 'can't do nothing anymore', the7stars, the agency behind the campaign, decided to use these combined channels to communicate the new Paym offering in the perfect context: when their audience was bored or spending downtime chatting with friends. As the7stars puts it: "It was also important to speak to those confident and comfortable with their mobiles and apps, and that meant advertising in all the mobile areas where they were spending their time, no matter how new or novel the format was."

Mobile was correctly thought to provide a seamless user journey from discovery to download — and the results prove it. Paym hit the 1 million registered users milestone within 100 days of launch. Awareness of such services stood at 45% before the launch of Paym, but just a week after its launch this had rocketed to 75%. As of 19 November 2015 over £23 million has been sent using the service. Content around the service also went viral with 469,521 views of the main video asset on YouTube and the 6-second Vine video triggering substantial social media 'buzz.' As Jemma Smith, Director of Communications & Education at the Payments Council, said in a statement: "It's hugely encouraging that one million people have chosen to register for Paym already. I think that securely paying back friends and family using just their mobile number will become second nature – and we'll wonder why we ever did anything else."



WORLDS COMBINE

The starting point for the journey is often mobile search since consumers use their mobile devices, not desktops, as a research tool. In the **U.K. the 2014 xAd Mobile Path-To-Purchase study** — based on a survey of 1,500 smartphone and tablet users — confirms this shift and further reveals that the mobile channel is a significant driver of retail sales, with over 80% of mobile research results in a purchase either on or offline.

The research also pinpoints “real potential for retailers to influence purchase decisions during this process” as 70% of mobile shoppers still have a decision to make when they first pick up their mobile device whether that be what they purchase, how they purchase, or whether they purchase at all.

The figures suggest that “by incorporating the correct mix of targeting, insight and creativity, retailers can engage and communicate with potential customers in a far more productive and less intrusive way.”

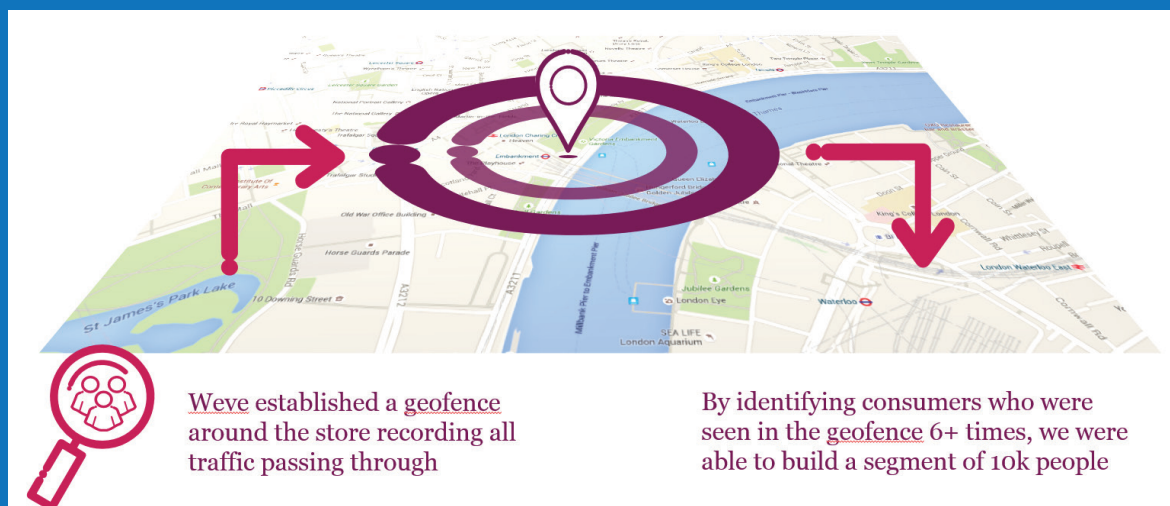
Another major theme highlighted in the xAd findings was mobile’s increasing role as a bridge between the digital and physical worlds. Underlining the importance of aligning mobile with in-store communications, the research observes that 40% of respondents both visited a store location and conducted mobile research before making a purchase. Overall, 37% of mobile shoppers go on to make a purchase in a brick and mortar store.

Significantly, mobile-assisted consumers don’t just make purchases in-store; they also end up making more purchases across all channels (mobile, online and in-store). **Findings from the Google Shopper Marketing Agency Council**, a collaboration that brings together Google, M/A/R/C Research and top shopper marketing agencies to uncover the role and opportunities for mobile in the shopping experience, show that frequent mobile shoppers spend 25% more in-store than consumers who only occasionally use a mobile device to assist with shopping.

In the U.K., supermarket chain Tesco observes that shoppers able to go online in-store to access what they need to make shopping more convenient spend up to twice as much money. To make shopping a breeze Tesco offers free Wi-Fi access in stores and leverages a variety of technologies, including mobile app push notifications, thus enabling shoppers to discover and access more information on their mobile devices and make more informed and confident purchase decisions.

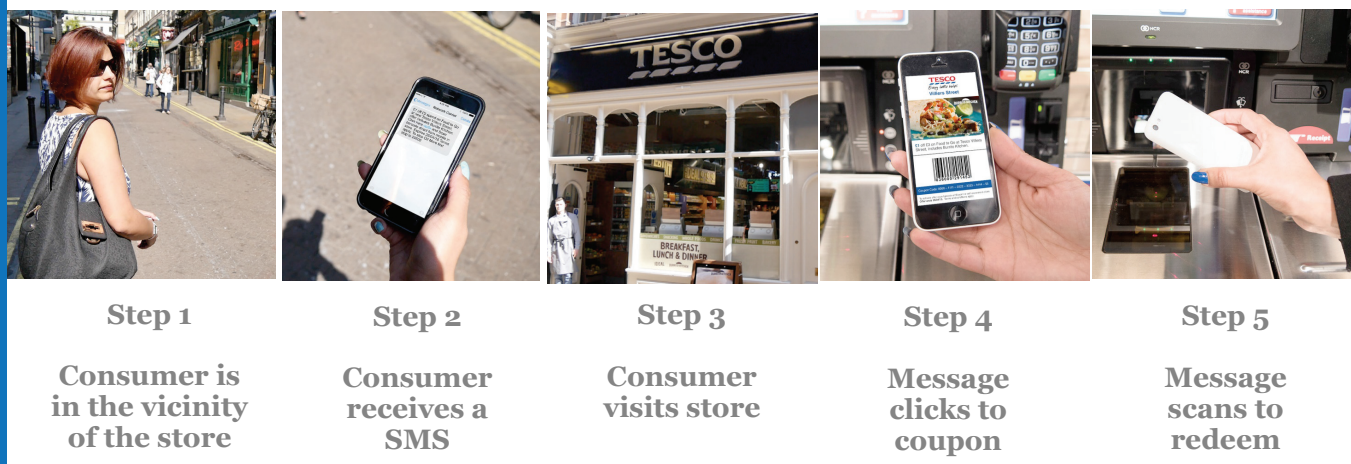
TESCO AND WEVE DELIVER MOBILE COUPON CAMPAIGN

To deliver a category-defining mobile coupon solution that champions the role of mobile and location within the shopper user journey Tesco teamed up with Weve, a leading provider of mobile marketing and commerce services in the U.K. and part of mobile operator O2. Together the companies developed a unique test-and-learn mobile coupon campaign allowing Tesco to target shoppers and people in the area or just walking past the store. The aim was to deliver targeted location marketing activity and ultimately drive footfall, awareness and coupon redemption.



All this and more was possible thanks to Weve's verified first-party data and sophisticated analytical capabilities and innovative geo-fence technology. The campaign generated significant insight and learnings, which were important in influencing Tesco's local mobile vouchers strategy going forward.

Market-leading mobile coupon solution



A combination of targeting known consumers who had been seen in the geo-fence 6+times previously (hence presumably work/live in that area) and the timing of the blast message resulted in "maximum relevancy to a predisposed audience at an ideal time to influence lunch decisions." Post campaign research, surveying 20,000 recipients of the mobile coupon, highlighted significant increases in awareness of the store within the geo-fence with the following very positive results:

- 68% recalled receiving the text message promoting £1 off Food to Go
- 90% were not previously aware of the £1 off Food to Go promotion
- 29% have now increased their likelihood to visit the Tesco Villiers Street store (where the campaign was run)
- 20% of people took at least one other positive action after receiving the message
- Those that recall the message are over 3 times more likely to redeem, or plan to redeem their coupon

In practice the geo-fence revealed a pronounced audience profile skewed towards young, affluent and male demographics — a result that also underlined the importance of understanding location specific nuances in footfall and how this can be applied to increase relevancy of message.

Industry recognition

The collage features several articles and social media posts. Key headlines include:

- THE MUM AND PR PROFESSIONALS:** "Tesco trials mobile couponing with Weve to boost awareness of concept store"
- BrandRepublic:** "Tesco trials mobile coupons to passing shoppers"
- Marketing:** "Tesco trials mobile coupon: passing shoppers"
- RetailWeek:** "Tesco runs first mobile couponing scheme using location data"
- Another RetailWeek article:** "Tesco has tested its first mobile couponing scheme in order to drive traffic to its new concept store in Villiers Street, London."

TRANSACTION TRENDS

May 2015 research from **RetailMeNot**, a marketplace platform that helps retailers and brands connect with active shoppers, reveals that brands across Europe need to do more to meet consumer expectations if they want to capitalise on mobile opportunities.

The research — based on surveys of major retailers and consumers across Canada, France, Germany, the Netherlands, the UK and the U.S. conducted by the Centre for Retail Research — reports that poor performance, security concerns and the complexity of transmitting credit card details or personal information lead the list of barriers to mobile transactions.

Despite these shortcomings, the findings conclude that mobile could “represent 50% or more of all e-commerce spend in Europe by 2017.”

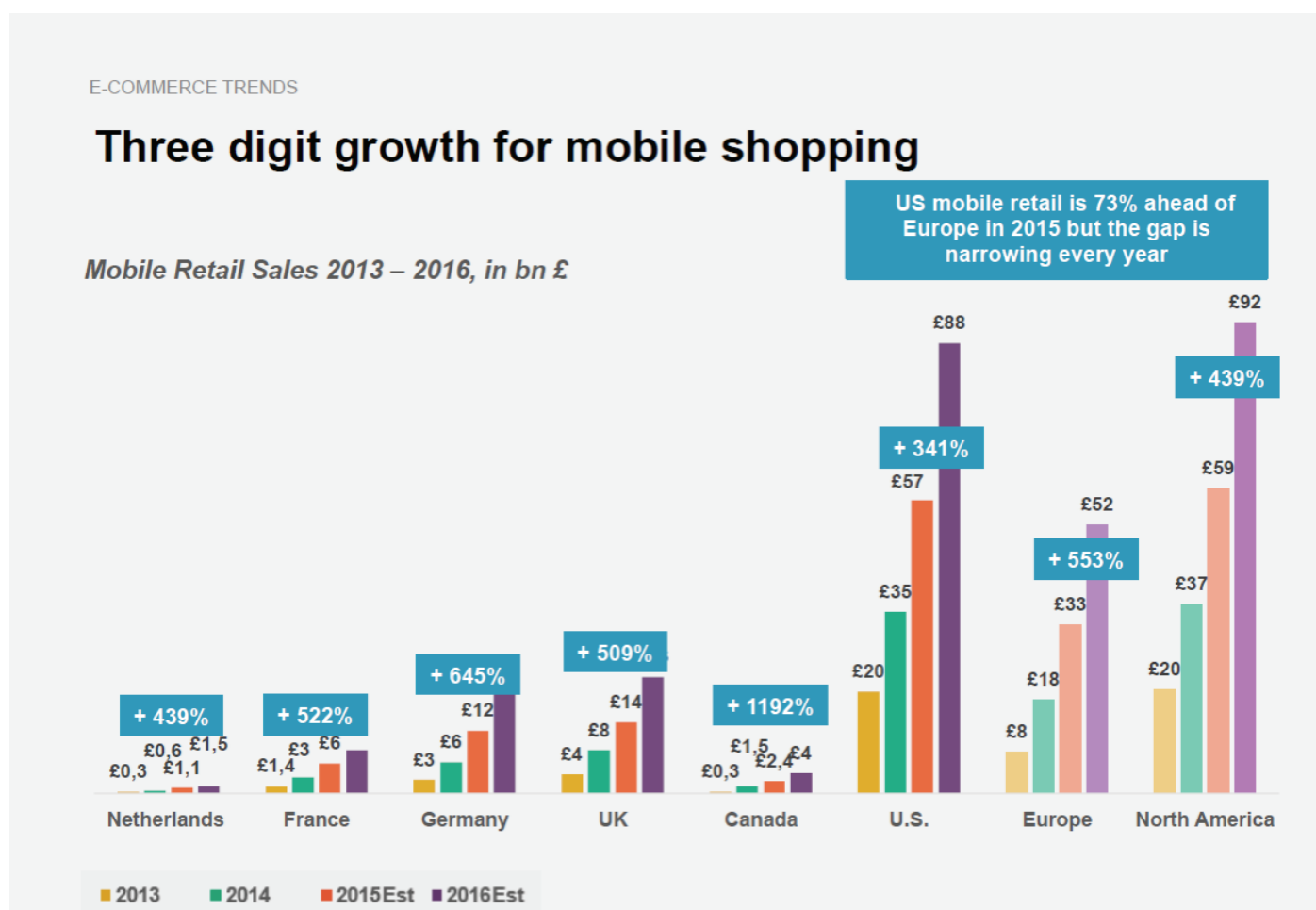


Image courtesy of RetailMeNot.

For now the average mobile bucket is slightly below the average online basket as consumers are using their smartphones and tablets for smaller purchases. Currently, mobile shoppers buy mostly digital downloads (mobile apps and in-app purchases), entertainment (media) and fashion.

E-COMMERCE TRENDS

Average smartphone basket in the UK is at £47 this year, and set to grow by 11% in 2016

Average transaction value by market and device, 2015/16

French mobile basket 5% below EU average

US basket size is 28% higher than in Europe

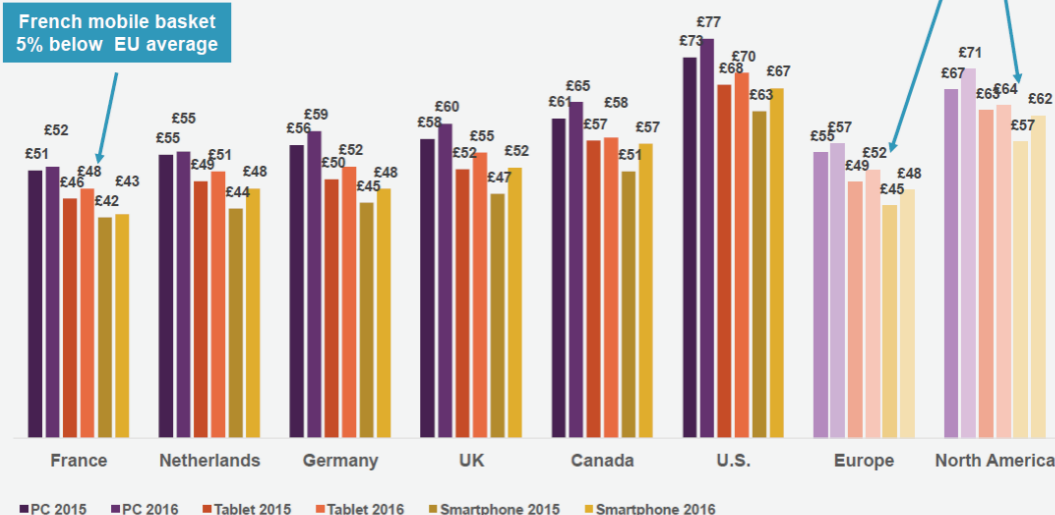


Image courtesy of RetailMeNot.

Interestingly, the outlook for mobile is bright, with mobile-assisted shoppers spending on average 45% more than PC-only shoppers. For 'mobile-friendly' retailers with optimised websites and appropriate infrastructure, the opportunity exists to generate billions more in sales.

Based on a **study of attitudes and activities** of 17,500+ consumers across 22 markets PayPal observes that mobile commerce, particularly popular among Millennials, is fuelling the growth of e-commerce and ushering in "the era of mobile-first." Significantly, the incidence of shopping via an app is somewhat higher than via a browser in most countries, suggesting that merchants and retailers should have an app strategy in addition to a mobile presence optimised for commerce and customer interaction.

Incidence of buying online via a mobile phone varies by country

Indicates 'headroom' for further growth in this category, especially in mature markets.

China, UAE and Turkey have high incidence of smartphone shopping among online shopper population.

% online shoppers who have bought via a smartphone in past 12 months

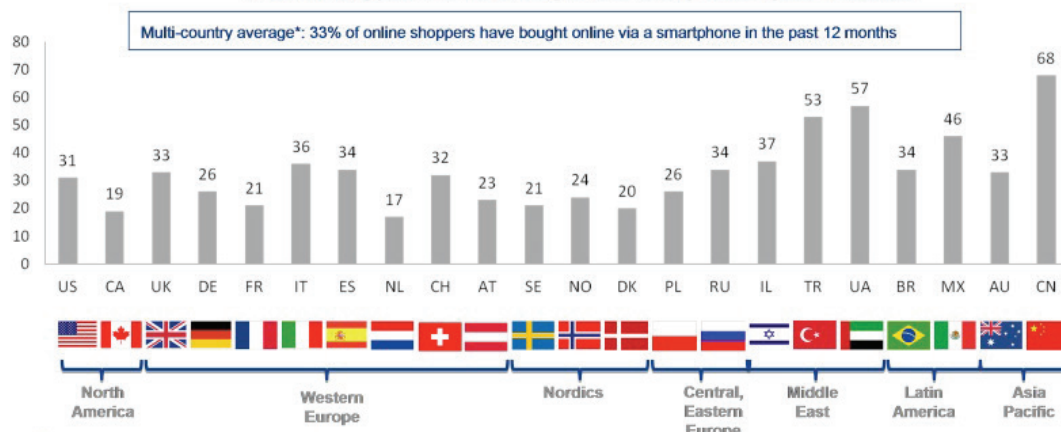


Image courtesy of PayPal.

Overall, 33% of total online shoppers across the countries surveyed use a smartphone to buy online, with this incidence varying significantly depending on the country.

Meantime, the **MasterCard Mobile Payments Readiness Index**, a data-driven, quantitative survey of the global mobile payments landscape that gauges the readiness for mobile payments of 34 global markets, points out that consumer readiness and enthusiasm for mobile payments in countries across the Middle East, and Africa, indicate this region “offers many of the best mobile payment opportunities over the next few years.”

In Saudi Arabia, for example, 24% of consumers use mobile devices for P2P payments, while 26% use them for m-commerce. Another country that ranks high is Kenya, where consumers’ very high levels of familiarity with and frequent usage of mobile payments make it the top scorer globally on the Consumer Readiness component. The driver is the popularity of P2P payment services —especially M-Pesa. As a result, a whopping 89% of Kenyans are familiar with mobile payments and 68% are frequent users.

SIMPLIFYING BUYING

The step from research to purchase should be a simple and seamless one.

Smart restaurants in the U.S. are a huge step ahead of their counterparts in Europe, harnessing a mix of mobile payments and contactless payment schemes to impress customers with seamless convenience and create competitive advantage.

The aim is to borrow a page from the ‘click and collect’ services that have become the norm for many retailers. But in this scenario restaurants tap mobile to remove friction from ordering — allowing consumers to pre-order and pre-pay, thus eliminating waiting in line and simplifying the process of pick-up and delivery.

- Taco Bell offers a mobile app that includes the option to pre-pay, customise individual orders, redeem exclusive app-only offers and order exclusive menu items. Launched in October 2014, the app was the first to integrate drive-thru pick up and food preparation based on location context and awareness.
- Domino’s Pizza has a long track record in customer service innovation dating back to 2008. Today, customers can place orders online, via smartphones and a voice-activated mobile concierge named ‘Dom’. Customers also benefit from other cutting-edge innovations that include a real-time GPS powered Pizza Tracker, an app that lets Pebble users follow ordered meals on their smartwatch, and a prototype delivery drone called the “DomiCopter”.
- Starbucks beefed up its loyalty program with a mobile app in 2009. What started out as a way to let customers redeem mobile gifts and rewards has quickly evolved into a mobile payment service that allows customers to top up their mobile wallet using their credit card. Starbucks reports mobile payments now account for 20% of transactions, or nearly \$9 million every week.

A recent survey by **OpenTable**, an online reservation service, further found that Americans are hungry for more technology before, during and after a restaurant meal. Overall, 76% of those who had made at least one reservation in the past year, said they believed technology had the potential to play a “much bigger” or “somewhat bigger” role in the dining experience. Many said they would welcome services that harnessed mobile to allow them to choose a table and know how long they might have to wait to be served.

HARRIS + HOOLE: FRICTIONLESS MOBILE PAYMENTS

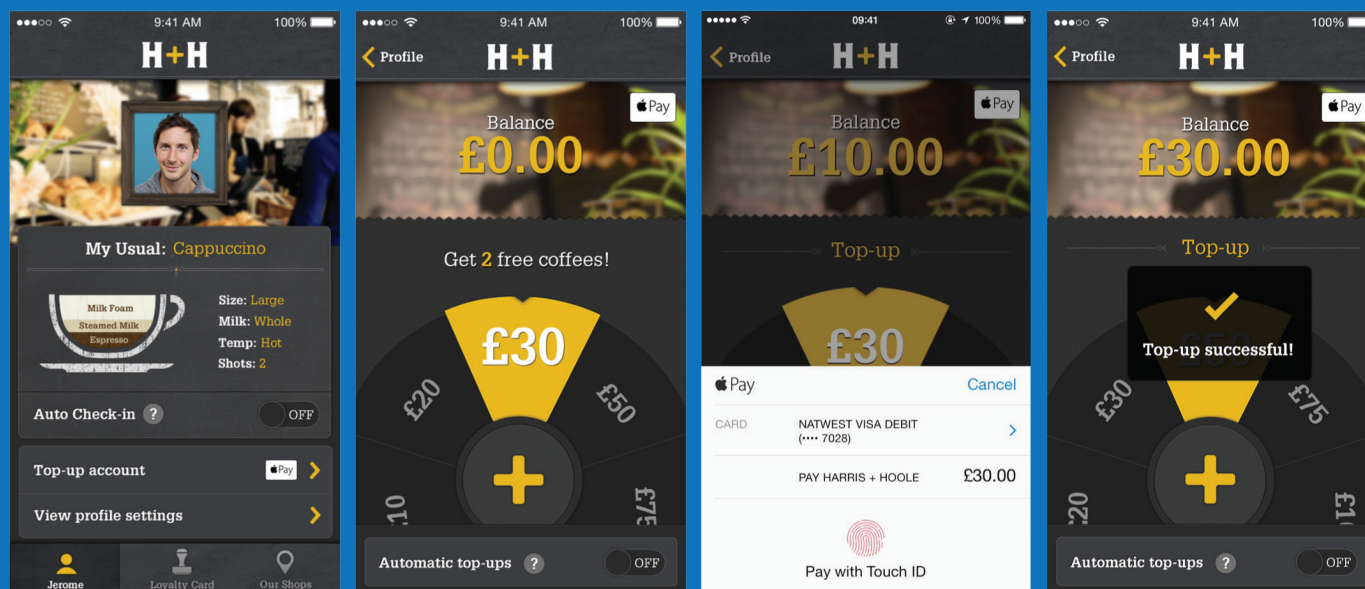
Artisan coffee shop chain Harris + Hoole developed a mobile app and payments experience that genuinely made their customers' day easier by enabling them to order and pay for their coffee faster than other coffee shops. It also helped H+H serve customers faster during busy periods.

Harris + Hoole approached ribot to launch the mobile payment experience, which had to be seamlessly integrated between the app and till as well as blending the digital and physical experience within the 46 H+H shops throughout the U.K. The process started with examining the existing coffee-buying experience and investigating how the service could be improved. At the time, when customers checked in on the existing app, the barista would see the customer photo and name appear on their till and know to have the individual customer's usual coffee order ready. As ribot recalls: "The aim was to design the payments process to seamlessly blend with this existing experience and to embrace the humanity of the interaction – not hide behind many fussy technological layers."

The new app allows customers check in and 'nod' to the barista that they want to pay using the app. There is a one-time sign up process for payments. Customers simply enter card details and top up securely with their preferred balance. In-store authentication is handled using face identification from a stored profile photo that appears on the till for each check-in. For an even smoother payment experience, the app features an 'auto-top up' setting that allows users to automatically top up the balance if they fall below a certain amount. Thus, the Harris + Hoole app revolutionises the in-store payments process, seamlessly integrating with the till, CRM and payment gateway.

The payments service was launched in Summer 2014 and already the app drives 20% of orders in some Harris + Hoole shops. Customers have also rated the app very highly and there have been more than a quarter of a million check-ins on the app. Significantly, the percentage of customers using the H+H mobile payments service is already in line with Starbucks, who previously set the industry standard.

Purchases not payments was the main focus for Hungry Lion, the leading quick-service restaurant in South Africa.



In 2014, Hungry Lion launched the Lucky Bucket Mobile Coupon Campaign with the objective to generate 1 million unique consumer engagements via mobile and social media channels, issue 1.5 million coupons with a 15% redemption rate and reach a double-digit year-on-year sales growth figure. The campaign targeted a mass market of 18 to 40 year olds with an average monthly household income of 3,500 to 10,000 Rand. To ensure that our customers could engage with the campaign, the brand selected USSD, a text based, menu driven application that is found on all GSM devices and requires no Internet access as a primary coupon issuing channel. This allowed consumers with even the most basic handsets to engage in the campaign.



The journey was simple. Spot a Lucky Bucket in your area — in shops or on media such as TV, Facebook or Twitter — and dial the unique USSD number in order to receive an instant digital coupon for free chicken buckets, burgers, cold drinks and ice cream. Once the coupon was redeemed, an instant second coupon prompted customers to spend more than 30 Rand to receive free airtime, up-sizes and burgers. This ensured consumer re-engagement and after the second coupon was redeemed, customers received an entry into the 100,000 Rand cash draw.

The integrated, marketing approach insured that each medium had a unique USSD stream that enabled the brand to track the effectiveness. This visibility allowed the brand to make ongoing changes in order to improve the campaign reach and effectiveness in near real-time. The campaign was also one of the first branded custom applications to run on the then new WeChat social network and the first to issue mobile coupons through this channel.

As a result, the campaign delivered over 2.5 million mobile sessions from 1.5 million unique users. Over 1.86 million coupons are issued with an outstanding overall redemption rate of 25%. Overall, the campaign drove significant footfall into Hungry Lion outlets countrywide resulting in an impressive 37% increase in overall brand engagement and double-digit sales growth.

While some may claim the trend to digital and mobile commerce experiences comes at the expense of bricks-and-mortar businesses and stores, recent research shows mobile devices, which consumers increasingly rely on every step of the journey for information and inspiration are actually driving shoppers into the physical store or restaurant. This shift creates massive opportunities for brands and businesses who can find ways to ride this wave.

The takeaway: Mobile has altered the linear Path To Purchase and created a new kind of customer lifecycle, a journey marked by multiple sessions — in-premises and on-mobile — and countless opportunities to connect and support consumers when they need it most. To be successful marketers must cater to consumer demands for convenience and connection. The final section provides a view into the future of mobile, one impacted by the advance of real-time marketing and advertising, and the rising requirement to rethink marketing — and the customer experience — to suit a world where objects are joining the conversation.

SECTION 5

MOBILE IS TRANSFORMATION

Data-driven marketing delivers insights that improve products, super-charge services and transform the customer experience and relationships. Why (and how) digital connections foster deeper human connections is the focus of this final section, which also sheds important light on how the Internet of Things (IoT) fits into the customer-brand communications paradigm to potentially bridge the gap between the digital and physical worlds.

The explosive growth of mobile over the past two decades reshaped entire industries, transformed commerce and impacted our society at all levels.

What's next?

This is the question that Mickey McManus, President, CEO, and principal of MAYA Design, a leading pervasive computing design firm, explores in the must-read book titled **Trillions: Thriving In The Emerging Information Ecology**.

In it, and during his keynote at several MMA events, McManus describes the wonders and challenges that await marketers as people everywhere on the planet enter an age when ambient 'connectedness' is the norm.

Microprocessors and sensors are already embedded into everything from smartphones and smartwatches, to cars and clothes, to pills and packaging. In fact, industry manufactures more microchips than grains of rice are grown and, in a few more years, Mickey says, their numbers will climb into the trillions, creating a world "literally permeated with computation."

The result is a seismic shift in technology that has changed consumer behaviour — and how people interact with brands, businesses and the world around them — forever. As McManus puts it: We may have started out in a state where information was mostly contained in PCs but now, thanks to the advance of mobile and the avalanche of mobile apps, information isn't 'in' anything.

It is everywhere.

SMARTER EXPERIENCES

Technology isn't just abundant; it's smart — and going to get a lot smarter. Already brands including Unilever (see page 23) are tapping the tremendous power of sensors embedded in smartphones to deliver contextually relevant and valuable marketing aligned with conditions such as temperature.

At the other end of the spectrum, marketers are experimenting with packaging that can 'sense' when consumers — people who likely appreciate the product or intend to purchase the product — are nearby or have interacted with the packaging.

A good example is **MEDEA, Inc.**, the producer of award-winning ultra premium vodka, that has pushed the envelope introducing social-savvy packaging that delivers consumers a memorable drink experience and literally allows customers to 'have a say' in what they drink.

The innovation is a customisable LED message band built onto the bottle, bringing new meaning to the phrase "message on a bottle". In practice consumers can directly access to the bottle's technology through their mobile devices and the MEDEA app. To close the loop, and enable location-awareness and relevance, the MEDEA Vodka LED bottle uses Apple's iBeacon Bluetooth technology, thus allowing a smartphone user (with the app) to set and display scrolling messages on the bottle.

More importantly, the MEDEA App is also able to immediately know what bottles are in the vicinity without having to connect or find every Bluetooth-enabled device, according to the company. “This cuts discovery from minutes down to seconds. The MEDEA App knows at all times which bottles are on, available to be registered, and are ready to receive instructions for setting and displaying messages.”



The approach also is aligned with the brands focus on enabling and enhancing the consumer’s ability to enjoy the sensible consumption of spirits and having fun with friends.

“The ability to share a conversation among friends, through bottles, brings this ground-breaking technology into the social realm. Not only can you share access to your MEDEA bottle with friends to change, modify or add messages, in addition, users will also be able to directly post to their social media applications, including Facebook, Twitter, and/or personal email accounts,” the company explains on its website.

The bottle is pre-programmed with six familiar phrases such as, “Happy Birthday,” “Congratulations” and “Thank you,” that crawl across the label in electric blue. Owners can program their bottle to say whatever they want—or can’t. Such as, “I love you;” or “Will You Marry Me?” or, maybe just “Let’s Party!” Interestingly, users, on- and off-premise establishments, and brands alike, can program messages to be delivered via the bottle. It’s a capability that potentially paves the way for bars and brands to deliver an experience that will leave consumers with a lasting impression — and encourage lasting loyalty.

At MAYA, McManus can imagine scenarios where interactive and ‘aware’ packaging could literally become embedded in consumers’ daily routine to add value — and convenience — to the decision-making process.

Tortilla chips packaged in this way, for example, could ‘know’ they are being considered as a purchase by a nearby user and suggest a spicy dip on a nearby shelf as the perfect accompaniment.

With the help of sensors everywhere that infer what we want and need, a mobile app or service could then ‘manage’ the resulting purchase process all the way down to the real-time delivery of a relevant discount coupon on the user’s mobile device, or the addition of new loyalty points to the supermarket club card mobile wallet.

EXTRASENSORY EXPERIENCES

From the front door of the store to the back of the stock room, marketers are harnessing sensors to enrich and rethink the shopping experience.

House of Fraser in the U.K. is using beacon technology embedded in mannequins to transmit information to nearby consumers about the clothing on display; **C&A in Brazil** is using clothing hangers capable of displaying Facebook “likes” on small embedded screens to encourage shoppers to purchase popular fashion items; **Sephora in China** has taken the wraps on a megastore in Shanghai that features an in-store Fragrance Bar that allows customers to interact with fragrances and then obtain product information directly through the application for their favourite scents, and the list goes on.

With a view to the future aisle411, a company providing retailers and brands a mobile in-store location services platform, has teamed up with Google’s Project Tango, a multi-partner effort with universities, research institutions and over 40 industry partners that bring together research in robotics and related disciplines, and concentrates that into a mobile platform.

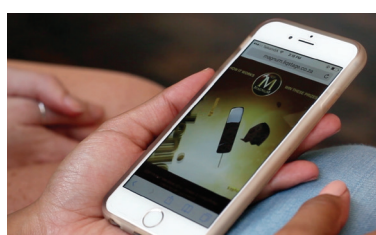
The combined capabilities of Google’s Project Tango and aisle411 power an amazing **3D augmented reality experience inside the store**.

For the consumer, the advantages are all round convenience. Shoppers are exposed to personal and relevant offers, as well as offers and rewards that literally ‘pop out’ of the shelf along their in-store route, allowing them to collect loyalty rewards just for walking down aisles.

For retailers, it’s all about the business benefits (sales, retention, monetisation, operational efficiencies) that can be gained when it’s possible for consumers to search and navigate to the products and offers they appreciate in 3D augmented reality experience inside the store.

But some brands succeed in going one better, tapping into opportunities at the intersection of the digital sphere and the physical store to create an entirely new kind of customer experience. In celebration of it’s 25th birthday Magnum, the ice cream brand owned by Unilever, succeeded in doing just that.

It created “the ultimate chocolate and ice cream pleasure destination”, in the form of the Magnum Pleasure Store — a space dedicated to glamour and good taste where fans could craft their own custom Magnum ice creams. Overall, average daily sales grew from 550 units to over 1,000 and a staggering 1,200 custom Magnums were served in just one day.



The pop-up shop in South Africa was a star-studded event, complete with interactive elements that made it possible for consumers to share their experience online. For those who couldn't make it into the physical store, Magnum created an online experience inviting fans to a fun and original Twitter experience. With every tweet, the Twitter handle swooped in to crack the thick layer around the ice cream like a piñata. When the chocolate coating cracked, that consumer won a prize.

The campaign resulted in 5,000 Instagram posts, 86 million Twitter impressions, a reach of 10.5 million and a Twitter community growth of 25% — making Magnum one of Twitter's top 25 brands in South Africa and the top FMCG brand in the country. What's more, Magnum trended seven times during the campaign.

According to the brand, the Pleasure Store combined campaigns and activities achieved an impressive 500% return on investment and 48,500 custom Magnum were served in just 8 weeks.

THE INTERNET OF THINGS

At one level, the advance of technology that allows devices, appliances, apps — everything (!) to communicate with themselves and with consumers - brings in an exciting new era for marketers.

But dig deeper, and it marks a paradigm shift, one that Jonathan Cohen, Chairman, CEO and Founder of the Agency of Trillions (AoT), a MAYA Company, compares to the next industrial revolution. In his view “the massive connectivity” enabled by wearables and the Internet of Things (IoT) has the potential to “disrupt every part of the business process, from development to production through to marketing.”

The phrase Internet of Things (IoT) is widely credited to Kevin Ashton, who coined the term in 1999 while at Proctor & Gamble. But the concept of IoT didn't take off until 2009 when Ashton elaborated on it in an article he contributed to the **RFID Journal**.

Back then, it was the vision of a world in which sensors, embedded everywhere and in everything, could ‘sense’ aspects of the real world — like temperature, lighting, the presence or absence of people or objects — and either report that real-world data (Big Data), or act on it.

Fast forward, and research and advisory company **Altimeter Group** puts people back into the equation. It defines the Internet of Things as:

The interconnection and interaction of the digital and physical worlds wherein ‘things’ are connected via uniquely identifiable embedded technology, and integrated into information networks via existing and emerging Internet infrastructure. It is a platform for connecting people, objects, and environments to inform and enable visibility, engagement, and innovation.

IoT provides endless opportunities for brands and businesses to listen and respond to the needs of their audience based on behaviours. The outcome: new opportunities for real-time engagement and customer service and the chance to approach marketing in a new and improved way.

This is where **Customer Experience in the Internet of Things: Five Ways Brands Can Use Sensors to Build Better Customer Relationships**, a must-read report from Jessica Groopman, an industry analyst covering IoT, formally with Altimeter Group, provides a valuable roadmap for marketers eager to understand IoT and how it fits into the Consumer-Brand paradigm.

As Groopman observes in her report: “The Internet of Things creates the opportunity for any element of the brand experience to have a voice. When we add sensors to the world around us (i.e. beings, places, objects, and environments) we grant these things a voice through the data they generate simply by existing. IoT enables multi-way communications between brand-consumer, brand-object, consumer-object and object-object. The result is empowerment to each.”

Groopman also identifies five use cases where companies can leverage IoT (sensors in smartphones, wearables, beacons and other connected devices or infrastructure) to deliver real value to both stakeholders: customers and the companies they choose to do business with.

1. **Rewards:** Driving consumer interaction through incentives (promotion, points, content etc.) delivered to consumers in the appropriate context.
2. **Information & decision-making:** Equipping consumers to make decisions because sensors provide hyper-relevant information and assistance.
3. **Facilitation:** Making it easier for consumers to access, acquire or accomplish what they need, exactly at the moment they need it because sensors streamline interactions such as payment, authentication and registration.
4. **Service:** Providing consumers a more enhanced experience through personalisation because sensors pave the way for both proactive and predictive approaches and allow companies to close the loop with messaging, suggestions and solutions tailored to truly individual needs.
5. **Innovation:** Opening a dialog with consumers for feedback and improvement suggestions because sensors open up new and immediate channels for consumers to talk to companies.

She advises brands and businesses to embrace these use cases — alone or together — in order to reimagine and deliver a truly holistic customer experience. Groopman also stresses the ‘technology-agnostic’ approach to developing ‘connected’ customer experiences; starting with customer strategy goals, gaps, and opportunities first, then leveraging sensors to address these objectives.

It’s all about leveraging sensors and customer insight to achieve the ultimate marketing objective: one-to-one marketing through delivering the right stuff (experience, information, service, offer) to the right individual in the right context (place, time, platform, need-state).

In many ways, utilising IoT can be a win-win for brands and consumers, Groopman writes. “From a brand standpoint, ‘product voice’ helps those in consumer-facing functions (marketing, support, sales, product, etc.) achieve common goals: brand awareness, insight, contextual relevance, satisfaction, efficiency, loyalty, innovation and conversion.”

GSK: ALWAYS-ON, ALWAYS-HELPFUL

At science-led global healthcare company GlaxoSmithKline (GSK), Khurram Hamid, Global Head eCommerce and Media Innovation, believes sensors are an important aspect to deliver an “always-on, always-relevant and always-helpful” “personalised experience.

As Hamid sees it, creating and monitoring sensor-powered touchpoints in the customer journey is “essential to collecting the customer-driven insights that will allow GSK to pursue its mission to help people to do more, feel better and live longer.” It’s all about gaining visibility — through sensors — into the empirical and experiential data that will allow GSK to offer relevant advice and preventive care.

“As the world moves to prevention instead of cure”, Hamid says, “people are going to be much more interested in managing their personal health themselves with the help of mobile and companies that offer assistance via the array of personal devices.” Indeed, one only needs to observe Millennials, the mobile-savvy segment of consumers already using mobile apps and websites to take more responsibility for their own health, to understand why the combination of trillions of sensors and billions of mobile phones will be “game-changing.”

This trend is just part of a larger movement called Quantified Self, where the aim is to incorporate technology and sensors to acquire data around all aspects of daily life. From what people eat, drink and breathe, to their physical condition and blood oxygen levels, to their mental concentration and mood swings, sensors will be a silent spectator. Of course, in a world where analysts estimate the number of ‘things’ connected to the Internet will exceed 50 billion, a balance will need to be struck between the benefits to an individual’s health, resulting from increased knowledge gathered through sensors, and the potential intrusion on individual privacy.

While GSK is preparing for a time when people reflexively reach to their devices to monitor and manage conditions and diseases ranging from diabetes to cardiovascular illnesses, it is focusing its current efforts and campaigns on finding new ways to remove friction and boost loyalty.

A good example is Aquafresh Brush Time, a top-ranking app from GSK that uses a friendly animated figure called Nurdle, a catchy song and a timer to teach kids every age to brush their teeth for a full two minutes – the brushing time recommended by dentists. After kids brush their teeth for the full two minutes, the free app rewards them with stars they can collect to purchase ‘cool gear’ to dress up their Nurdle.



The aim of the app is to help parents find easy ways to create and reward good habits that will start children off on a lifetime of good oral health.

The app, which lets parents and kids learn and play together, supports customers on this journey, Hamid explains. The result is reduced friction for the parent, which leads to less frustration for both the parent and the child, which leads to high usage of the app and high regard for the brands. The consistent 4 and 5 star rank the app receives, depending on the geography, since its release in 2014 speaks volumes.

“Remove the pain points in the daily journey by making routine tasks seamless, effortless and even fun and brands can enjoy the lasting loyalty of their customers and brand fans,” Hamid says. He encourages brands to borrow a page from born-mobile app companies like Uber. By removing the friction from hiring a car and paying the driver Uber has redefined more than the passenger experience. It has transformed transportation — and much more.

The excitement may be around sensors, but it’s mobile that will continue to provide GSK with the means to interface with customers to deliver the experiences and interactions that will bridge the digital and physical worlds, Hamid says. “We’re talking about lots of sensors — sensors on our bodies, in our homes, in our appliances, everywhere — emitting lots of data. And in the middle, commanding the delivery of personal and contextually relevant marketing, advertising or just good advice, is the mobile device people have with them and depend on at all times.”

MOBILE APPS CLOSE THE GAP

Mobile apps have not only reinvented the virtual world; they are enhancing customer interaction in the physical worlds as well. This is the key takeaway of **Mobile Apps: Blurring The Lines Between Virtual & Physical Worlds**, the recent report released by App Annie, a company providing app store analytics and market intelligence.

The report traces the evolution of apps and how standout examples, such as Airbnb, which calls itself “an online community marketplace for people to list, discover, and book accommodation around the world” have “revolutionised’ their industries.

It divides these impactful apps into three groups: Education, where apps are enabling learning inside the classroom and outside of it; Mobile Payments, where apps are reducing friction and service time; and On-Demand Transportation, where apps like Uber are evolving into full-fledged transportation and delivery platforms.

Uber, which has opened its API to partners, is weaving an interesting web of services and offers. Hinge allows people on dates to book an Uber driver directly from its chat app; OpenTable lets people request an Uber driver to their favourite restaurant right from the app; United Airlines shows ETAs of the closest

Uber drivers and fare estimates, so users can get a ride to and from the airport for less; and Time Out shows different Uber options—from low-cost to luxury—so people can travel in the style they want to clubs and night spots.

More recently, Uber has moved into last-mile logistics, launching a moving service, a courier service and a convenience store delivery service — all on-demand and all from an app.

Time will tell if these experiments fly or fail, but the Uber formula — finding new ways to use mobile to remove friction through delivering convenience — is one brands and businesses can factor into their wider strategies for success.

MINICABIT MAKES THE GRADE

The cab app market is saturated and competitive in the U.K. with larger players like Uber and Hailo now leveraging introductory offers and sophisticated marketing techniques to gain users. Against this backdrop, the capabilities to engage and retain users best depends on a brand's ability to deliver a simple app and a compelling user experience.

To do both Minicabit — a company that aggregates and compares cab firm prices from trusted partners across the U.K., and enables customers to book ahead electronically — engaged the digital marketing agency Nimbletank. Together they sought to enhance the cab booking experience via a natively coded App across Android and Apple iOS, which in turn would elevate and differentiate the brand and cater to the customer base.

The Minicabit audience is a wide demographic largely made up of 20-40 year old adults that live nationwide and are planning ahead for a journey, making bookings at least 24 to 48 hours in advance. With this in mind, the Minicabit App lets users compare over 500 cab operators in over 40 cities across the U.K., for short lazy trips and long distances too. It's the result of close collaboration with Minicabit stakeholders and consumers — and the insights Nimbletank gathered around what people really want: namely a simple app to make a potentially stressful process fun and easy.

The decision was also made to launch on Android and radically overhaul the iOS mobile app — in part to dramatise their point of difference of nationwide coverage. To support the new app releases the agency created new branding, a new logo and the strapline: “book a ride, UK wide...”

The technology and features also got a makeover. The app offered multi-destination (via), user generated tips that are location-aware, and a luggage selector. These features all added much needed ease of use, fun and usefulness. “We worked together in partnership to analyse the different user journeys and friction points within the app,” Nimbletank commented. “In doing so we created a strong mobile app product that sets the brand apart from the pack by making booking a cab 60% quicker than before.”

The results were more than the companies could have hoped for, and all KPIs were exceeded. Apple featured the iOS version of the Minicabit App at launch in January 2015, and the Android version of the app launched to an average 5-star rating. In both app stores, the app received many glowing reviews from customers.



Importantly, sales conversion increased by a massive 40%, and active monthly users increased by over 50%. “So not only did the product result in a more active base of users, but thanks to a more profitable and commercially efficient experience it has massively impacted on the bottom line meaning a positive ROI was achieved in just 6-short-weeks,” Nimbletank concluded.

REAL-TIME, RIGHT-TIME MARKETING

In the future, the unique opportunity offered by the Internet of Things will no doubt provide unprecedented insight into the customer journey.

But it's mobile that is equipping brands and business marketers to deliver real-time marketing right now. The insights it provides into consumer context and behaviour is powering more accurate audience-centred segmentation and driving the use of mobile programmatic.

A July 2015 study by **NinthDecimal**, a mobile audience intelligence platform, finds that advertisers have been taking advantage of better audience measuring tools to target specific segments, and buying more impressions on average.

As a result, advertisers on average purchased “11.5 times more impressions per mobile programmatic campaign in Q1 2015 compared to the previous quarter.” Moreover, 36% more advertisers launched mobile programmatic campaigns.

The report also revealed that the top buyers of mobile programmatic in Q1 2015 were tech and consumer packaged goods companies. “With tech companies spending the most on mobile programmatic overall,” the report concludes, “it’s not surprising that tech enthusiasts were one of the top six targeted audiences, alongside moviegoers, parents of school children, income, ethnicity and healthy living.”

Clearly, more data contributes to more effective mobile programmatic advertising.

But data fragmentation remains a barrier.

“The problem for advertisers on mobile is that there are different data types— mobile, online, offline — and different data providers who have very different views into the consumer based on where they sit in the journey,” notes Tom Laband, CEO of adsquare, startup headquartered in Berlin with offices in London and Paris that helps advertisers segment, reach and target audiences based on what they do and where they are.

To help advertisers “navigate the data deluge” adsquare is becoming what Laband calls a “data orchestrator”, bringing together data from a variety of quality data partners, CRM databases and other sources to enrich advertising and bridge the digital realm and the physical world. The outcome is one that will benefit players across the emerging mobile programmatic advertising ecosystem, paving the way for more quality data providers to enable more precise targeting and segmentation for advertisers and new revenue streams for data owners.



In September 2015 adsquare introduced its Audience Management Platform, a self-service platform to help advertisers combine data points from a wide array of trusted data partners, create more precise audience segments, and then activate campaigns targeting these audiences via their preferred buying platforms.

It's critical in building the capabilities to meet the requirements of advertisers for more control, and effort that adsquare notes is already paying dividends for all stakeholders. “Empowering advertisers to reach the right people in the right context increases precision, which improves the customer experience and the value of the advertising because it is genuinely relevant and useful,” Laband explains.

Because premium audiences also need premium data, adsquare has signed up a string of quality data providers and sources to onboard their data for mobile programmatic advertising, or make the data accessible via adsquare's single API. Companies include: Eventful (a digital media company connecting

consumers with entertainment, movies and local events), Acxiom (an enterprise data, analytics and software-as-a-service), Nokia HERE (which offers navigation, mapping and location information and services) — to name a few.

As Laband **writes in a recent column**, “it’s all about finding ways to maximize the value of all of the data, including the ‘signals’ data people send via mobile on the move and the trail people create through their actions and interactions online, in-store and everywhere else.” Get it right, he concludes, “and the result is a tidal wave of data that can power more effective mobile programmatic advertising, thus enabling amazing, effective and ‘holistic’ audience targeting.”

GSK’s Hamid is convinced, and can even imagine the day when sensory data, such as heartbeat and blood oxygen levels, are part of the great body of data driving more effective and efficient mobile programmatic.

Take an individual in an urban setting on a weekday in the early A.M. with low blood sugar levels and no history of diabetes. Since low blood sugar levels are also a signal that cells are starved for energy, this data enhances the holistic view of the customer. It also indicates the right time for real-time marketing (by a brand offering healthy food choices or energy drinks, for example) to present the individual with a relevant message or marketing.

Connect the dots, and mobile programmatic becomes “the megatrend,” one sure to impact every level of marketing and communications. Expect the days of planning six or eight months in advance or mapping out a 3-month campaign to disappear — fast.

“It’s about drawing real-time insights and analytics and using that data to power real-time planning and buying.” This, in turn, will ensure that GSK can achieve its goal to be a “problem solution brand” and “win at the digital shelf,” where mobile search is the trigger and mobile marketing must deliver immediate answers and assistance.

“When the consumer goes to that digital shelf with symptoms or problems we have to ensure we are delivering personally relevant and helpful content,” Hamid explains. “The consumer is at the digital shelf, looking for your product and you have to be there — in real-time — with the right marketing.”

SOCIAL AND MOBILE = DISCOVERY

Consumers increasingly regard their mobile devices as personal mobile ‘sherpas’ creating opportunities for clever brands to literally lead the way. Heineken, one of the world’s brewing giants with operations in 70+ countries created what it calls “a digital service built on a human truth” to help consumers answer the all-important night-life question: Where (to) next?

To provide solid answers (and valuable guidance) Heineken developed @WhereNext, a people-powered feed bursting with information to help people discover the best night out. In practice the feed “connects with the pulse” of the user’s city in real-time by tapping into social media and sharing platforms that people are already using to create a snapshot of the social scene.

It all begins with a tweet @WhereNext. Importantly, @wherenext isn’t an Android or iPhone app - it’s seamlessly integrated with Twitter, so users are just one tweet away from finding out where to go next. It works in multiple languages and is available globally.

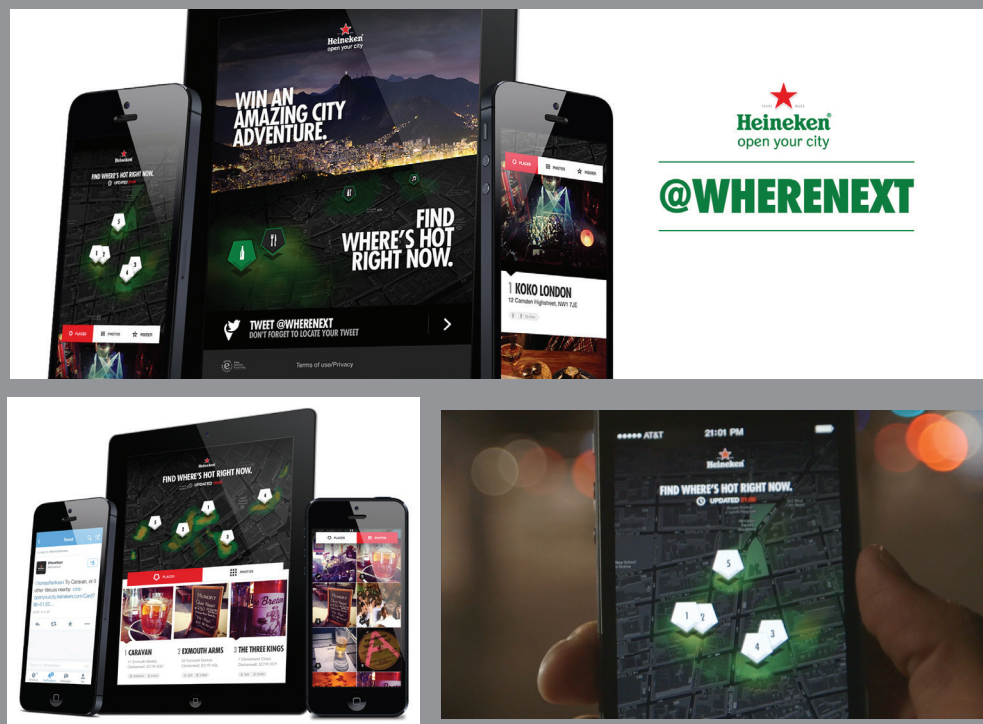
In the background Heineken’s own algorithm constantly gathers real-time social media data, sorting through what’s happening on FourSquare, Instagram and Twitter and delivering information about what’s on at local bars, clubs and venues most relevant to the individual user in a matter of seconds. Since this data was filtered by a set of defined geo-boundaries, it was possible to help users decide where to go next to find the action. To take this concept even further the brand created a Web service showing a live heat map to show where’s buzzing and where the action is.

As a result, the brand observes, it was possible to “consistently discover new venues, pop-ups, and parties, which we may never have found via traditional sources.” Another fascinating side effect of

constantly ingesting new data was the ability to see the fluctuating behaviour pattern throughout the day. The spots that were ‘hot’ in the morning were very different to where the action was at night.

The on-the-go recommendations service — powered by real people on their real nights out — launched in 32 markets across 6 major cities.

Both the campaign and the service were aimed at taking people off their beaten track’s and opening up new possibilities for them. And the results have moved the needle.



The campaign has received worldwide press coverage and acclaim – from GQ Magazine to the Huffington Post and AdWeek. Moreover, there have been over 14,000 visits to the service since launch and @wherenext has received 13,060 mentions on social media since launch with an 80% positive sentiment. The service was a special hit in Germany where half of the service’s visits were made by returning users, each spending almost 3 minutes on average engaging with the site.

But the most impressive result may be the way it has allowed Heineken to shift its profile from being a top brand in the beverage sector to becoming a top name in the tech and social innovation space.

EXPERIENCE TRUMPS EVERYTHING

Effective and engaging marketing is data-driven and laser-focused on delivering consumers what they appreciate: relevance and convenience.

But recent research suggests experience is what consumers, particularly Millennials, value most. In this scenario emotional marketing linked with personal preferences and passions and enabled by the delivery of amazing and moving experiences can transform customers into brand fans. Even better these satisfied customers will often use social media to provide positive word-of-mouth to others and broadcast praise of their favourite brands to everyone on the planet.

An **April 2015 survey** from Atomik Research, reported by eMarketer in a post the same month, found that Internet users in the U.K. were “more likely to have their brand interest piqued if they were served up content that centred on discounts.” Nearly half (49%) of respondents said such content would make them more interested in a brand.

Predictably, respondents in the 35+ age bracket said they were much more interested in discounts than anything else. However, Millennials — particularly those ages 18 to 24— said they would be more interested in a brand that served them humorous, dramatic or heartwarming stories than they would in one that gave them discounts.

Loyalty programmes are also seeing that consumers value experiences more than money. The 2014 Colloquy/**FanXchange Customer Engagement Survey**, for example, reveals that, instead of points and discounts, most consumers (56%) would rather have experiential rewards in the form of live event tickets to concerts, sports or theatre.

Meanwhile, an **earlier survey** of 1,016 adults in the U.S. and U.K. conducted by JWT Intelligence, reveals that a whopping 81% of Millennials value experiences over material items, and 72% would rather spend their money on an experience.

Connect the dots, and it would appear that emotional brand connection is more important than mere cash savings.

ENCHANTING AND ENHANCING

Whether consumers crave experience or demand convenience — or both — the pressure is on marketers to ‘listen’ to the data ‘signals’, distinguish the insights from the noise and deliver what people value most via the appropriate channels in the proper context.

Against this backdrop, the Internet of Things is not about technology. It’s about the ability to tap into real-time insights and input that will allow marketers to tailor marketing and calls-to-action to suit the requirements of individuals, not audiences.

There are broad implications for brands and businesses. Marketers will need to design customer experiences to dynamically respond to context.

They will also have to begin with empathy and map the journey with the consumer in mind. They will have to cease focusing on static objectives (showing an ad to an audience at a specific moment) and adopt an approach that allows them to evolve with consumer needs and quickly respond with information or assistance that fulfills those needs in the ‘mobile moment’.

Consumers expect to get the answers and services they want, customised precisely for them, in the exact moment that they want and need it. And these moments are growing exponentially, redefining daily life and creating an avalanche of micro-moments when marketers, those who have the capabilities to anticipate the cues, can step in to offer assistance, ease friction, improve service, amaze the senses, or just show they ‘care’.

The more connected consumers are, the more opportunities there are for meaningful and valuable brand interaction and engagement. And the better the benefits for everyone will be.

SECTION 6

ABOUT OUR SPONSORS & COLLABORATORS

ABOUT THE MOBILE MARKETING ASSOCIATION

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. 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:

- **Cultivating Inspiration**

Aimed at the Chief Marketer; guiding best practices and driving innovation

- **Building Capability for Success**

Fostering know-how and confidence within the Chief Marketer's organisation

- **Demonstrating Measurement and Impact**

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data.

- **Advocacy**

Working with partners and our members to protect the mobile marketing industry.

Additionally MMA committees work collaboratively to develop and advocate global best practices and lead standards development. See all [Programs and Initiatives](#).

Mobile Marketing is broadly defined as including advertising, apps, messaging, mCommerce and CRM on all mobile devices including smart phones and tablets. Members include: American Express, AT&T, Colgate-Palmolive, Dunkin' Brands, Facebook, Ford Motor Company, Foursquare, Google, Group M, Hewlett Packard, Hilton Worldwide, iHeartMedia, Johnson & Johnson, Kellogg Co., MasterCard, McDonalds, Mondelez International, Inc. Pandora Media, Pinterest, Procter & Gamble, Razorfish, R/GA, Starcom Worldwide, The Coca-Cola Company, The Weather Company, Unilever, Visa, VEVO, Vodafone, Walmart, xAd and many more.

The MMA's global headquarters are located in New York and it has regional operations in Europe/Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC), with local councils in 17 countries.

ABOUT MOBILEGROOVE

MobileGroove provides strategic content marketing and custom research to the global mobile industry, and mentoring, social media marketing and consulting to tech startups. Led by founder and chief analyst Peggy Anne Salz, MobileGroove has been ranked a top 50 technology analysis destination. The firm has also researched, written and produced nine books about mobile, both as a lead author and in partnership with global companies including Gemalto, InMobi and SAP Mobile Services. MobileGroove also researched and wrote Mobile: The Great Connector Volume 1 in close collaboration with the MMA and its members.

ABOUT BRAINSTORM

Based in London and with a worldwide footprint, Brainstorm provides mobile engagement solutions to over 100 of the world's leading mobile operators, brands and enterprises. We specialise in enabling large enterprises to have intelligent automated conversations with their customers by delivering contextual and real time communications through a unified multi-channel platform, Dragon, all powered by our innovative logic building technology, Spider. Our platform creates personalised and relevant engagement solutions for mobile marketing campaigns, in-life customer contact solutions, and feedback services & surveys. From simple notifications to fully integrated engagement solutions, customers such as Telefónica, Amobee, WEVE, Tesco and Medallia use our platform as their customer engagement tool for SMS, MMS, email, voice and push notification communications.

ABOUT INSPIRED

Inspired is a leading Omni-channel marketing platform with a single reporting interface.

We aim to remove the 'Wild West' of mobile marketing by introducing a playground of channels for clients to 'test and learn' with. The goal is to make all channels, especially traditional, more accountable and simpler to activate against to drive one-to-one communications. The platform offers enhanced reporting, mobile (and desktop) ad-serving, 1D/2D barcodes & NFC, Rich Media creative, Proximity (WiFi) marketing and custom CRM solutions – all brought to life via our creative studio.

We help clients create new tailored omni-channel campaign benchmarks on a global, regional and local level.

