**i** Now: What differentiates good from great mobile creative?

**ii** Next: How can brands take advantage of the future mobile video advertising opportunity?

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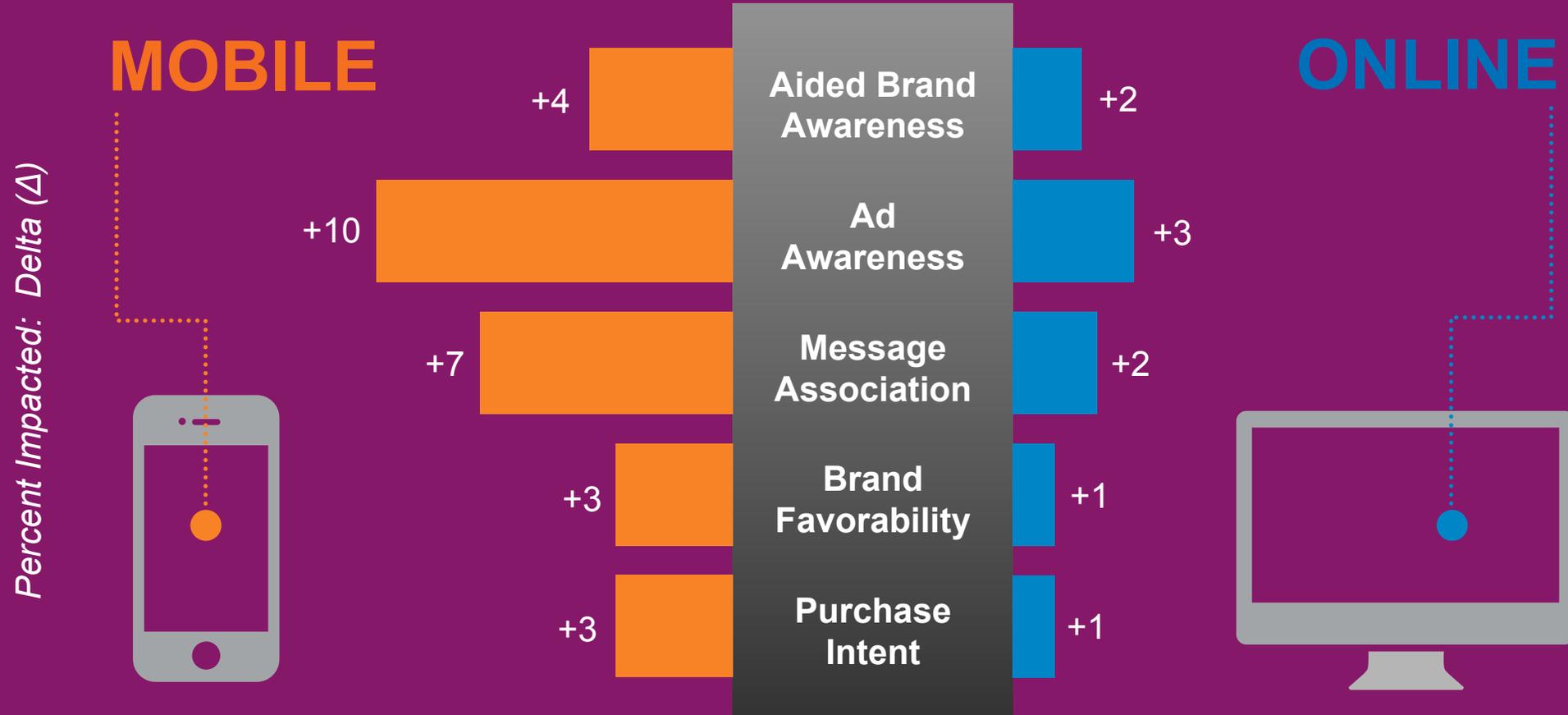
# But creativity is key - just because it is mobile doesn't mean you will succeed

Mobile Best Performers   Overall Mobile Performers   Mobile Worst Performers

Percent Impacted: Delta (Δ)

| | Aided Brand Awareness | Mobile Ad Awareness | Message Association | Brand Favorability | Purchase Intent |
|---|---|---|---|---|---|
| Mobile Best Performers | +18 | +30 | +24 | +14 | +15 |
| Overall Mobile Performers | +4 | +10 | +7 | +3 | +3 |
| Mobile Worst Performers | -6 | -3 | -5 | -6 | -7 |

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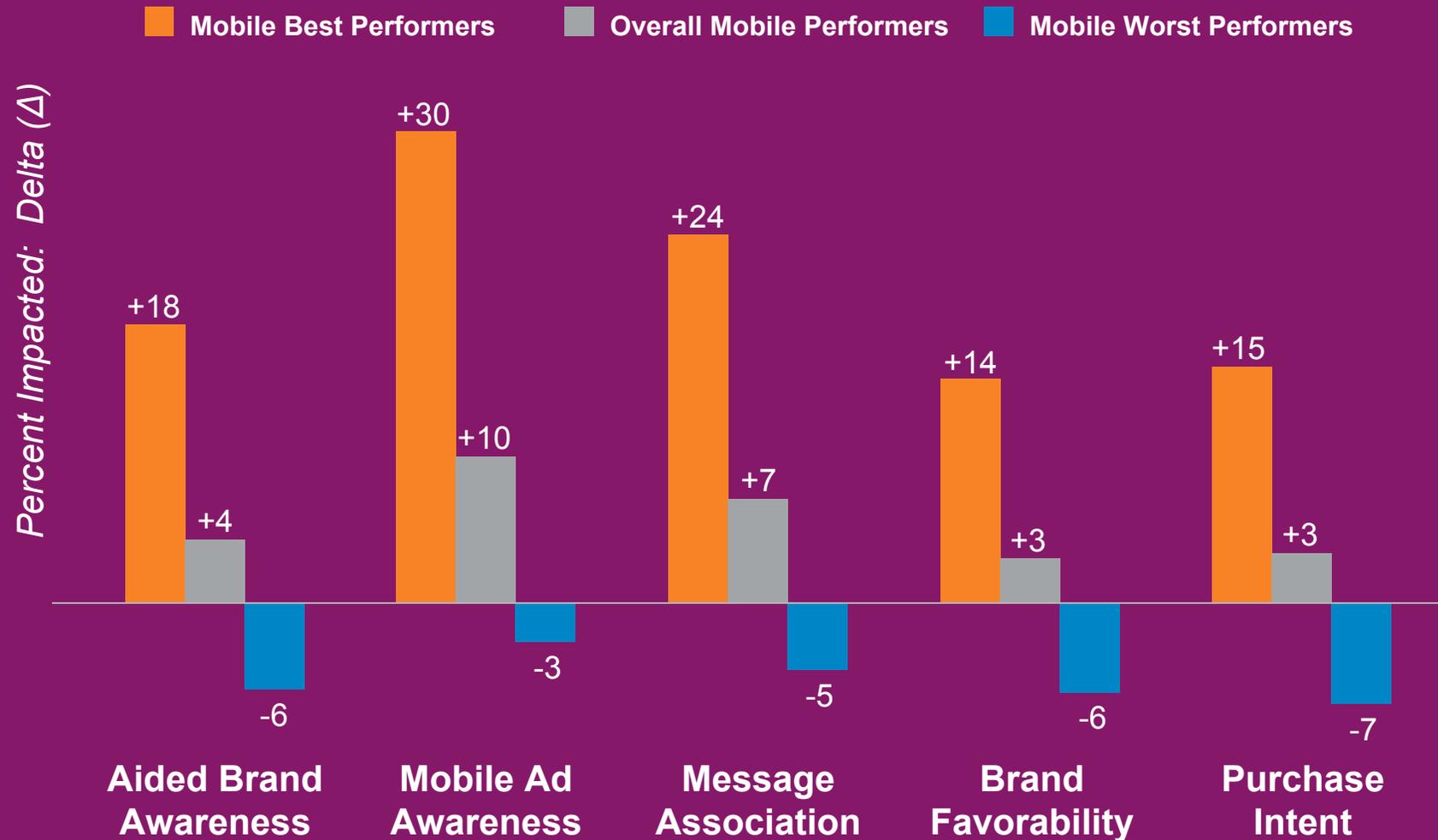
# NOW: WHAT DIFFERENTIATES GOOD FROM GREAT MOBILE CREATIVE?

## Analysis of the MMA Smarties Awards entries

**TREND**

# 01 Set clear goals with brand at the heart of the campaign

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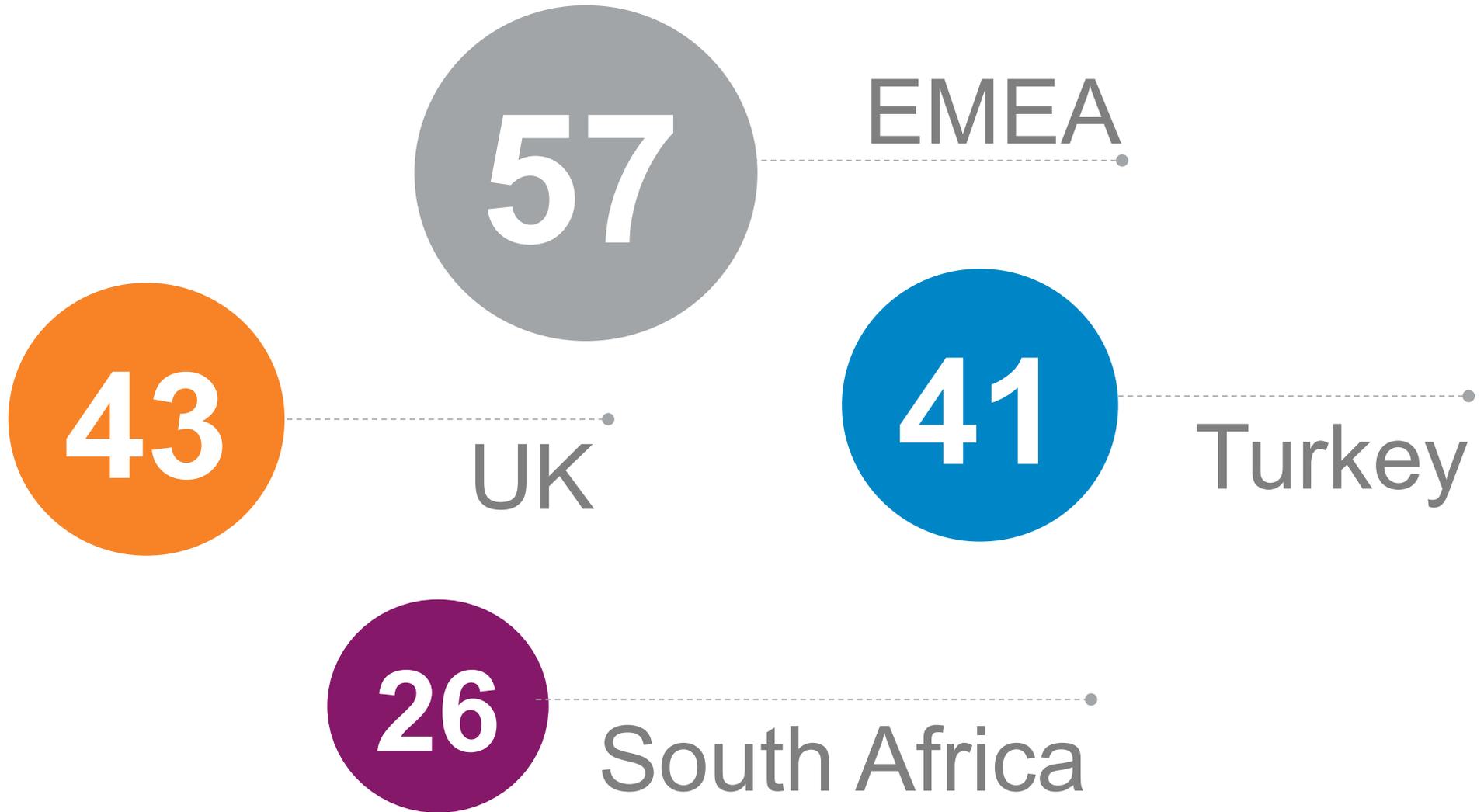
MillwardBrown

# Brand is at the heart of Gold winning campaigns

2 out of 3 Gold winning campaigns were aimed at driving Brand Equity, e.g. building brand image or deepen customer engagement.

**GOAL BRAND EQUITY (NET) (%)**

| | |
|---|---|
| GOLD | 65 |
| WINNERS | 46 |
| FINALISTS | 42 |

# 02 Facilitate social philanthropy

A purpose-driven strategy rooted in a human need is differentiating

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

**STRATEGY** ADDRESS HUMAN NEED / EMOTION (%)

| | |
|---|---|
| GOLD | 42 |
| WINNERS | 27 |
| FINALISTS | 21 |
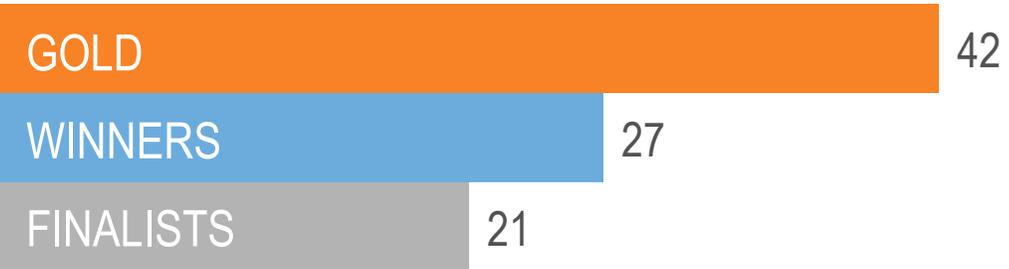
# Social philanthropy, with mobile enablement, serves a social good while bolstering positive brand associations



**Turkcell and R/GA London**
**"HealthMetre"**
*Turkey*
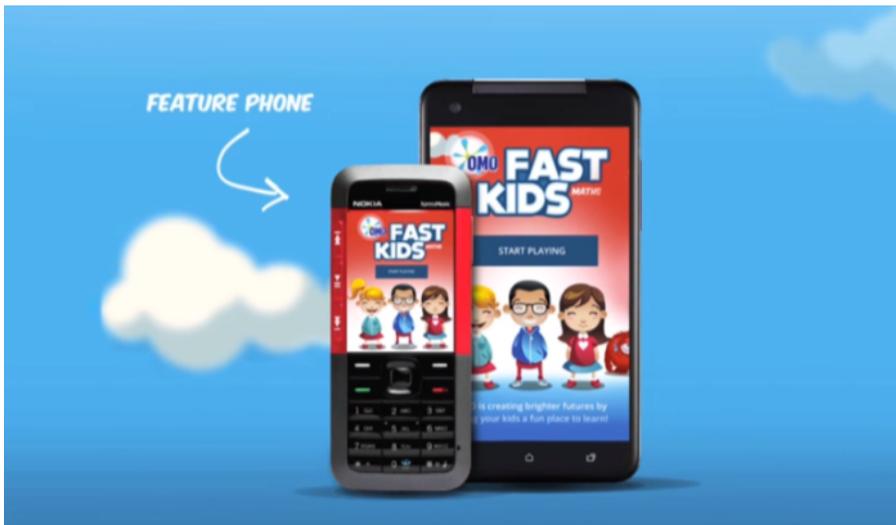


**Unilever - OMO and Liquorice**
**"OMO Fast Kids"**
*South Africa*

TREND

**03** Embrace interactivity and two way communication

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# 64%

of mobile campaigns used engagement

## Consumers participate

This year's shortlisted mobile campaigns transformed the dynamic of consumers as passive observers to consumers as active participants.

**Interactivity with two-way conversations between audience and brand was essential**

**Winning campaigns were both more likely to be interactive and social.**

**EXECUTION INTERACTIVE (%)**

| | |
|---|---|
| GOLD | 65 |
| WINNERS | 47 |
| FINALISTS | 32 |

**EXECUTION SOCIAL (%)**

| | |
|---|---|
| GOLD | 26 |
| WINNERS | 19 |
| FINAL | 8 |

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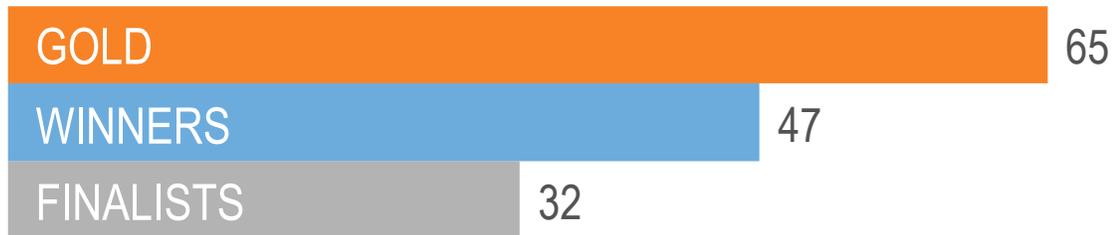
## Direct communication

USSD or push messaging is also more frequently deployed by winning campaigns as a tactic to engage.

**MOBILE MEDIA FORMAT** MOBILE MESSAGING/ PUSH NOTIFICATION/SMS/USSD (%)

| | |
|---|---|
| GOLD | 52 |
| WINNERS | 44 |
| FINALISTS | 32 |
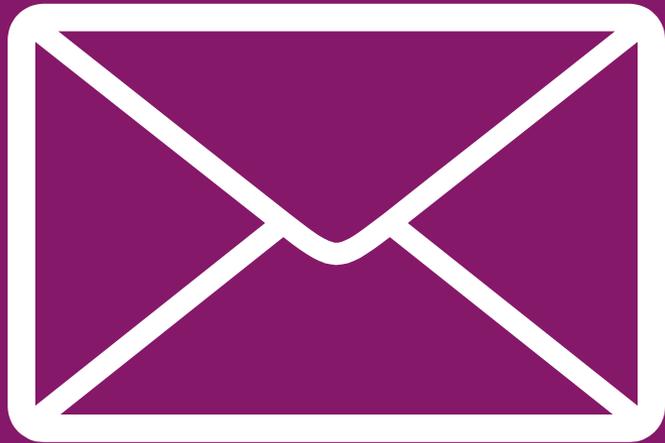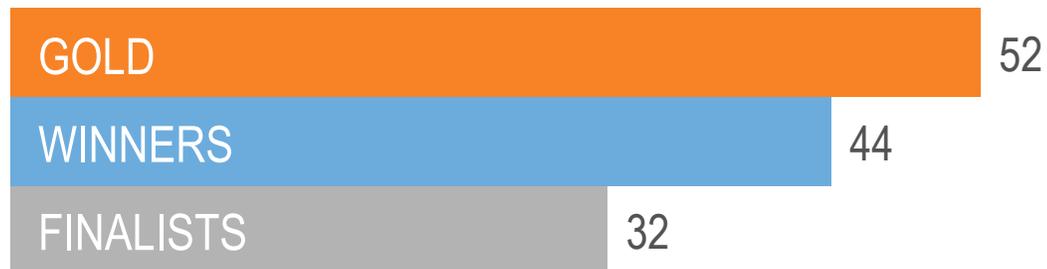
# Interaction for deeper engagement with brands



**Knorr whatsfordinner and Liquorice**
**"Instant Inspiration"**
*South Africa*
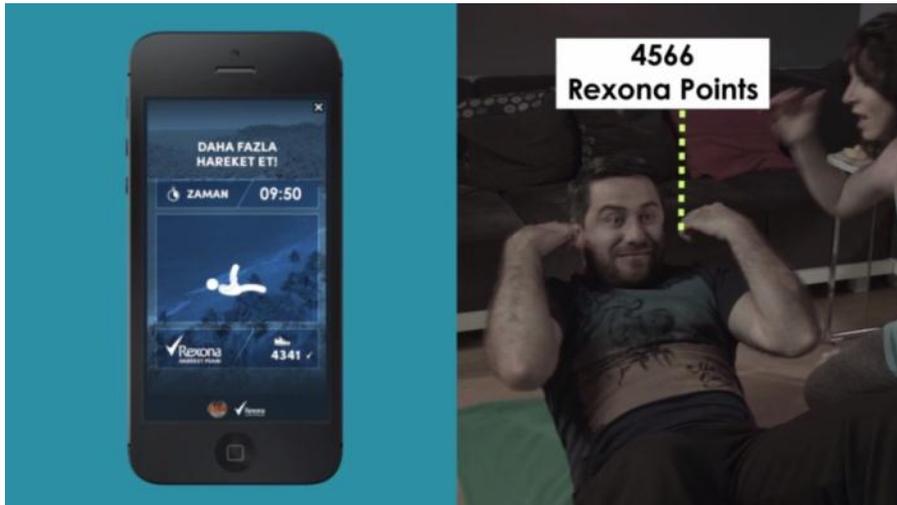


**Unilever / Rexona and Mindshare Turkey / Wanda / Mobilike**
**"Who Does More?"**
*Turkey*

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

Winning and especially Gold winning campaigns were most likely to achieve earned media, especially WOM/buzz and social sharing

**RESULTS EARNED MEDIA (NET) (%)**

| | |
|---|---|
| GOLD | 55 |
| WINNERS | 33 |
| FINALISTS | 23 |
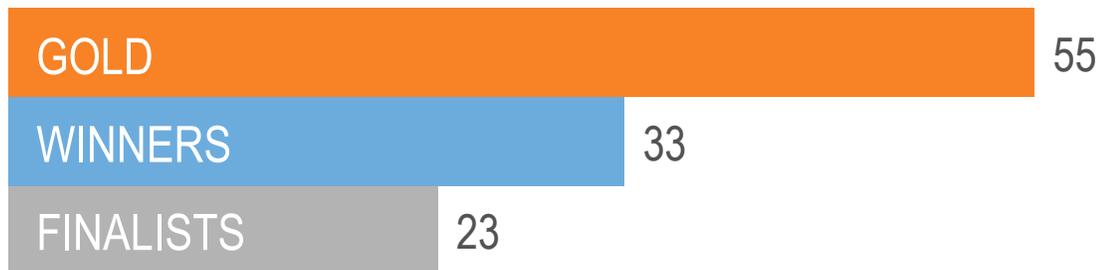
# When marketers encourage audience participation and sharing, it can extend their paid media

**Unilever / Axe Black and J.Walter Thompson Manajans**
**"The Silent Movement In The Loudest Country"**
*Turkey*

**Magnum - Unilever and Liquorice in collaboration with Mindshare**
**"#CelebrateWithMagnum"**
*South Africa*

TREND

## 05 Gratify in real-time

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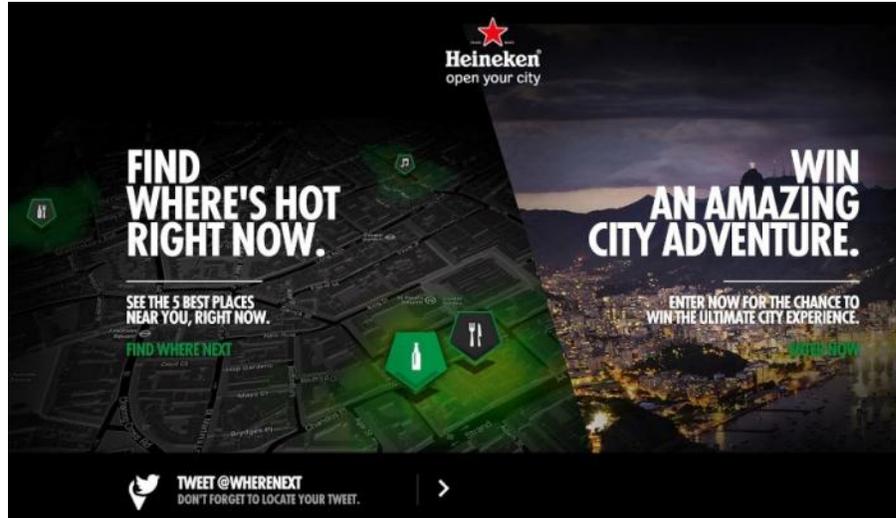


**Heineken and R/GA London**
**"Heineken @WhereNext"**
*UK*
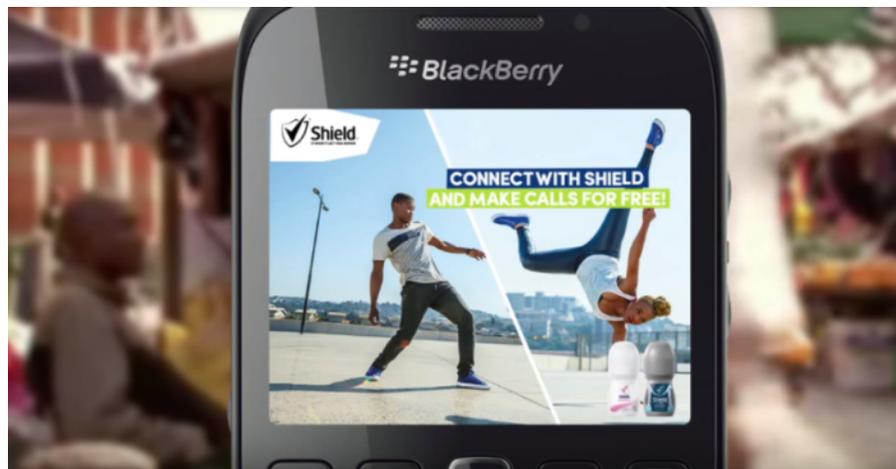


**Shield, Unilever and Gorilla Creative Media**
**"Connect with Shield"**
*South Africa*

TREND

# 06 Integrate mobile with other channels
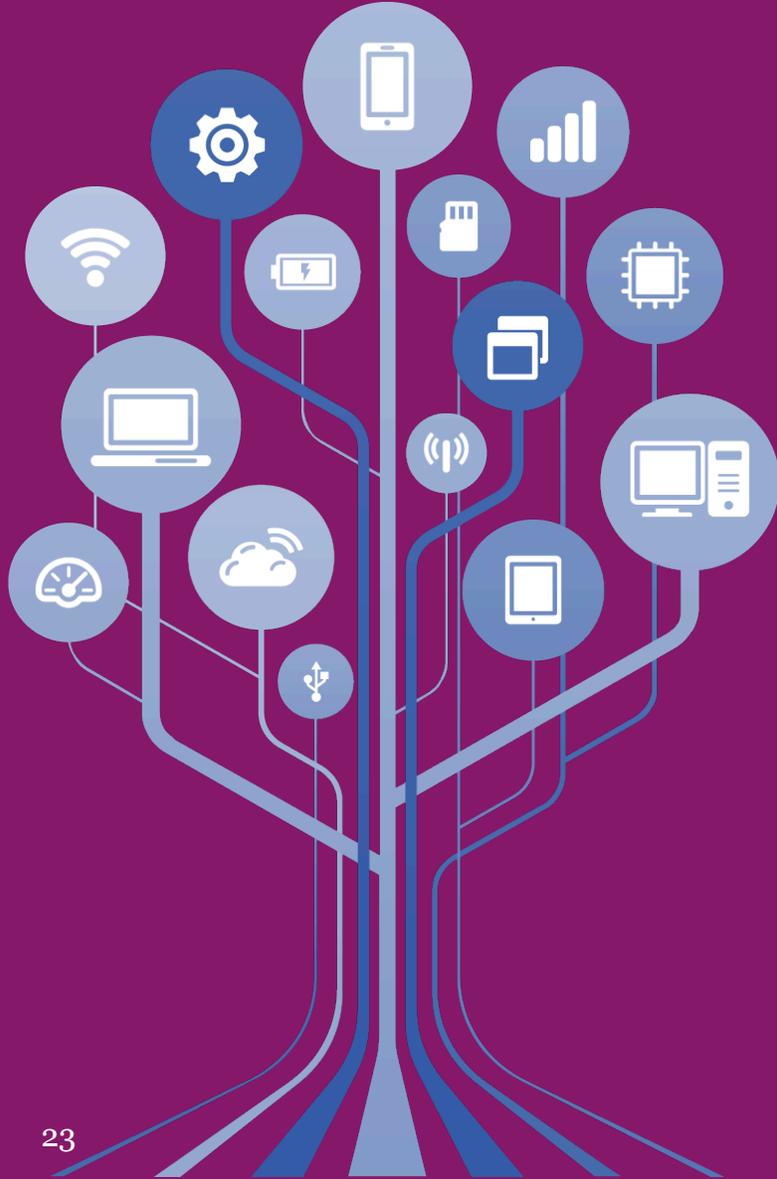
# Winners had stronger cross-channel support

80% of campaigns had mobile in the centre, but winning campaigns more frequently used multiple channels to support the mobile campaign – and relied less on mobile only.

Winning campaigns were more likely to use Social, Outdoor and Print.

# Mobile-centric campaigns are still supported by other channels



**Hungry Lion and Yonder Media in partnership with the MediaShop**
**"Hungry Lion Lucky Bucket Campaign"**
*South Africa*



**Red Bull and Mobitainment**
**"Red Bull Kas'Lami Festival"**
*South Africa*

# TRENDS

**MMA Smarties has shown that great EMEA mobile campaigns:**

**01** Set clear goals with brand at the heart of the campaign

**02** Facilitate social philanthropy

**03** Embrace interactivity and two way communication

**04** Use social to super-charge interactivity and co-creation

**05** Gratify in real-time

**06** Integrate mobile with other channels

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Global Smarties trends – coming soon to EMEA?

Virtual and Augmented Reality come of age
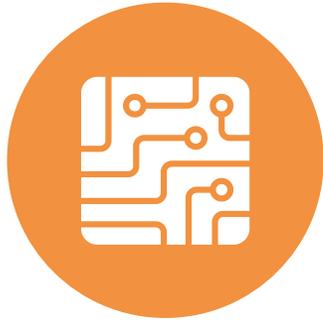
The beginning of the Internet of Things as an advertising tactic

The brand message evolves on mobile as microvideo is stitched into narratives

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# Virtual and Augmented Reality come of age

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



THE FIRST VIRTUAL REALITY TEST DRIVE ON YOUR PHONE

**Volvo Cars North America / R/GA**
**"The XC90 Experience in Volvo Reality"**
*US*

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



Optus
**"Clever Buoy"**
*Australia*

Microvideos like Vine have matured away from "what was that?" to meaningful ways to sequence a story or maintain the everyday relevance of a brand
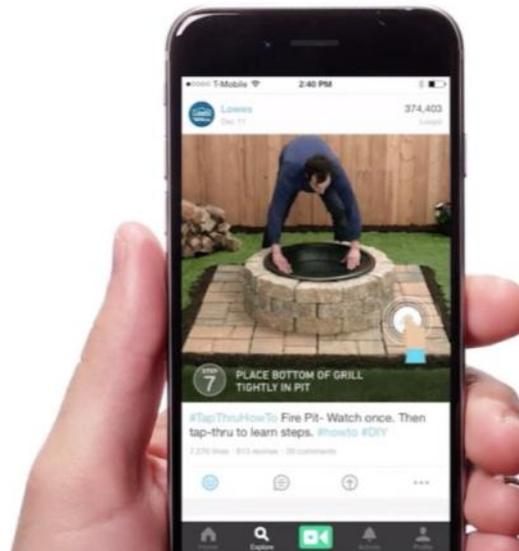
**Lowe's**
**"#TapThruHowTo"**
*US*

One key learning based on microvideo testing to date: keep it simple but not simplistic
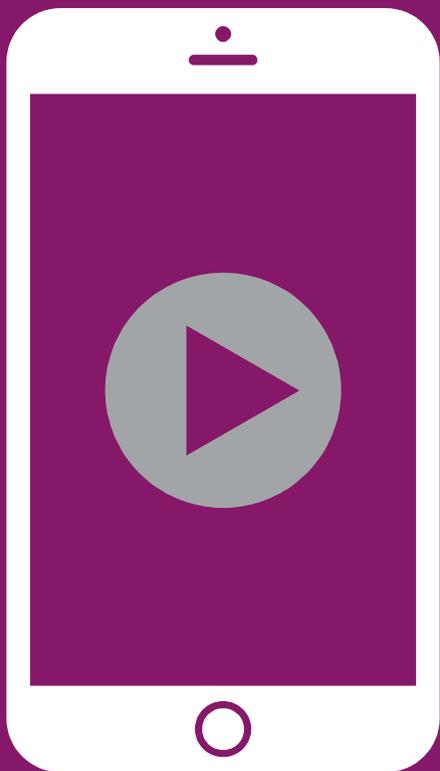
# NEXT: HOW CAN BRANDS TAKE ADVANTAGE OF THE FUTURE MOBILE VIDEO ADVERTISING OPPORTUNITY?

Summary of Millward Brown learning

# VIDEO

**To take advantage of the huge mobile video opportunity:**

**01** Understand mobile video viewing among your target audience

**02** Realise that mobile video advertising still has a receptivity challenge

**03** Buy consumer friendly advertising formats (rewards, skippable)

**04** Entice and intrigue to avoid being skipped

**05** Brand early and clearly (in contrast to TV)

**06** Use interactive layers to create a symphony, not noise

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# 1) Mobile already accounts for a third of all video minutes viewed by 16-45 year old multiscreeners around the world

| | TV | COMPUTER | TABLET | SMART PHONE |
|---|---|---|---|---|
| **EXPOSURE (minutes spent yesterday)** | 103 | 37 | 20 | 45 |
| **SHARE OF EXPOSURE (%)** | 50 | 18 | 10 | 22 |

Source: Millward Brown AdReaction Video, global average across 42 countries

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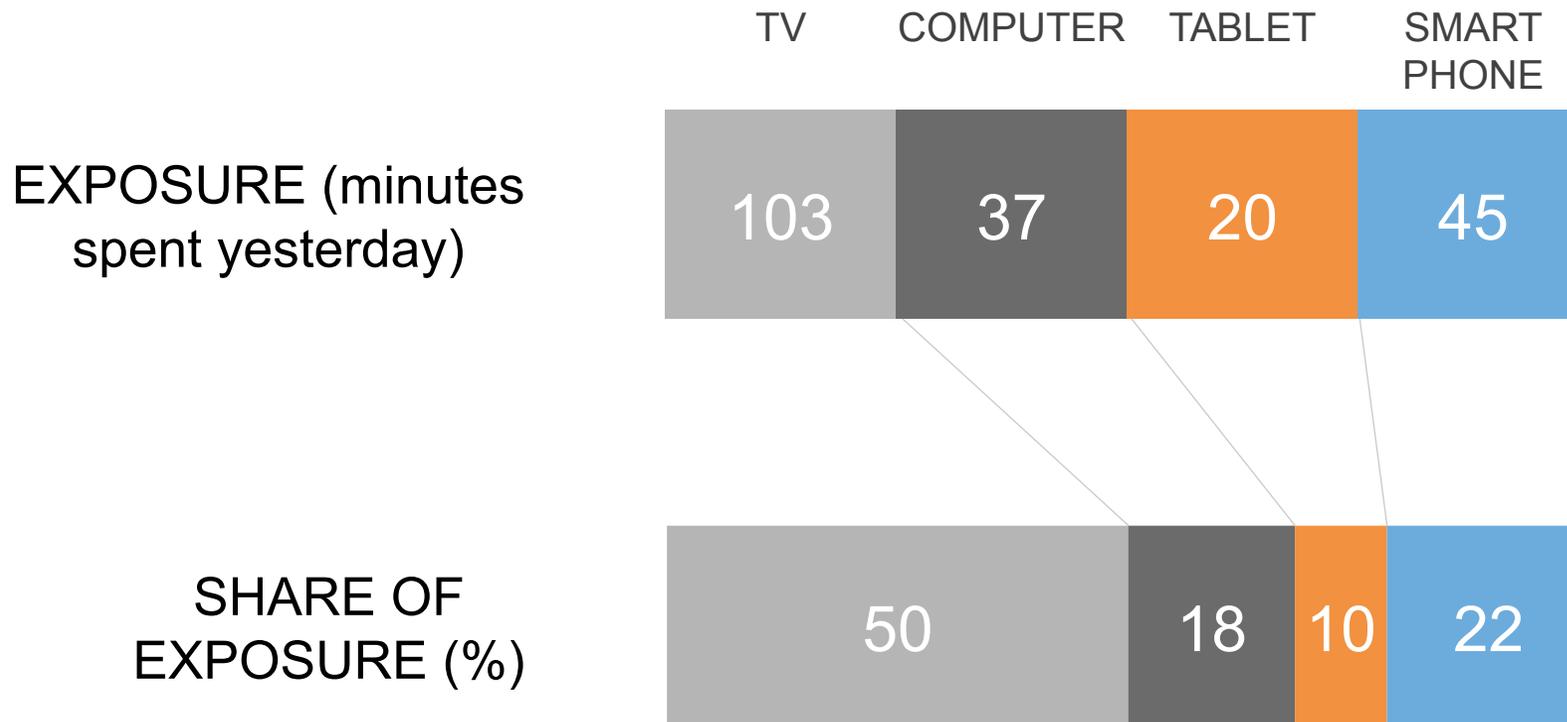
## 1) Most mobile video viewing around the world takes place at home (and this is also where they are most receptive to video ads)

| Video viewing (yesterday) % | TABLET | SMARTPHONE |
|---|---|---|
| **Home** | **75** | **77** |
| Work | 14 | 18 |
| School/college/university | 6 | 6 |
| Commuting | 9 | 11 |
| Travelling | 8 | 9 |
| Someone else's home | 10 | 11 |
| In a public building | 9 | 12 |
| In a public outdoor space | 8 | 12 |
| **Average # of locations per day** | **1.4** | **1.6** |

# 2) Mobile video advertising still has a receptivity challenge

| | NEGATIVE | POSITIVE | NET (+ve minus –ve) |
|---|---|---|---|
| Live TV | -33 | 29 | -4 |
| Computer | -45 | 20 | -25 |
| Tablet | -45 | 19 | -26 |
| Smartphone | -49 | 19 | -30 |
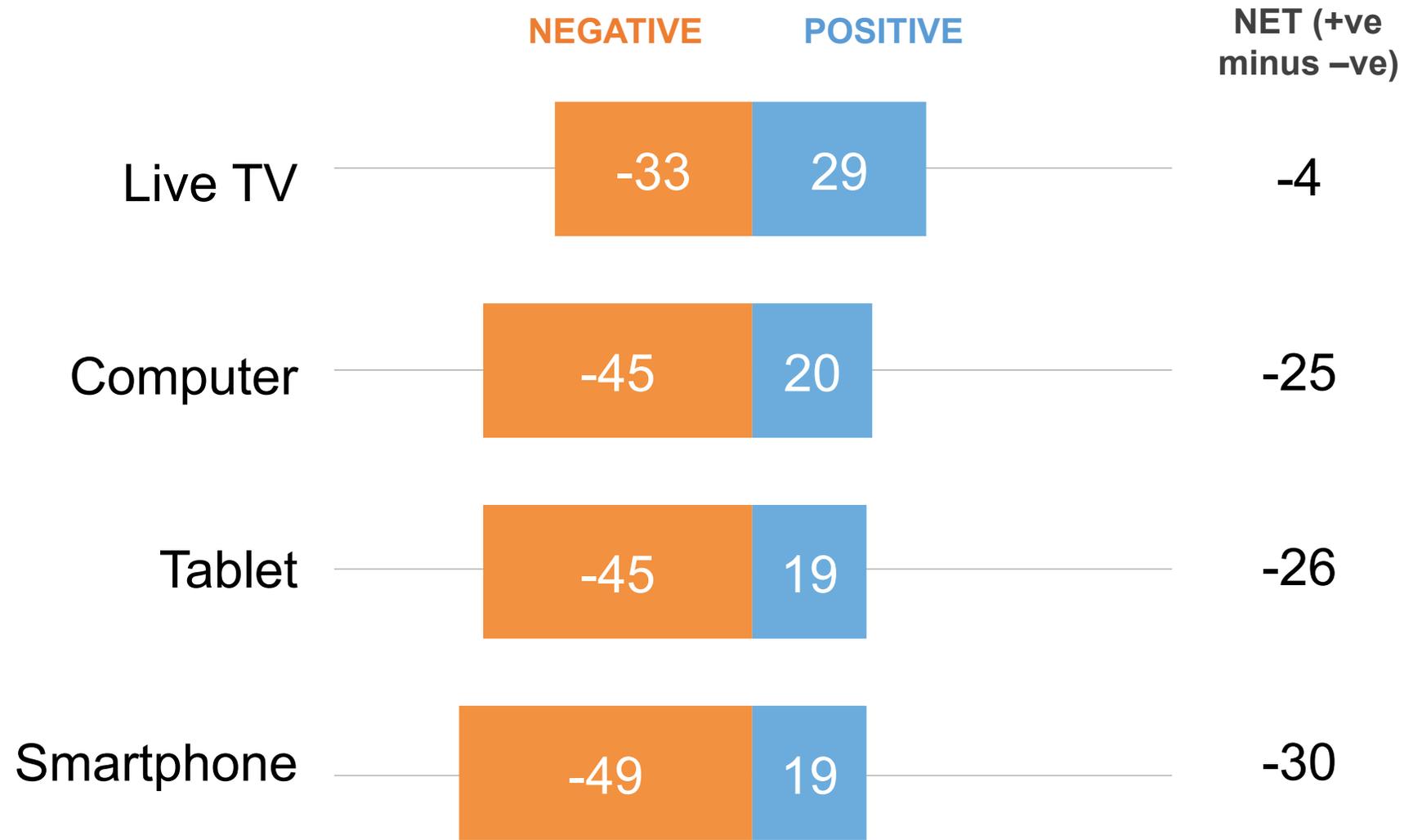
3) Mobile embodies the best and worst of video advertising formats; our general advice is to invest mainly in consumer-friendly formats

| | NEGATIVE | POSITIVE | NET (+ve minus –ve) |
|---|---|---|---|
| Mobile app reward | -23 | 49 | +26 |
| Skippable pre-roll | -33 | 34 | +1 |
| Social click-to-play | -29 | 31 | +2 |
| Skippable mobile pop-up | -37 | 31 | -6 |
| In-banner click-to-play | -34 | 28 | -6 |
| Social auto-play | -51 | 18 | -33 |
| Non-skippable pre-roll | -60 | 15 | -45 |
| In-banner auto-play | -55 | 15 | -40 |
| Mobile app pop-up | -61 | 14 | -47 |
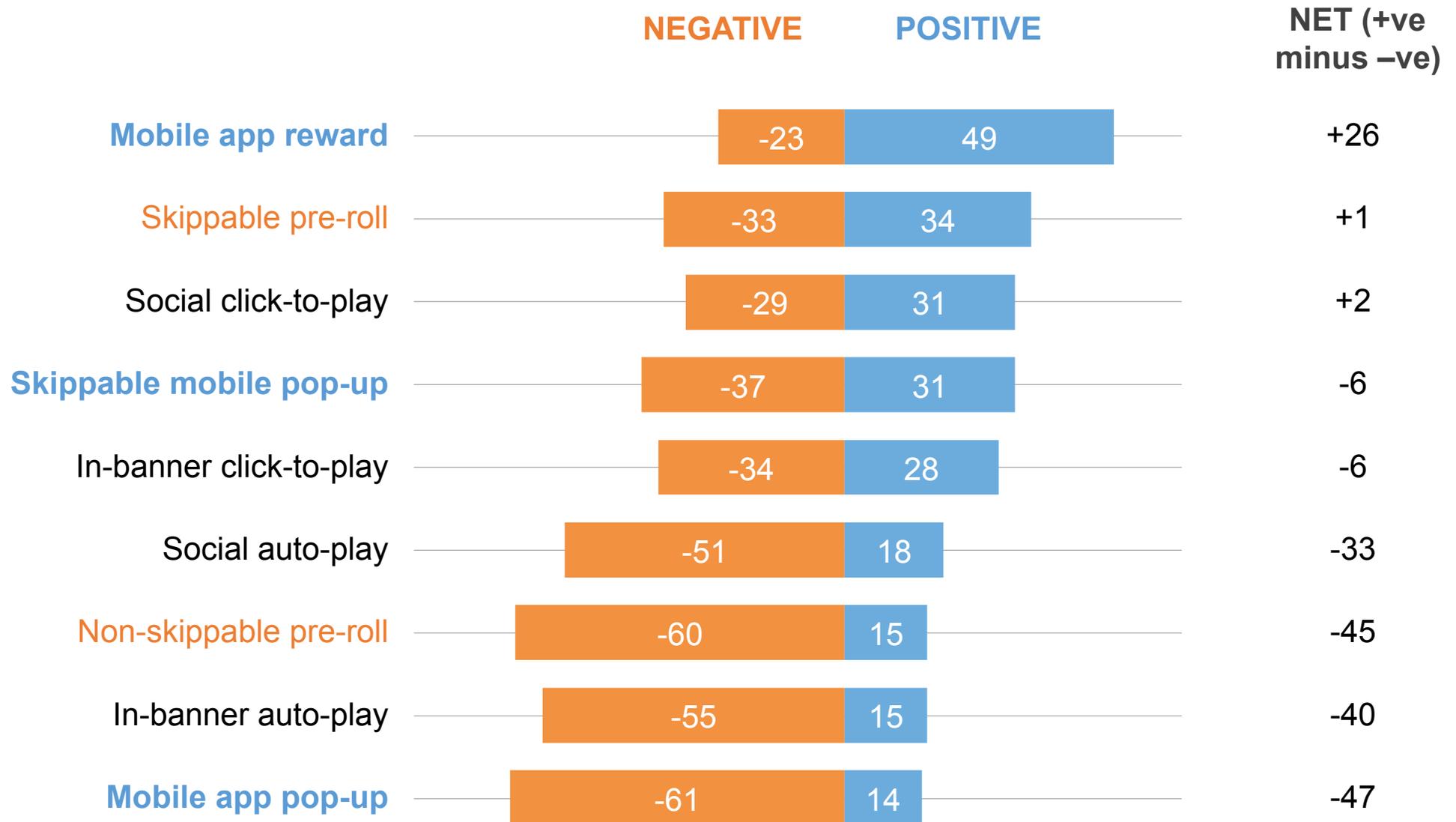
Source: Millward Brown AdReaction Video, global average across 42 countries

# 4) Entice and intrigue to avoid being skipped

Source: Millward Brown Tremor Video Creme de la Creme, Cannes 2014

# 5) Brand early and clearly in skippable mobile videos. Also obvious but important: size matters on mobile



**Vanish**
**"Vanish Gold Clock"**
*Germany*



**Selleys**
**"For the doer"**
*Australia*

Source:  Millward Brown AdReaction Video, LinkNow copy testing

# 6) Use interactive layers to create a symphony, not noise

Source: Millward Brown Tremor Video Creme de la Creme, Cannes 2014

# Use interactive layers to create a symphony, not noise

Source:  Millward Brown Tremor Video Creme de la Creme, Cannes 2014

# Use interactive layers to create a symphony, not noise

Source:  Millward Brown Tremor Video Creme de la Creme, Cannes 2014

# Use interactive layers to create a symphony, not noise

Source:  Millward Brown Tremor Video Creme de la Creme, Cannes 2014

# A nice Smarties example which brings much of this together



**Studio Canal**
**"Shaun the Sheep Movie"**
*UK*

# THANKS FOR YOUR ATTENTION

# AND GOOD LUCK TO ALL SMARTIES AWARDS ENTRANTS!!!!

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