



APAC 2017 YEARBOOK

**Navigating the
Next Tech
Tornado**





CREDITS

Rohit Dadwal, Managing Director, MMA Asia Pacific

Ammita M, Consultant, Strategic Projects, MMA Asia Pacific

Jasveen Kaur, Senior Regional Membership & Marketing Manager, MMA Asia Pacific

Madanmohan Rao, Yearbook Editor

Yen Le Ngoc, Content Manager

Tam Phan Bich, Country Manager, Vietnam, MMA Asia Pacific Limited

Doan Nguyen Ngoc, Marketing Manager, MMA, Vietnam

Ivy Ho, Country Manager, MMA, China

Alison Tam, Marketing Manager, MMA, China

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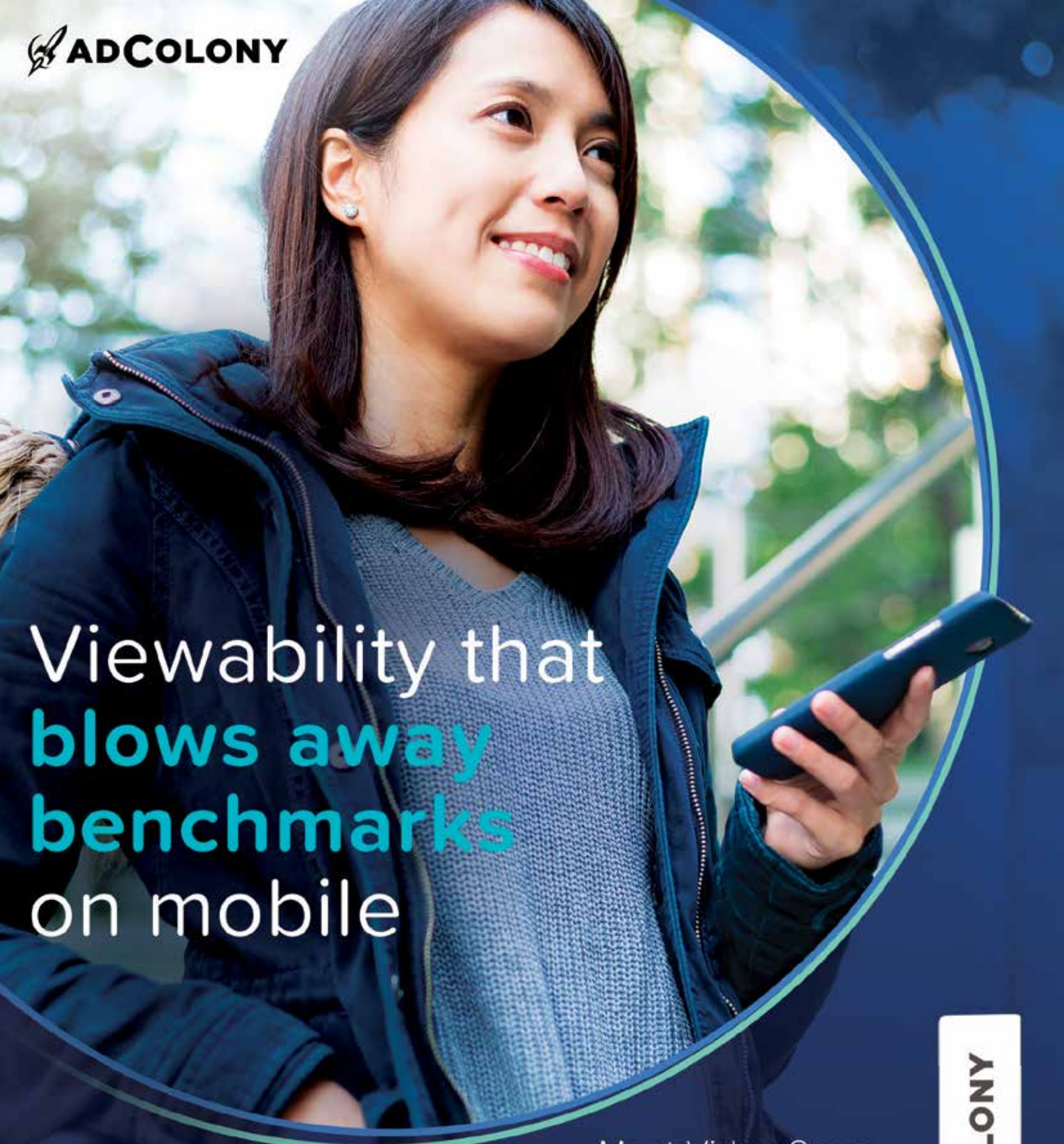
APAC Headquarters

E-mail: apac@mmaglobal.com

Website: www.mmaglobal.com

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FOREWORD

2017 has been a remarkable year for the mobile marketing industry – from the development of new technology and innovations, to striving towards clearer measurement standards. New possibilities have emerged, pushing the industry to heights we've never seen before. As one of the most powerful marketing trade groups today, the Mobile Marketing Association has consistently been at the forefront of these developments.

Our continued efforts in Asia Pacific over the past year have led the way in accelerating the transformation of mobile marketing and driving business growth through stronger consumer engagement – from defining viewability and setting the standard; advancing the multi-touch attribution agenda through our Marketing Attribution Think Tank; going beyond theory to enhance marketing effectiveness with our Smart Mobile Cross-Marketing Studies; encouraging conversations and exchange of ideas through our Forums; and celebrating outstanding mobile campaigns with our case study hub and SMARTIES Awards.

All these have been at the heart of

our outreach and efforts in 2017, and there is no slowing down for us as we push forward into 2018. This year has so much more in store for us – from our launch of the mobile marketing industry's first Business Impact Index, to empowering CMOs to drive stronger marketing performance through our Marketing Organization Structure Think Tank.

We focus on inspiring the industry to think big with mobile and will continue building capabilities across the whole mobile ecosystem in Asia Pacific through our diverse initiatives. There is no better time than now to be a mobile marketer in Asia Pacific as we're leading the pack as the fastest growing region in the world for mobile advertising spend. We believe this momentum will only continue to grow, with the digital divide across the region rapidly narrowing.

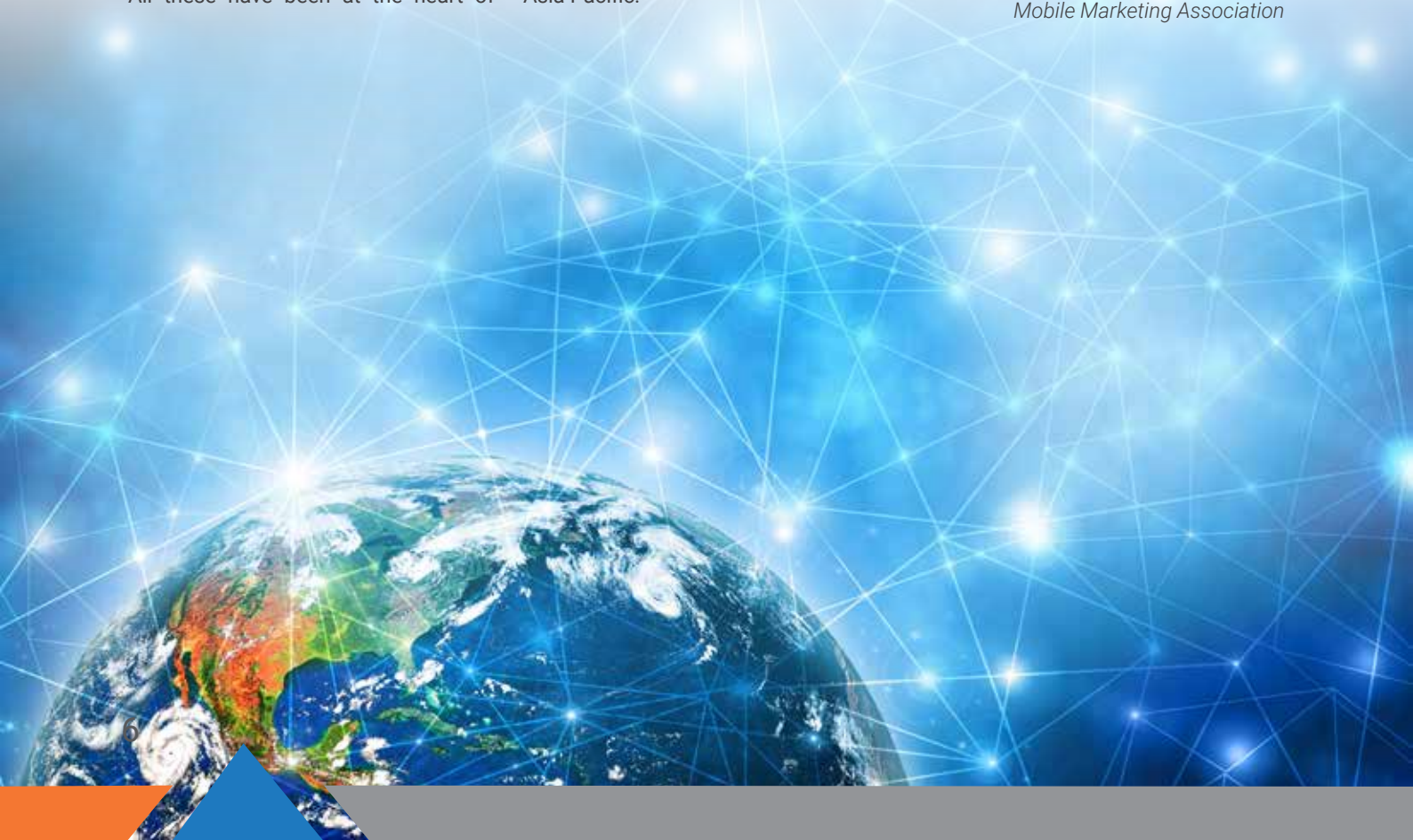
We're excited to walk you through our key achievements in 2017 and the developments we have lined up this year through our Yearbook, while mapping out the progress and outlook for the mobile marketing industry in Asia Pacific.

All of us at the MMA will continue to remain friend, advisor, business partner and confidante to our vast and growing membership. We look forward to having you onboard with us again this year, as we continue pushing the boundaries of the mobile industry together!



Greg Stuart

*Chief Executive Officer
Mobile Marketing Association*



WELCOME LETTER

Mobile Momentum: Agenda for Transformation

It's hard to believe how we used to live, work and play in the pre-internet and pre-mobile era. Mobile has truly become embedded in our daily routines, and marketers have ramped up their mobile savviness over the years - but the best, as they say, is yet to come.

Mobile continues to be the ultimate petri dish for all kinds of domains ranging from productivity and entertainment to marketing and socialisation. Many market segments in Asia are not just mobile first, but mobile only. Whether always connected to the internet or not, mobile dominates our digital activities.

2018 promises to be an even more eventful year for mobile marketing thanks to the rise of AI and ML, with VR and AR slated for bigger growth next year. With opportunity comes challenge, and the cycle of innovation continues. Mobile is shaping our view of the world, and 'smart mobile' is assisting how we manage this world.

But with great power comes great corporate social responsibility, and marketers with access to unprecedented data also need to respect user and regulator needs for privacy, security, accountability and transparency. We will see more momentum and industry agreements emerging in this space in the coming years.

As distinctions between online and offline continue to blur in terms of customer engagement modes, we will see new kinds of creativity and hybrid models emerge, as the thought leaders in this edition of the MMA Yearbook show. Each engagement mode opens up kinds of measures and metrics, and marketers will be hard-pressed to connect outputs to outcomes and show the most promising avenues of mobile marketing.

Brands are being experiences and

transformed through every touchpoint of consumer interaction, and when the conversation happens between consumers it is brands who have to find a creative way to retain their relevance and positioning in this social media space. Irrespective of the platform wars between the tech giants, marketers are finding ways to transcend this difference and deliver consistent brand experiences to their stakeholders.

Consumers are spoilt for choice, and continue to raise the bar in terms of what they expect in quality, performance, and personalisation. It is also fair for the industry to expect ethical practices and cooperation from their consumers - the mantra of the new era, after all, is co-creation.

Marketers are eliminating information asymmetry and transactional friction through mobile. New ideas continue to be tested, and some older frameworks are still surprisingly relevant. Marketing is increasingly becoming part of a company's strategic direction, and cross-cutting research is the need of the hour to inform all business functions and keep them aligned through the journey of tech turbulence.

We will expect to see more tipping points or inflection points as the mobile momentum upends everything from business models to budget allocations. Mobile is moving from a ubiquitous environment to an ambient environment, and calls for new approaches to sense-making and impulsive behaviours.

Technical issues like latency and refresh times will continue to be key factors in mobile design, but the interface modes are being transformed via innovations like voice interaction. The time is ripe for unlearning and revisiting entire schools of service design. Traditional push and pull models of engagement need to be augmented with personalisation and privacy.

App proliferation continues unabated, but it also leads to overload and



saturation for consumers, making discovery and engagement harder than ever for marketers. This continues to open up new avenues for everything from messaging and gaming to videos and infotainment, introducing new kinds of qualitative and quantitative frameworks for measurement.

To build regional capacity in data quality and metrics, MMA has launched a number of progressive initiatives for its members. For example, the Marketing Attribution Thinktank (MATT) was formed to rethink the world of marketing attribution and provide better measurements, tools, and confidence in connecting marketing to business outcomes. Its programmes include Multi-Touch Attribution (MTA), the science of using advanced analytics, on user level data.

For example, our research has identified 12 Elements of "Good" MTA, which we have grouped into four main

areas of focus: Data Quality, Analytic Validity, Business Outcomes, and Solution Completeness. Our Member Only Working Groups are currently focusing on the first of these - Data Quality.

In addition to this annual Yearbook, MMA's other earlier reports include the Global Mobile Trends Report (in partnership with Kantar Millward Brown) and The Mobile Marketing Playbook (in partnership with adidas). Other country-specific reports were launched on Mobile Ecosystem and Sizing (Vietnam) and Smartphone Usage and Behaviour (India).

In sum, expect more engagement, experimentation, and excitement on the mobile front this year! MMA will continue to deliver compelling insights to its members through its publications, events and community forums. Let this Yearbook show you how!



Rohit Dadwal

*Managing Director,
Mobile Marketing Association APAC*

Cheetah Ads AppLock Roadblock For Datsun redi-GO

Thank You Nissan, For Giving Us the Opportunity

250,974

Site Visits for the
New Datsun
redi-GO

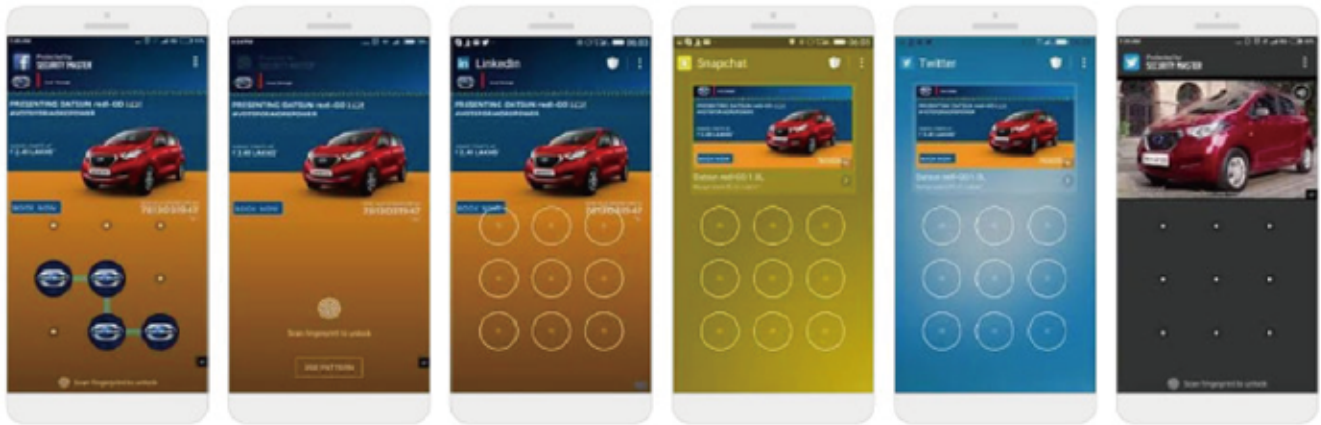
462

Downloaded
Brochures

Resulted in

53

Test Drives



Cheetah Mobile is a leading mobile internet company. It aims to provide leading apps for mobile users worldwide and connect users with personalized content on the mobile platform. Trusted by major brands in India, Cheetah Ads' AppLock commercial product helps advertisers reach millions of people in the country.

For Sales Enquiries: sales@ventesavenues.net

Cheetah Mobile Apps



Clean Master



News Republic



Live.me



WhatsCall



Security Master

EXECUTIVE SUMMARY

by Madanmohan Rao

With 20 insightful chapters on mobile marketing, the 2017 Yearbook of the MMA presents a treasure-trove of experience and expertise from across the Asia-Pacific. The Yearbook also showcases the winners from the flagship MMA events and Smarties awards (in Asia Pacific, China, India, Indonesia and Vietnam), and provides useful data snapshots of mobile growth and diffusion patterns in the region.

The 2017 Yearbook profiles the Board of Directors who have taken on the new roles in spearheading the mobile marketing industry in our part of the world. This chapter ties together the various threads and trends addressed in the individual chapters of the Yearbook, and provides an overview of where we are as a regional industry.

The rise of digital audio, mobile video, streaming services, mobile gaming, messaging as a platform, and mobile coupons are some of the notable trends of 2017; machine learning and blockchain are other movements to watch. Mobile payment is closing the loop opened up by mobile marketing, and new opportunities arise for marketers of financial inclusion services, thanks to high quality mobile behaviour data. In addition to quantitative reports, savvy marketers should also tune in to personal insights from observations of people around them, and sharpen their skills in bringing storytelling to life.

Quick-learning AI algorithms can constantly monitor and track real-time consumer updates, and help enterprises be on top of their game. New metrics are emerging to track impacts of digital marketing, such as duration of engagement time for streaming content. But the digital world is also fraught with risks of bad content and even fake news – thus calling for more commitment of creativity and trust while promoting brands online.

Part I: The year that was – Recap and Review

Digital audio has become an **'earbud moment'** for marketers to talk to their audience in an organic and seamless way, explains Vinodh Bhat, Co-founder and President, Saavn. Music has the power to make a brand bigger than just words, hitting the emotional nerve for the earbud generation. On-demand audio streaming has now passed all other ownership formats. A number of campaigns and research reports show how carefully designed advertising campaigns delivered via music channels increase brand recognition, association and intent to buy. Music is a repeat use medium and an indispensable part of peoples' lives – and the next frontier is interactive voice powered by AI.

The hegemony of television as we know it, will continue to face downward pressure as advertising and subscription revenues get **unbundled** from video, explains Sameer Pitalwalla, CEO & Co-Founder, Culture Machine. Millennials are already leaving traditional TV channels and migrating to digital content that is uninhibited by distribution and driven by communities. Managing scale as a modern day media network, creative agency or advertiser requires a new technology framework for the ever changing landscape. Ads will need to speak to communities, and be seamlessly woven into the fabric of the story.

Messaging has evolved into a platform for delivering personal and purposeful stories. **Messaging as a Platform (MaaP)** is this evolution of mobile messaging that significantly improves the way people and business communicate with each other, explains Amrit Thomas, CMO, Diageo. MaaP combines the features of advanced messaging with standardised interfaces to chatbots and plugins. This creates a richer experience for consumers and allows business to personalise messages, enrich the shopping experience, and automate the experience.

The vast amount of data on subscriber consumption patterns by telcos opens up new opportunities to harvest analytics based on these patterns, observes Mia Melinda, VP, Telkomsel Data Insight. Its new product, Credit Insight, is being used by financial institutions to assess credit worthiness of potential banking customers. This embraces unbanked individuals without a history of borrowing, and eventually increases **financial inclusion**. Overall benefits in addition to mobile marketing opportunities for banks include increased prosperity and reduced income equality.

In addition to comprehensive market research reports, useful **qualitative insights** on digital behaviours can be gleaned from observing friends and family, according to Richa Goswami, Asia Pacific Head of Digital, Johnson & Johnson. Teenagers are documenting, validating and annotating every experience and decision on mobile social media. Every brand needs to understand how to tap into data nuances via open source tools to customise the perfect experience for their consumers. Traditional one-way methods of targeting have to be replaced by interactive and immersive engagement, both online and offline.

In terms of advertising share, digital overtook TV in the US in 2016, and this will soon become a reality in Asia as well, explains Jayesh Easwaramony, SVP & MD - Asia Pacific, Middle East and Africa, InMobi. **Mobile video** emerged last year as the undisputed hero format, with APAC leading the way. Third-party ratified, non-duopoly video is becoming a very viable option, particularly in mobile apps, thanks also to split-screen carousel video, 3D-augmented video, and programmatic precision for moment-based marketing.

In a superb case study from Vietnam, Alan Cerutti, Co-founder and CEO, Happiness Saigon, and Viet Vo, Marketing Manager, Suntory Pepsico Vietnam, show that effective mobile

marketing is not just about storytelling but “**story-doing**.” The Tet festival was the backdrop for the use of mobiles to spur dragon dance competitions via a Pepsi micro-site and ad campaign. Cultural connections were reinforced, while also powering the brand in an important holiday season. Mobile is seen as the right choice for digital marketing, especially for youth.

Part II: Decoding the tech upheaval

Machine learning is set to drive the next revolution, and what was once the stuff of science fiction is now becoming a reality, explains Sapna Chadha, Director of Marketing, Southeast Asia & India, Google. The expectations for relevant, personalised, and assistive experiences will continue to skyrocket, and marketers must use AI to insightfully scale messages and experiences across all devices at all moments. A range of case studies are already showing the way to systematically leverage AI for mobile marketing.

Mobile marketing has evolved far beyond the early days of app downloads and installations, explains Dolphin Xu, Sales Head of UC Ads, Alibaba Mobile Business Group. **New metrics** track the open rate, registration, purchase conversion, and even second-time purchase. Digital marketing is required to be featured with pan-entertainment, socialisation and betting on content creation. An interesting trend to watch is the rise of internet content and marketing giants in markets like China and the US.

In the advertising world, 2017 can be seen as a transitional year for publishers and platforms, particularly away from print and television, according to Joanna Wong, Head of Business Marketing, Spotify, APAC. The unique ability of micro-moments to flex to consumers’ needs makes **audio marketing** especially powerful, as brands reach their audience when they’re most engaged. Music streaming allows brands to connect to consumers beyond device-specific cookie-based ads, and develop deeper synergies.

Mobile payment closes one crucial part of the loop opened up by mobile marketing. Combine e-payments

with digital advertising platforms and you get new and exciting ways to connect marketing activities with actual purchases, both online and off, argues Matthew Talbot, CEO of BBM. Mobile wallet apps, for example, can help marketers personalise the in-store shopping experience with location-aware loyalty programs. Messaging is expanding from marketing to actual payments and shopping. Mobile marketing is the effective and convenient gateway to omni-channel commerce.

Mobile gaming has become the No.1 driver of consumer engagement in India and other SEA countries, according to Rohit Sharma, CEO, POKKT. Mobile gaming has unanimously captured consumer imagination, along with their thumbs and eyeballs. Case studies in India and other markets show how mobile gaming is the ideal space for brands to build a user base, with higher engagement and immersion than other media types. The segment is ripe for further enhancements thanks to the rise of AR and VR.

Part III: From sense-making to strategy

AI has moved out of the screenplay and into the real world, observes Vikram Rao, CEO, Crayon Data. Each day, more and more industries are turning to AI for fresh solutions. Consumers today are looking for more relevant and personalized products and services than ever before, thus increasing the importance and impact of AI in activities like marketing. Amazon, Netflix, Google and IBM are showing what is possible with AI. Crayon Daya has also developed a map of lifestyle tastes called TasteGraph™, that can be used by enterprises to create personal digital storefronts. **Quick-learning algorithms** can constantly monitor and track real-time updates, and help enterprises be on top of their game.

An inter-connected world offers many opportunities for brands, but also challenges in terms of relevant storytelling in ad campaigns. Effective strategy needs a grasp of consumer behaviour, creative minds, and innovation to craft digital products for an omni-channel experience, explains Nguyen Anh Tuan, Managing Director,

Adtima – Zalo Group. Drawing on examples from Vietnam, he shows that **execution is the new strategy** - quickly responding to trends, staying abreast of the news, encouraging broad and deep customer engagement via mobile, and being able to nimbly change tactics.

An important question for marketers to answer is whether to go **Mobile First or Mobile Only**, explains Joe Nguyen, Senior Vice President, Asia Pacific, comScore, Inc. There is no simple answer as this is dependent on the market, on the product, on the campaign strategy, and on the budget. There are usually potential non-customer segments that can be tapped in many instances via other channels. But Mobile is now an essential part of any media strategy and should be in every media plan. Mobile has been shown to be the ideal platform for activation, and that is a main KPI for any campaign.

Mobile coupons have the potential to redefine customer loyalty in the Asia-Pacific, according to Bill Scott, SVP International, Vibes. They can no longer be simply throwing out identical coupons and offers to all customers. Leveraging rich customer data and tools like mobile marketing, brands can now customise the offers they present to individual consumers. Mobile coupons have very nearly obliterated paper coupons in many markets. Paying attention to customers individually raises the potential to maximise customer loyalty exponentially.

In a world that does not fear data charges, video is very often the first port of call for new data users, observes Ajit Mohan, founding CEO, HotStar. **Streaming platforms** that focus on high-quality long-form content are giving users complete control on when, where and how to watch the stories they are really passionate about. This world that marries the best of classic television and the new precision mobile presents marketers with exciting new vistas. They can flip the usual model of reduced engagement and scattered attention, and integrate the marketing funnel.

The ‘walled gardens’ of media sectors are falling thanks to the disruptive rise of **blockchain** in marketing, argues Kimble Ngo, Advisor, AmBlockchain.

The big winners will be advertisers and consumers, and those who stand to lose the most are the exchanges and intermediaries who cannot add new value. Transactions will likely require transparency on their data, and smart contracts will enforce reliability. This removes the self-reporting and potential for manipulated data and fraud via bot inflation. Advertising revenue can also go to readers for viewing ads, depending on the types of participatory monetisation models. While mass adoption of blockchain has a long way to go, the early signs and promise are visible already.

A brand is a soap opera in a mobile centric world, and the CEO has to steer the brand through the ups and downs and point it to its true north, explains D.Shivakumar, Group Executive President, Aditya Birla Group. The mobile phone is the window to the world for many consumers, but they want genuine news about brands and transparency about its dealings. In a world with disturbing trends like the rise of fake news, **trust and reputation** are essential for brands as well as their broader ecosystems, particularly in the

fast-changing digital world.

In a world of technology disruption and information overload, **creativity** plays an even more important role, argues Graham Kelly, Founder, Originate. One of the challenges for marketers is that customers have tools to block out ads they consider as annoying – hence the importance of creativity to create good ads. A good ad is simple, smart, distinctive, entertaining and effective, as shown in the case studies in this chapter. Marketers should boost their creative quotient by exploring new technologies like AR and chatbots, and providing useful services to consumers.

Dip into this Yearbook and draw your own inferences, takeaway points and action items! Get involved, get excited, and get on board for driving the mobile momentum in the Asia-Pacific and beyond!

Madanmohan Rao is the editor of the *Asia-Pacific Internet Handbook*. He has published over 15 books spanning five series, covering digital media,

innovation, knowledge management and culture. He is research director at YourStory Media, and has spoken at conferences in over 90 countries around the world. Madan has been the editor of all five annual editions of the MMA Yearbook, and can be followed on Twitter at @MadanRao



Madanmohan Rao





PART 1

THE YEAR THAT WAS – RECAP AND REVIEW

The Emotional Power of Music, Audio and Voice for Brands

by Vinodh Bhat
Co-founder and President,
Saavn

If there's one thing that is objectively fascinating about human nature, it's our active relationship with emotions. The ability to experience the world through our emotions and then — most significantly — make a decision based on that experience is fundamental to good advertising. Even so, the majority of digital advertising platforms have missed the mark on appealing to human emotions. The exception? Mobile Audio — and its futuristic cousin: voice.

Music is the Shortest Path to Emotional Engagement

Music, in particular, is a mobile audio medium that has somewhat of a meta relationship with emotions. Emotion creates music, and music creates emotion. And thus, music provides direct access to our emotional world in a given moment. At Saavn, we are constantly listening to our users, just as they listen to us. In doing so, we're able to help our brand partners access groups of people who are in a certain state of mind at specific points in their day.

Mobile audio is a companion medium that is with people throughout the day. In the US, Nielsen reports that on-demand music audio streaming had over 400 billion on-demand streams, almost twice that of on-demand music video. Brands are now paying attention.

According to Kantar/IMRB, the average Indian spends about 3.5 hours on their smartphones each day. Based on the average of 12 song streams per day on Saavn, about 25% of that daily smartphone activity is listening to music. On a global scale, Nielsen's 2017 [year-end music report](#) shows that on-demand audio streaming now

accounts for 54 percent of total audio consumption.

Audio Complements Video

While digital video as a marketing medium is powerful in its ability to appeal to emotion, it's not a hands-free experience. According to a recent Nielsen study, 79% of audio consumption happens when it's physically impossible to consume video or view an image. People also turn to streaming apps when they're experiencing a sensory overload, or when they need a break from their screens. This behavior provides a much clearer picture of a person's emotional state than, say, searching for music on YouTube and the content jungle around it.

Much of the visual ad clutter is a byproduct of the sheer number of people in India combined with how many ads a person needs to see (and how often they need to see them) in order to garner an impression. Advertisers in India are fighting to catch a billion eyes at least once — and if they want to catch it again, they must create a new ad in a different environment.

Music = A Repeat Use Medium

Music, on the other hand, is a repeat use medium and an indispensable part of peoples' lives. Campaigns that create deep emotional connections — and that find a place in someone's imaginations and memories — are far more likely to succeed. The key is to reach people in an environment where they are experiencing positive emotional states.

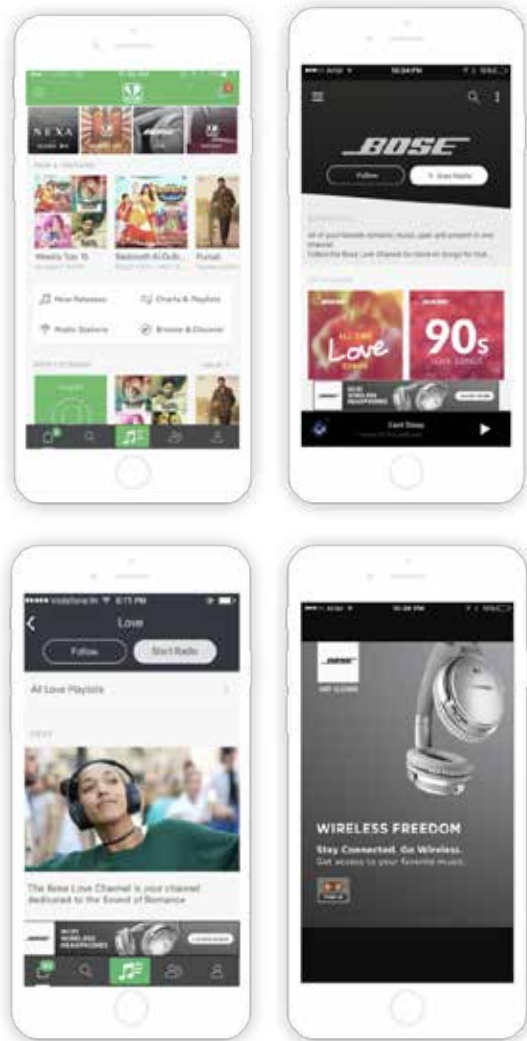
And music can take them there. Music is widely known for its therapeutic properties, and [clinical research](#) even shows that music can improve the mood and mental functioning of people who have been diagnosed with depression. Advertisers need to be more thoughtful and creative in how

they present themselves in the music environment. It should be gentle — a suggestion and an invitation, rather than an assault. Integrated within a high-engagement audio environment, advertisers can deliver content in a way that feels natural and unobtrusive to users, while capitalizing on crucial behavioral moments.

As an example, Saavn partnered with Bose last year to develop a campaign that consisted of four love-themed playlists.



Brand BarBrand ChannelBrand CarouselBrand Interstitial



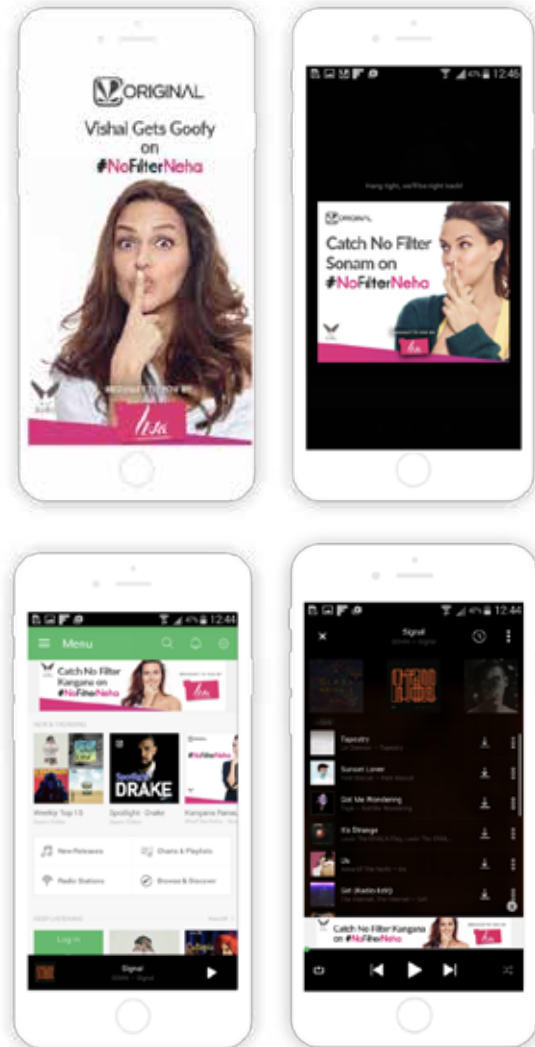
The Bose “Love Channel” garnered 130,000 hours of listening time and more than 2 million streams, while 183,000 unique users listened for 45 minutes on average. In the end, Bose was able to collect 5.5 million impressions through a channel that provides value to their customer base. The success of this campaign can be attributed to the synthesis of brand, content and emotion.

Liva and Saavn’s #NoFilterNeha Association

The newly launched Aditya Birla apparel brand - Liva focused on fluidity, independence and being confident; the show - #NoFilterNeha seemed like a perfect fit as it also mirrored the unfiltered, crazy and no-holds-barred approach. Saavn and Liva aimed to establish the ‘independent you’ expression by Liva with the help of Bollywood trendsetter Neha Dhupia. With her well-known expertise in fashion, a new brand like Liva had her as ‘the voice behind’ the fabric along with a mix of fluid and candid conversations on the show, engaging the right audience. By engaging fashionable

and independent icons like Kangana Ranaut, Karan Johar, Ranbir Kapoor and having them express their thoughts on fashion and culture at large, Neha Dhupia and Saavn were able to help build the right brand image for Liva.

Idle Screen BannerAudio Companion BannerSpotlight BannerMobile Banner



Reach on Saavn:

- 1.7MM Audio Ads
- 1.1MM+ Unique Users
- 13MM+ Display Impressions

Engagement on Saavn:

With a 4.3% campaign CTR, the brand reached out to the right audience with 3% CTR from women in the age group of 18 – 34.

Show and Brand Association:

Nielsen ADE study also proved that 38% of users were able to recall the advertisement on Saavn and 50% of users were able to correctly associate the show with the brand. Listeners also associated the brand imagery with a 'brand that makes one feel confident and smart' - just how we wanted it! (Audio Link:<http://saa.vn/nehalisa>)

Voice is the Next User Interface

To take it a step further -- to begin to change fundamental behavior -- people must be exposed to something new in an environment that is already familiar to them. This is where we look at voice as the next medium. As modern technology gives rise to voice services like Amazon Alexa and the thousands of "Skills", the power of human voice and response will become an even more integral part of peoples' lives. Voice is the next user interface for connected devices, and music streaming and audio services are the most natural extension. The ubiquitous and now familiar nature of mobile audio makes it the best place to introduce new paradigms like voice.

Saavn recently became the [first music streaming app for Alexa](#) in India and is the default service for all Echo devices shipping in market. When you introduce something new (Alexa Skills) in an environment that is already familiar (Saavn), you end up in the psychological sweet spot for new behavior changes.

Coming Soon: New Opportunities for Brands

For now, brands aren't able to advertise directly through Amazon Alexa or Google Assistant. Ads are delivered through the skills' existing channels, like Saavn and other streaming music platforms, branded podcasts and radio spots. CNBC announced recently that it [will begin selling audio sponsorships through its Alexa skill](#). Voice assistants are also able to name a brand -- or talk about where deals are available -- when asked a question about where to eat or shop.

However, it is only a matter of time before companies like Amazon and its partners like Saavn begin to help brands to develop campaigns directly for a

weekdays, while video streaming over indexes only during the weekends.

Voice UI. The thousands of campaigns run on Saavn could ask consumers to simply use their voices to respond to brand messages vs. having to pick up their phones and tap banners to click.

Whether through on-demand music services or voice, audio is truly the platform that stands out as advertising's most valuable growth frontier. With mobile data connections and smartphone ubiquity, the mobile audio experience is truly untethered. No other medium can deliver this quality extent of reach. This is particularly true of India, where some visual advertising has become cluttered and obtuse.

Rise of Digital Audio

On-demand audio streaming has now passed all other ownership formats, including physical and digital album sales and other digital track equivalents, for the first time in history in 2017. Streaming held the leadership over downloads as the dominant music consumption platform of 2017, fuelling the music industry's overall volume growth of 12.5% year over year. The increase was led by a 58.7% increase in On-Demand Audio streams compared to 2016.

In total, on-demand audio streams surpassed 400 billion streams in 2017, compared to 252 billion in 2016, and overall on-demand streams, including video, exceeded 618 billion. Audio is also most popular during the

weekdays, while video streaming over indexes only during the weekends.

India is also undergoing evolutionary changes, and a complete new generation of audio listeners have emerged in India. In a report by Deloitte India, the number of just online music listeners is expected to grow to 273 million by March 2020. Most of this growth would be driven by youth in the age group of 18 to 35 years and almost 85% of these users would access the music through connected mobile devices. India has the largest youth population in the world, which will continue to drive the growth of digital audio leaps and bounds.

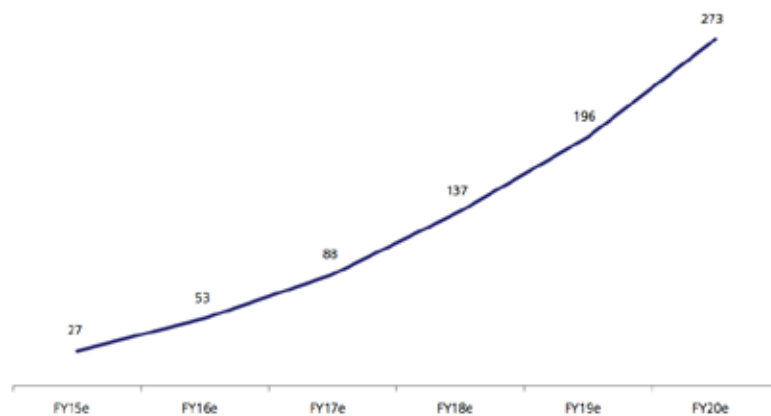
Emerging Metrics for Marketers

Most marketers judge the effectiveness of audio as a medium by metrics like click-through rates (CTR) and cost per thousand (CPM). However, the metrics are more hybrid in nature as streams, listening time and so on are crucial factors which add to the brand exposure and, the brand engagement with the audience goes above and beyond CTR and CPM.

o Time Spent:

'Engaged Time' is the new buzz word in the media world. Since time is the most premium and precious, the ability to engage a consumer for the longest, is the emerging metrics for the value creation of any brand.

Figure 18: Online Music Users in India (in million)



Source: Deloitte Analysis

Streaming opens up an entirely new set of addressable moments for marketers and the brands form intimate, 1:1 connections with consumers, from native content to dynamic creative—all with 100% share of voice.

o Non-Skippable Ads:

Today, many brands are waking up to the concerns of 'Brand Safety' to ensure that online ad is consumed by a real human being, is "hearable", similar to "viewable" for video, and does not appear in a context that could potentially damage the advertiser's brand. The non-skippable ads ensure 100% human audibility with maximum brand exposure and brand safety.

Real Brand Metrics -ROI

Every brand is always seeking ways to improve sales and increase market share. On Saavn, our brand partners have many opportunities to align with the audio content via playlist curation, show sponsorship, or even co-producing original audio content. To understand the impact of audio campaigns on Saavn, we conducted many Nielsen studies and saw significant increase in parameters like awareness, ad recall, consideration and also achieved post campaign shift in favorability, purchase intent, and brand interest.

As an example, a Nielsen study of Saavn and Bira 91's exclusive Hip-Hop channel showed phenomenal results with the report indicating how Saavn increased purchase intent 7x the average. While the brand awareness had gone up 18% (3x the average), the likelihood to recommend at 12% was 4x higher than average. There was also a favorable shift in brand preference by 16% and recent purchaser saw whopping 16% spike from the time of the campaign launch.

Recommendations for Marketers

Digital audio is an 'earbud moment' for marketers to talk to their audience in an organic and seamless way, during a relevant time of the day using relevant data. The 'earbud generation' signifies everyone who zones out

from the environment and delves into their mobile space, listening to music, podcasts, news, and the like. Marketers should leverage this personal space of the listeners via some of the following recommended approaches.

1 > Develop a Music + Audio Strategy:

The full potential of music + audio strategy comes into play when publishers and marketers work together on mirroring the brand's image in music. Music can define brand persona and values, connecting with the audience at a far deeper and emotional level. Music has the power to make a brand bigger than just words, hitting the emotional never within the earbud generation.

2 > Leverage Long form Audio for Deeper Connections:

In a cluttered digital world, content strategy is a step ahead from just a logo presence. Ideal content strategy is seamless promotion of a brand's product/service/persona/culture along with providing value and connection to the user.

3 > Aligning with New and Original Music:

In an era of hundreds of content genres always on for consumers, trends are constantly evolving. Saavn has seen a 15% increase of streaming in genres other than Bollywood streams in the past year. This represents an opportunity for brands to explore, curate and distribute content to music enthusiasts to build brand identity and tap into a universal passion point.

In Conclusion

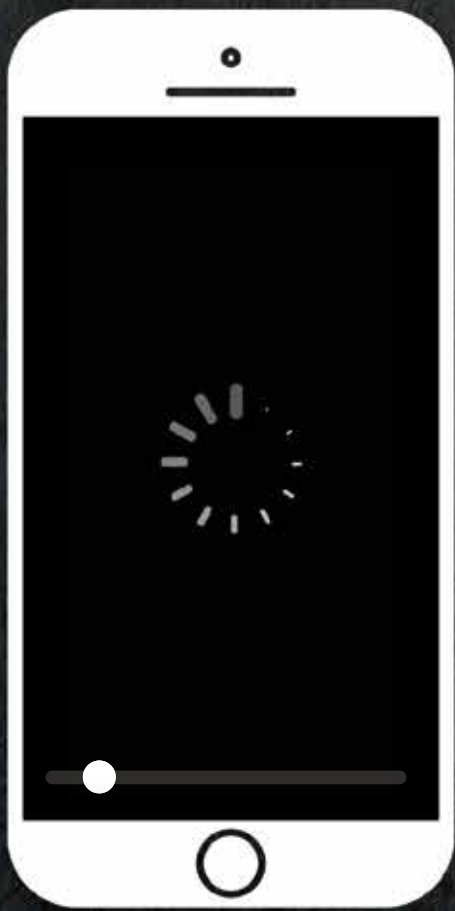
With 1.3 billion people, almost 20 languages, and a colorful patchwork of cultures and customs, we all know India is arguably the most diverse country on the planet. What that means for advertisers is that navigating the next tech tornado will require awareness and on-demand analysis of Indians' day-to-day behaviors, mood and emotions.

They will need to marry emerging technologies, like voice, with existing and well-known platforms. And they must continue to look beyond the

visually cluttered streets, instead reaching responsibly and intentionally into headphones and speakers – for these are environments where a brand's voice can truly be heard.

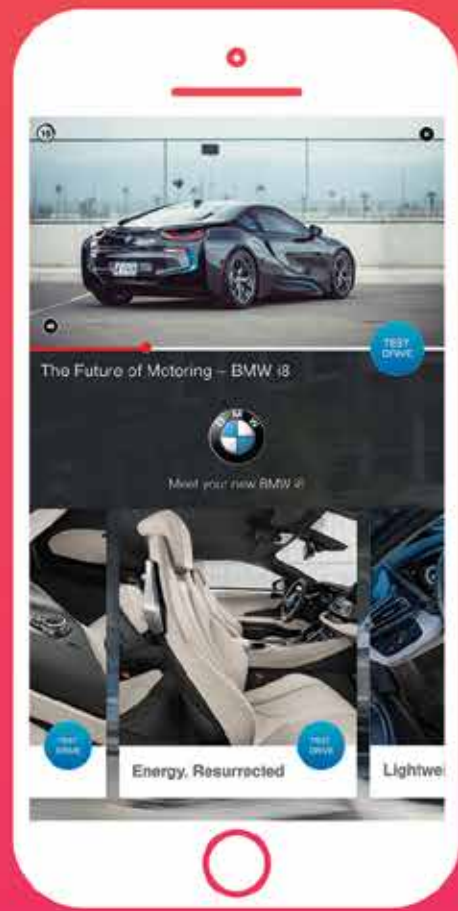
Vinodh Bhat is the Co-founder, President & Chief Strategy Officer at Saavn. After escaping the world of investment banking in the late 90s, he became a serial entrepreneur, co-founding organizations such as 212MEDIA (venture studio), LeagueApps (community sports management platform, fkaSportsvite), and Simile Software (contextual ad platform). Vinodh is a graduate of the University of Virginia.





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The Great Unbundling of TV and Video

by Sameer Pitalwalla
CEO & Co-Founder,
Culture Machine

Digital video is being unbundled into ad-supported and subscription supported content. In that on-going fission, lies opportunity for a new kind of marketing, that marries storytelling and computing.

A Swiss newspaper, Das Magazin, broke the story that has had every marketer, the kind that believes if it's not on his or her newsfeed then it isn't really viral, on how Donald Trump's administration used Cambridge Analytica, to win the US presidential elections.

Almost overnight, a thrilling lexicon of "dark posts", "micro-targeting", "custom audiences" and other scintillating descriptions of the Facebook Marketing API, had clients eager to partake. Surely, this unholy communion of programmatic buying and programmatic creative, could manipulate millennials like Alexander Nix magnetized those rubber ducks nodding away in the rust belt. It could yield their quarterly charts that spectacular bump that's upwards and to the right.

Alas, in a world where buying, creative, planning and media functions have been devised for traditional media, speaking to the same folks to deliver for digital is like taking rowing lessons to survive in a desert.

While the US elections will perhaps be the first case-study in a truly effective and mass (like traditional media mass) campaign, it will most definitely not be the last. In many ways, as a country India is pioneering it in the only way Indians can, with great hopes and limited budgets. Unsuspecting feed users in India too were subjected to

the wrath of fake news during our own elections in 2014, except, at that time, it wasn't really called fake news.

In India, there are an estimated 300 Mn users with personalized Facebook accounts, 380 Mn WhatsApp users, 300 Mn Youtube viewers, and a growing number of consumers with a personalized UC Browser, Netflix, Amazon Prime, HotStar, Instagram, Twitter, SnapChat, Viu, Voot, or Sony LIV. Your generally programmed linear one-size-to-fit-them-all TV feed, is on a slow but sure descent.

Cord-cutting amongst US households has only accelerated ever year, hitting a peak in 2014 and steadily declining with its biggest loss coming in the first quarter of this year. Video is going to steadily become an Internet Protocol-only distribution format. Digital cinema's already do that, TV's change is nigh.

With that, the hegemony of television as we know it, will continue to face downward pressure as advertising and subscription revenues get decoupled. We are many years away, but it is inevitable. Millennials are already leaving traditional TV channels that positioned themselves as "youth" and replacing them with media brands on digital. Spends to reach them in that category have already moved online.

Content, uninhibited by distribution, driven by communities, and built around a new generation of endemic talent, is giving them an aisle instead of a shelf of content. Youth itself is being segmented, into communities oriented around psychographics, demographics, geography and interests. What was once one MTV, is being virtualized, verticalized and fragmented. Managing scale as a modern day media network, creative agency or advertiser, without a new technology framework that adapts to the ever changing landscape and is inherently built as video, makes the difference between being heard or

being lost in the flood of the feeds.

If the papercuts to niche television will begin with advertising, they will accelerate with subscription video on demand. Amazon Prime doesn't even sell video, it's same day delivery, oh and by the way here is a vast catalogue with \$200 million worth of fresh new local programming. NetFlix, HotStar, Viu and others are unencumbered by S&P guidelines, and can actually give paying users a truly personalized premium experience of content. Why would you pay Rs 350 ARPU to cable and satellite, when your friendly Jio connection with 1GB per day can give you a personalized EPG with millions of dollars' worth of content, curated and available across all devices?

India has the largest millennial population in the world. As of 2016, there were 407 Mn millennials in India and expected to grow to 504 million by 2020. These comprise 46.4% of India's working age population with a total spending power of \$180 Billion in 2016 swelling to \$330bn by 2020.

Surveys show that 57% of India's working millennials are already the chief wage earners, accounting for 70% of overall household income and they will account for 45% of total working population in the next decade. These yolo swearing, yaas Queens are the economic force that spends around 17 hours on the Internet in a week. 35% of that time is spent on emails/social media, 30% on online entertainment and 23% searching for information.

These 'organic crushed pepper crusted grilled salmon with olive drizzle on a bed of pan fried quinoa loving' generation will comprise 61% of the nation's Internet population and 78% of online-shoppers by 2020. They are to a megabit born, scions of the screen, and their water coolers are these online communities curated and created around content. They mostly block ads and sometimes skip them,



and consume world class content product, only if the genial algorithm is kind enough to bubble it on their feed.

Attention is the only prize worth winning, and as hard as it sounds Dear Madam or Sir, your 30-second one-size-fits-them-all TVC will need to explode itself into a thousand stories, delivered at scale, like those dastardly dark posts. They will need to speak to communities, and be so woven into the fabric of the story, that you can't tell where the seam lies between content and ad.

Sameer Pitalwalla, co-founded Culture Machine in early 2013 along with Venkat Prasad with a vision to use technology and storytelling that can help build and create great media brands that people love. Sameer previously headed the digital media business at Disney India, also set up and built the digital video business at the Times of India Group.



Messaging as a Marketing Platform

by Amrit Thomas
CMO, Diageo

The tectonic impact of technology is increasingly getting attention of CXOs the world over. Many aspects of our everyday life have already been impacted by technology – how we search for information and content, how we navigate to our destination, and how we buy. Software is truly eating the world!

Messaging, which now feels like an outdated communication tool, has evolved into a platform for delivering personal and purposeful stories. From simple text, mobile messaging has over the years, evolved to include emojis, emoticons, voice and video formats. But this is only the lowest common denominator.

The future is of advanced messaging systems and the evolution of Messaging as a Platform (MaaP).

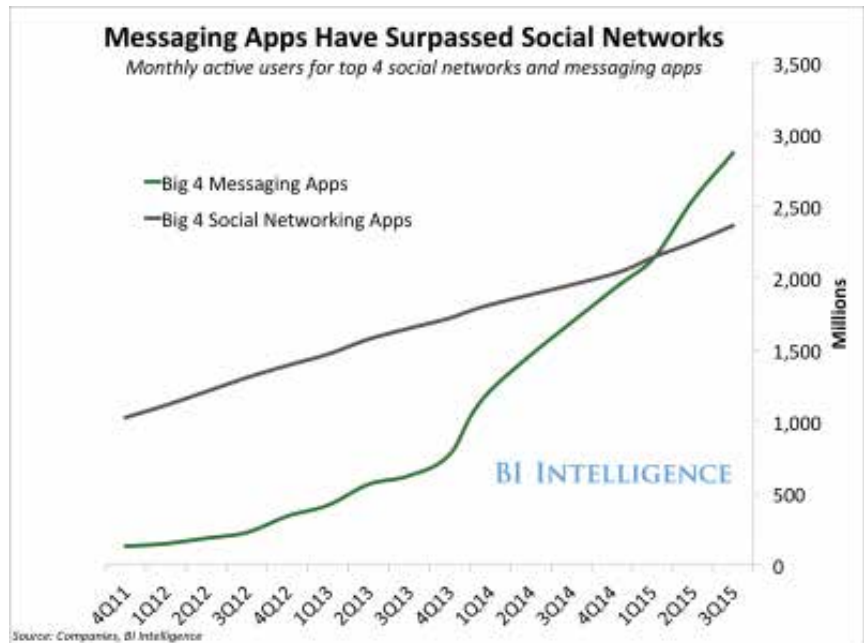


Fig.2: Growth of messaging apps

and businesses communicate with each other. MaaP provides brands

that create a richer experience for consumers and allow businesses to service user needs seamlessly.

BI Intelligence data showcases the superlative growth of the Big 4 messaging apps compared to social networks. Clearly, messaging seems to be on an upwardly trend (see Fig. 2)

Here are just a few of the possibilities that MaaP could potentially unlock for brand marketers:

(a) Increasing relevance through personalization:

It is becoming increasingly harder to get consumer attention through mass brand communication. A significant number of consumers are beginning to question the authenticity of mass broadcast messages (according to research about 54% of people find it unreliable). Data corroborates that mobile search on Google with the qualifier 'should I ___' has grown 80% in the past 2 years. Similarly, '___ near me' has



Fig.1: Messaging Ontology

To most, messaging is a 'mobile app' – WeChat, WhatsApp - that is for interpersonal or group communication. But Messaging is increasingly becoming a platform upon which customized applications will be built. Messaging as a Platform is this evolution of mobile messaging that significantly improves the way people

with the opportunity to increase their engagement with customers, by making use of business (Application to Person: A2P) messaging using chat bots and artificial intelligence (AI).

With no individual native app to download, the user adoption is simple and unrestricted (see Fig.1). MaaP combines the features of advanced messaging with standardized interfaces to chat bots and plug-ins

witnessed a phenomenal 120% rise in searches. Programmatic advertising has already begun to demonstrate the value of fine-tuning brand messaging to context.

Since consumers carry their mobile messages into stores, both retailers and brands now have the opportunity to narrowcast their messages and engage in a two-way interaction based on the consumer's digital profile and the shopping context. AI-enabled chat bots can elegantly use a customer's data to provide responses with a 'personal touch'. In this way, many businesses will soon be able to constantly service their customers' needs. A user geo-location can be mapped to suggest near-by local services options and reservations made instantly through one single messaging platform see Fig.3)

Fig.3: Mapping user journeys for messaging

(b) Enriching content viewing and socialising experiences:

Integrating a Messaging Platform into the content viewing experience unlocks a whole new set of possibilities for OTT players and brands. OTT players like Hotstar, SonyLIV are beginning to integrate messaging into their original content. Imagine a group of friends based in different locations, being able to message each other during a tense T20 cricket match including interacting with experts to get an in-depth view of the same, over the same platform - live!

This would create value across the ecosystem of content providers, viewers and brands. Retailers could enhance shopping experiences by making products easy to find, and by providing useful information about the products on demand in a manner that best fits

the shopper's need and enables or simplifies choice.

Brands on one hand can enhance the consumption experience by providing on-tap information and guidance on how best to consume, and on the other hand they get to engage with consumers by adding value to content viewing experience by providing expert / influencer views or through gamifying the experience. Location-based services can be used to help set up serendipitous or planned get-togethers within each consumer's social network. Restaurants can use these features to ensure that the table is ready and your first order is ready to serve within moments of arrival. Brands can reach out to consumers at the moment when consumers are just about to make their choice.



(c) Single Chat away from Commerce:

Probably the most significant impact of MaaP will be on e-commerce. Consumers can gain direct access to a range of brands and services from within the messaging app itself, allowing them to engage with virtual assistants to book flights or cabs, shop clothes, appoint beauty agents, make restaurant reservations, hire bicycles, and more.

We have seen that in China. One can order almost everything using a single app (WeChat) which acts as an end-to-end eco-system of the purchase cycle and is well guarded at the same time. This makes it the preferred platform for gauging response to new products, concepts or initiatives in the market and checks its virality.

In India, WhatsApp has grown to 70 million monthly active users. With the possible integration of UPI-based payment feature and opening up of WhatsApp for business, the medium is set to explode in the country. Brands and marketers will thus use this platform for chatting, forming groups of current and potential consumers, and driving commerce. The recent acquisition of chatbot firm Mezi - which enables travel related bookings over text messages - by American Express, points towards the future of messaging in this context.

Let us take another use case for brands and retailers. A consumer could contact the brand or retailer on the messaging platform and explain what he or she wants. A chatbot can then have a conversation with the seller to help the consumer find the best offer or product. If the consumer is in the store, the consumer can be directed to the aisle where the product is for pick up or trial in the case of apparel. Once the choice is made, the consumer can initiate the payment conversation. Once the payment is made, if the consumer is in-store, the consumer can pick up the product; if the consumer is at home, the consumer can track the delivery.

The above is possibly just the tip of the iceberg in terms of what is possible with MaaP. The power of MaaP lies in the following features of the platform:

(a) The platform is conversational and therefore fits in with existing consumer habits.

(b) Brands and retailers can engage the consumer or add value to the consumer experience in a highly personal manner, as a segment of one on the same single platform.

(c) Brands and retailers can use AI and ML to automate this personalization.

The possibilities are endless. However, realizing this possibility will depend on two things. First, the development of a connected ecosystem that is based on a common technology standard and is based on values of openness, transparency, highest ideals of consumer privacy and data protection - fully compliant with GDPR regulations.

Secondly, build-up of user capability in order to translate the potential of Maap into tangible business impact, through a transparent measurement and evaluation system, that tracks the consumer journey, consumer acquisition, and eventual conversion to purchase.

Amrit Thomas, Chief Marketing Officer for Diageo India, joined United Spirits in 2007. He is also the Chairman of the Royal Challengers Sports Pvt. Ltd. (RCSPL), which runs the Royal Challengers Bangalore IPL franchise. He led the cross industry project team that created the common marketing code for the Alco-bev industry in India. Amrit attended the Advanced Marketing Program at Harvard Business School. He also holds an engineering degree from the Indian Institute of Technology, Chennai and a Post Graduate Diploma in Business Management from the Indian Institute of Management, Bangalore.



Beyond Content: Financial Inclusion via Mobile

by Mia Melinda
VP, Telkomsel Data
Insight

Departing from the spirit to reach the unreachable, as the biggest telecommunication provider with more than 190 subscribers across Indonesia and with more than 98% coverage, Telkomsel is committing to making innovative technology to ensure the best customers experience in enjoying telecommunications service.

With the reliable network and IT infrastructure to handle the massive needs of its subscribers, a large volume and variety of data points is very useful for Telkomsel to better understand the customers. The figure below shows the growth Telkomsel subscribers over the recent years. Telkomsel's 262 million subscribers accounted for 75% of Indonesia's population in 2017 (source: <https://countryeconomy.com/demography/population/indonesia>).

Telkomsel is continuously learning that by deeper analysis from various angles and processing data using the appropriate tool and methodology, such rich data asset offered tremendous benefit for other industries as well. While transforming and committing to building Digital Indonesia, Telkomsel has built several use cases to improve the life convenience for its subscribers while also working together with other industries to revolutionize the needs of rich insight for better and faster decision making.

With this embedded philosophy, Telkomsel fully supports the mission to bring financial inclusion in the country by rolling out one use case that offer the most value of telco data: Credit Insight.

According to Central Bank of Indonesia, financial inclusion has become the 2008 post-crisis trend,

constituted by the impact on the 'bottom of the pyramid' group. These include people with low income, irregular salary, living in remote areas, disabled people, workers with no legal identity documents, and marginalized communities. This is a very real issue in emerging economies with most of them are unbanked.

Unbanked individuals without a history of borrowing from a bank will have a non-existent credit score, or a unreliable one that further results in being rejected for credit. This propagates a cycle of exclusion from the formal financial economy and reliance on the unorganised (and unregulated) financial sector for borrowing needs.

Through Credit Insight, Telkomsel offers risk profile visibility from the large customer base, taken from their very intense usage of telco services. Financial institutions, banks and non-banking institutions in Indonesia that are currently serving the bankable population with much smaller size than Telkomsel' customer base now have the possibility to unlock un-bankable segments from the telco customer based on the visibility of their risk profile. With additional insight, the unbanked population will have more chance to get financial support from financial institutions, as well as more insights that benefits them to make better decision by predicting potential risk.

Telkomsel believes Credit Insight is a scalable use case that could also reach the unbanked population directly and reducing financial exclusion. From various parts of the world, to reduce financial exclusion is done in two approaches, namely comprehensively by formulating a national strategy such as Indonesia, Nigeria, Tanzania or through separate programs, e.g financial education as conducted by the US government after the 2008 crisis.

In general, the approach through a national strategy includes three aspects, namely the provision of appropriate service facilities, the provision of suitable products, and finance through financial education and consumer protection.

Case Study

An initiative documented as a case study was conducted in September 2017 with a leading international financial institution. The main product of this institution was point-of-sale loans, and they wanted to test the accuracy of Telkomsel credit scores on their in-house definition of bad customers (defined as being more than 30 days late on payments for any of the first four monthly installments).

The test sample contained 41,330 POS loans originated in February 2017. In this case, the Telkomsel's Credit Insight model was able to achieve a Gini coefficient of 0.52 and a KS score of 0.38. Moreover, if the financial institution rejects the bottom 20% applications based on Telkomsel Credit Score, they will eliminate more than 50% of the bad customers from their portfolios.

With more than 50% of Telkomsel subscribers that are lendable, this use case can potentially reach the unbanked population that actually are eligible to get financial support but never have the chance or are uninformed about the financial service that could add to convenience in their lives. With that in mind and aligning with the national strategy to reduce financial exclusion, Telkomsel and its partner are addressing this problem by leveraging telco data to develop the next generation of Credit Insight.

This will be highly predictive of credit worthiness and cover a vast majority of the adult population to complete the objective of financial inclusion. This will in turn positively contribute to sustainable local or national economic growth by reducing inequality and improve the welfare of the community.

While Telkomsel Credit Insight may be new and unconventional, Telkomsel stakes claim on the accuracy of the model. It is innovative as currently in Indonesia no telco operator had utilized their telco data for this solution, and disruptive as well since it is uncovering opportunities of unlocking the un-banked as well as reaching the unreachable.

With a big potential market to grab, Telkomsel, Financial Institution and regulators are working together to accelerate the drive to achieve financial inclusion.

Mia Melinda is the acting VP for Telkomsel Data Insight. She has 17 years of experience in the telco industry, including developing Telkomsel's five-year corporate strategy and building new sources of growth, as part of Telkomsel's transformation to become a digital company. She is currently responsible for MSIGHT, Telkomsel's Big Data Insight business portfolio that focuses on developing use cases generated from Telco Insight that can accelerate the digital transformation and provide value for other industries.



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Digital Transformation: The Next Generation

by Richa Goswami
Asia Pacific Head of Digital,
Johnson & Johnson

While I spend my days ensuring that my brands effectively connect with young, tech-savvy consumers, I am first and foremost a mother of beautiful, intelligent and sassy twin teenagers.

This has granted me front row seats into the latest digital trends of today and I would like to share some observations on what the future might look like and how marketers can thrive in this constantly evolving landscape.

Consumer: Understanding the Future Consumer Through Data & AI

I've had my fair share of awkward teenage moments, but except for a few faded photos or dinner conversations with childhood friends, there is thankfully little evidence of those embarrassing years.

Today, my twin daughters are on Instagram Stories every single day, they location tag every single digital memory, they review every single experience – generating a significant digital trail.

The best and the biggest brands in Asia know how to do so. Hyper-personalised experiences by brands like Netflix, Spotify and Tmall have catapulted them to leadership in their categories. According to McKinsey, personalisation can deliver 5-8 times the ROI on marketing spend and lift sales by 10% or more. Every brand needs to understand how to tap into such data nuances to customise the perfect experience for their consumers or become an afterthought.

Recent advancements in AI have helped in “democratising” access to high quality data analysis. Cloud services by

Google Cloud and Microsoft Azure offer in-built AI capabilities. High quality AI engines like Google's TensorFlow are available as open source.

Help is now available – brands need to have a plan on how to integrate and implement to drive further growth. Research from Gallup shows that organisations that leverage customer behavioural insights outperform peers by 85% in sales growth and more than 25% in sales margins. Doing data well is now table-stakes. Doing data with responsibility is even more critical in an era of open communications and data exchanges.

Content: The Immersive Age is Upon Us

I used to annoy my folks by running up huge phone bills on the phone with my girlfriends. Today I see the same with my daughters, except they don't just talk about their day; they let everyone relive it exactly as they've experienced it, through an endless stream of FaceTime, Line, Snapchat and Instagram content.

Expectations are shifting from second-hand stories to first-hand experiences, making traditional ways of communicating less engaging.

What's more, today's consumers are overloaded with content competing for their attention. My daughters can breeze rows of Instagram images in a matter of seconds. When your target audience ignores 89% of all ads, how should brands then connect with their audience?

The solution: brands need to deliver immersive experiences that exceed what consumers experience daily.

Immersion experiences take your consumers into the heart of the brand and product.

And it does not need to be complicated. Something simple like unboxing

videos provides them with the in-store experience and reliable reviews. This generates significant reach if done in a compelling and authentic fashion – I recently saw a Spiderman toy car review hit more than 253 million views on YouTube!

Brands also need to be prepared for emerging content mediums like Augmented Reality (AR) and Virtual Reality (VR). AR has been gaining better traction as seen from viral applications like Pokémon Go and Snapchat Lenses. We have also seen early examples of brands doing it well like Ikea which enabled consumers to choose from over 2,000 products with the Ikea Place app on their mobile phones, point the camera at any area in their homes and see the item appear at scale on their screens

VR - the more immersive experience - is currently more nascent as a consumer technology. Brands are currently leveraging it in their brand activations and also interchangeably adapting them into 360-degree formats that are more accessible to consumers.

Brands can make the most of these opportunities by adopting AR/VR consumer experiences where appropriate in their consumer journey touchpoints. Focus on small, nimble experiments that push the envelope, while giving them a chance to learn what works best.

Commerce: Non Linear Shopper Journey

It's prom season now and my daughters have been browsing look-books by Instagram fashionistas. They've found their favourite looks, coordinated it via Instagram group chats with friends, and made a collective decision on what to get (validated by people she cares about, including yours truly). That's it – short, painless and no trips to any malls.

Every single digital consumer interaction needs to provide that avenue for a sale in this current day and age. Social and mobile platforms have evolved to facilitate sales seamlessly. In the last year, Instagram has launched shoppable posts in the US and a global rollout is underway. Viewers of these posts can make purchases directly within the platform in a seamless fashion.

Sixty percent of all users (my daughters definitely included) discover new products on the Instagram platform, which makes social commerce a key channel that marketers need to prioritise. Instagram is in fact late to this game, with multiple Chinese apps already offering that functionality since 2015. As offline retail still plays a significant role with 85% of consumers still preferring to make their final purchase in brick-and-mortar stores, brands need to integrate online with offline to provide a cohesive omni-channel experience. The role of offline has evolved to provide a different kind of functional and experiential. Stores provide after-sales

services or serve as in-store collection; up to 40% of consumers change their minds because of something they see, learn or do in-store. This presents an opportunity for brands to further cross-sell and up-sell when consumers come in post-sales.

Stores can also provide a brand experience that is controlled and unique. In selected Sephora outlets, beauty buyers can use an AR mirror with facial recognition capabilities to try on numerous makeup styles virtually, or use the Color IQ device that scans your skin to make the perfect product recommendation.

Conclusion

Marketers need to find new ways to harness the power of digital to understand, persuade and sell to the consumer. Constantly evolving how we approach consumers is critical. I've been lucky enough to peek into the lives of digitally-savvy young consumers through parenting my daughters. I hope you will find these insights as useful as I did.

Richa Goswami is the Asia Pacific Head of Digital for J&J consumer group of companies. She has over 18 years' experience on leading financial and consumer healthcare brands across the Americas, Europe and APAC. She is a Digital Advisory Board member at several Fortune 100 companies, and a TEDx speaker. She also worked at HSBC on several platforms that empowered women in growing economies by launching micro loan and payment platform. Richa co founded Fitness Quotient which focusses on working with women across all walks of life to live healthier more vibrant lives. She also volunteers with Flowering Tree, an NGO that works on women and children causes in APAC and Muskaan, an NGO for intellectually challenged young adults.



The Continued Rise of Mobile Video

by Jayesh Easwaramony
SVP & MD - Asia Pacific,
Middle East and Africa,
InMobi

The origins of advertising can be traced right back to the ancient Egyptians, who used papyrus scrolls and rock paintings to communicate their messages effectively. For thousands of years, these paper and paint-based methodologies remained intact, until the arrival of modern technologies - such as television and radio - changed the way companies and users communicated and absorbed advertising messages.

Over the last 20 years, the rise of personalised digital technologies has ensured that the face of modern advertising is constantly evolving and adapting to rapid changes in user behavior. The result? For the first time in the history of modern advertising, the US saw digital overtaking TV in 2016¹, with the rest of the world following suit in 2017². And it's time to consider how far away we in Asia Pacific are, from this statistic becoming a reality in our region. The answer is, not very far. Here's why.

While there have been numerous factors behind the hyper-growth of digital advertising, the most enduring one is definitely mobile. In a largely mobile-first landscape such as APAC, this augurs well for digital to topple TV in the near future. Countries such as Indonesia and India are already experiencing fast-tracked growth of mobile, with Vietnam and Thailand also racing ahead to make up for lost time.

And on the always-on and hyper-personalised channel of mobile, mobile video emerged last year as the undisputed hero format, with APAC leading the way. A recent study found that APAC has been consistently contributing to the highest number of

video plays on mobile - coming in at 64.4%³ in Q3, 2017 alone. The key to the past success and continued rise of this ad format lies in a fundamental principle of business - solving for and addressing an unmet need.

For a long time now, the economics of the advertising industry have been heavily skewed in favour of either advertisers or publishers, without taking user preferences into consideration. But over the last few years, with the mobile advertising industry taking on a far more user-centric approach, a clear need emerged for a unifying, blockbuster ad

format that catered to the interests of all stakeholders. This need has been met by mobile video, explaining the explosion in its popularity, especially in 2017.

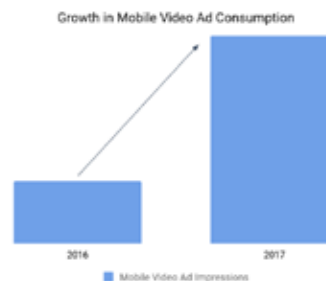
So is this merely a passing trend, one that will be eclipsed by a newer format in the near future? No. Mobile video is here to stay and the juggernaut of its growth is only set to pick up pace, with advertisers and publishers alike, flocking to engage users via this all-pervasive medium. In South East Asia, according to InMobi data, video ad consumption grew by 230% in 2017.

inmobi

GROWING DEMAND FOR VIDEO ADS:

230% Y-o-Y GROWTH IN MOBILE VIDEO AD CONSUMPTION IN SOUTHEAST ASIA

- Video has become the new favorite form of content consumption for people in Southeast Asia, especially on their mobile devices. With a 10x Y-o-Y growth in mobile video ad viewership, video ad consumption in Southeast Asia is exploding and so is the consumption of mobile video ads.



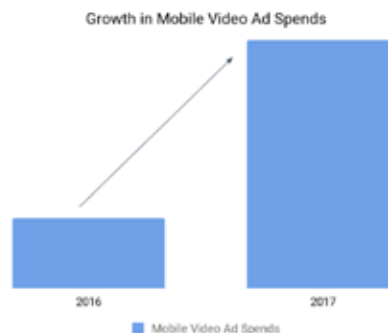
Based on 2017 data from the InMobi network

230% = Positive growth in video ad impressions

inmobi

VIDEO AD SPENDS EXPLODE:

250% Y-o-Y GROWTH IN BRAND ADVERTISER SPENDS ON MOBILE VIDEO ADS



Based on 2017 data from the InMobi network

250% = Positive growth in video ad spend

Globally, more than 60% of all video plays⁴ are already on mobile and consequently, global mobile video ad spend is predicted to reach a whopping \$22.5 billion⁵ by the end of the year. A leading contributor is mobile video ad spend from APAC, where the format is seeing a tremendous surge in adoption. According to data gleaned from the InMobi network, South-East Asia alone accounted for a 250% growth in brand mobile video ad spend over the last year - a figure that is only projected to increase in coming years.

So what will drive the continued rise of mobile video? Let's take a look.

Viewability

Over the last few years, advertisers have increasingly called for more transparency and standardisation of measurement for digital video. And this holds good for mobile as well. Until very recently, advertisers barely knew if anyone was viewing their video ads or not. And what counted as a video view? No one knew for sure.

Added to this, as every player held complete sway over the metrics that were reported, multiple different ways of measuring viewability emerged. There were no standardised metrics and advertisers had no idea if their investment in mobile video was effective or not.

That has now changed with the MRC having defined clear viewability metrics for mobile video and third parties such as MOAT, and IAS now having the capability to provide unbiased verification. Also, on mobile, browser-based technology has finally yielded to mobile-first technologies like VAST, which allows for faster loading, buffer-free video, contributing to high viewability, especially in-app.

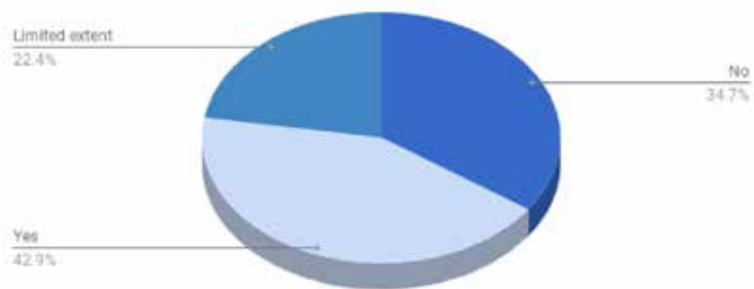
The result is that the rallying cry for viewability by top marketers has led to third-party ratified, non-duopoly video becoming a very viable option, particularly in mobile apps. This will continue to create a bigger mobile video market for publishers and advertisers alike, with better viewability contributing to increased trust and thus, improved investment.

TV-like impact with digital-like performance

Until recently, employing mobile video meant that marketers were repurposing TV or digital campaigns for the small screen. They weren't creating exclusively for mobile. According to a recent InMobi survey, less than 50% of mobile marketers are using mobile-first formats in their video campaigns.

inMOBI

Are you using mobile first formats to execute your mobile strategy?



This statistic, however is set to change. Marketers are already demanding results beyond just top-funnel metrics and are looking to build video campaigns that maximise the native features of mobile devices in order to deliver better performance. Supporting this change, rapid strides have been made in format innovation, making it easier for marketers to think mobile-first and performance-out when it comes to their video strategies.

We saw early proof of this in 2017. From 360-degree video that delivers a knockout visual experience to vertical video that delivers brand immersion without forcing users to tilt their phones, last year saw enormous progress in adoption of video ads that were mobile-first. And 2018 will drive this trend even further, with new-age video formats being highly performance-oriented.

Breakthrough formats such as split-screen carousel video and 3D-augmented video already deliver TV-like impact but digital-like performance. So, whether it is interactive video to guarantee brand lift or shoppable

video to drive improved purchase, the increased performance-orientation of mobile video delivers enhanced influence at every stage in the user funnel.

Finally, given the opportunity to craft any kind of experience using supporting end cards, mobile video ads can rapidly incorporate the use of technologies such as augmented

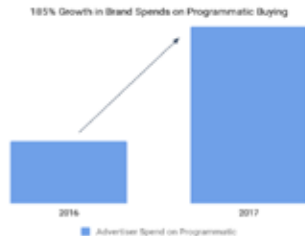
reality (AR) and virtual reality (VR) to deliver unique brand experiences, making the format an irresistible one for mobile marketers in 2018. For example, [Unilever](#) partnered with InMobi to launch a 360 mobile video campaign in the Philippines in order to drive increased market share.

Ease of buying

Around the world, advertisers across verticals are adopting programmatic buying to satisfy their need for transparency, efficiency and control over their campaigns. Now, with publishers also adopting more programmatic-based ad formats such as in-stream or in-feed video, advertisers will be lining up to get access to this inventory easily. Also, on account of the industry's laser focus on addressing brand safety concerns, the stage is set for more advertising dollars going the direct programmatic or private marketplace (PMP) route. In 2017, InMobi's network data showed that in SEA alone, brand investment in programmatic mobile video surged by 185% Y-o-Y.

185% GROWTH IN BRAND SPENDS ON PROGRAMMATIC BUYING

- The entire mobile advertising industry is moving towards programmatic buying of inventory to satisfy the growing need for higher transparency, efficiency and control.
- In Southeast Asia, advertisers are increasingly spending via programmatic channels, recording 185% Yo-Y growth in just one year.
- As programmatic gains popularity, advertisers across verticals are eagerly adopting programmatic as part of their advertising strategy.



X% refers to positive growth in video ad spent on buying inventory programmatic

Further, with mobile video (including interactive elements) now being made available programmatically, buying highly precise audiences for mobile video will be easier than ever, ensuring the continued rise of the format.

Moment-based marketing

There’s no denying it - users love to snack on video, especially on mobile. Whether it is product discovery, research about potential buys, or even making the final purchase decision, users are increasingly consuming mobile video at every stage in their path to purchase. The younger demographic, especially, are seeking out videos on their devices in order to pre-experience a brand or service and reduce the time between awareness and purchase decision.

Added to that, the next billion users have leapfrogged the desktop era and are experiencing the internet primarily on mobile, with video being a huge part of internet usage. As a result, marketers will soon need a ready

arsenal of mobile video ad content at their disposal in order to cater to multiple user consumption moments, across demographic and geographic constraints.

With the advanced mobile video formats that are now available, marketers can craft unique mobile-video brand experiences that can influence multiple stages of the funnel and deliver real-time impact with one ad! Finally, with innovations such as InMobi’s video authoring platform, crafting and executing mobile-video campaigns will become faster and easier than ever, ensuring that mobile video continues to grow for a long time to come.

Here’s a quick checklist for advertisers, to help them do mobile video right in 2018:

- 1 > Include in-app mobile video as part of your digital media video buys, not just mobile web and desktop.
- 2 > Leverage accredited MRC viewability partners, who understand in-app video measurement such

as Integral Ad Sciences and Moat.

- 3 > Adopt mobile-first ad formats and the VAST standard for mobile in-app video.
- 4 > Ask for SDK-integrated inventory.
- 5 > Go programmatic for increased efficiency and transparency.

SOURCES

1. www.adageindia.in/
2. www.recode.com/
3. www.thedrum.com/

Ooyala Report

Zenith Optimedia

Jayesh Easwaramony leads the InMobi business in Asia Pacific, Middle East and Africa. He was earlier with Frost and Sullivan as the leader of its TMT practice, and has advised firms such as Samsung, SKT, Axiata and Telkom. He has spoken at several conferences including GMIC, LTE Asia and Carrier Ethernet World. He was earlier with Newscorp and the Tata group. Jayesh holds an MBA degree from Indian Institute of Management, Lucknow.



Case Study:

Lessons in Mobile Marketing from Vietnam's Most Intense Advertising Battle of the Year

by Alan Cerutti,
Co-founder & CEO,
Happiness Saigon

and Viet Vo,
Marketing Manager,
Suntory PepsiCo Vietnam

Tet Holidays is the vanity fair of advertising in Vietnam, when consumers are bombarded with a bewildering range of ads of all categories. The battle to win precious engagement among the clutter is even more intense while consumer-oriented platforms are growing by leaps and bounds.

Tet is the Super Bowl of Vietnam. Brands throw tons of money to stand out in this peak-demand period to increase sales volume and foster brand love. The typical solution for all brands is family-oriented, emotional TVC in hope of getting to the top-of-mind position, but instead they fall into the bloodbath of similar content.

Pepsi, of course does not want to stay behind in this race, but tackling this mounting challenge requires a disruptive campaign that goes against the realm of mainstream messages. The campaign taps into consumer insights with an unusual approach and tactical media choice, both embracing the modern, youthful persona of the brand and the traditional essence of Tet.

The disruptive campaign

The campaign starts with a thorough analysis of the problems. Tet is supposed to be all about family reunion. However, chances are all members would immerse themselves in various digital devices. They blame the technology for being a major distraction. Once in a while they would

stop swiping the screen to make a remark about how Tet is not as festive and cozy as they remember, in other words, "Tet is tasteless - nhạt".

According to Vietnamese common sense, when something is tasteless, we add some flavour to it. And thus, the Pepsi Salt campaign originated. The concept came from the understanding of cultural context and real-life problems, combined with a witty stunt. By leveraging the digital media platform that was being blamed, Pepsi aimed to do technology justice and encourage real-life connection on that very platform.

According to the Digital Media Report, in Jan 2017, mobile devices are among the most popular platforms that locked the consumers' attention for more than two and a half hours daily on average. In addition, one of the notable developments that accelerates this trend is the vertical video format on mobiles. Therefore, all our creative assets are online-based with customisation for mobile screens.

By providing customers with an unexpected solution to get them engage in family activities without confiscating their phone, we utilise the digital device as the key to real-life connection.

From storytelling to storydoing: How Pepsi leveraged digital

Gain their attention - Salt or Nah

Pepsi kicked off the campaign with a publicity stunt of a new product - the Pepsi Salt, leveraging an array of celebrities, key opinion leaders and popular social fanpages as the key channel. Pepsi Salt was pervasive and sparked quite a hearty debate over whether a soft drink product should be salty.



Within 10 days, Pepsi received an unprecedented number of questions and responses from consumers, 7.2% of which are positive on the sentiment scale. Later on Pepsi revealed the explanation that while Pepsi stays the same, the consumer is the salt element that added to the 'tasteless' Tet. That led us to the second phase: behaviour change.



Pepsi Dragon Dance: virtual game - real connection

December 2017 with Pepsi Salt to raise "Tet is Nhat" tension. The key Pepsi

factors for a successful campaign.



Marketers should develop a creative concept that moves from storytelling to story doing. It moves consumers into actions and even helps to change their behaviour.

Integration of mobile media or other media choices should be made based on the deep analysis of consumer behavior. The right media choice and investment helps creatives to be exposed to consumers. Mobile is chosen to be the main platform for our campaign - not only because it's the top choice device on digital, but also because of the youth's "look-down" behaviour.

Pepsi differentiated itself by adding a unique twist to the traditional Tet theme while consistently conveying the 'Young at Heart' spirit throughout the campaign. Happiness Saigon and Pepsi developed an advert-game microsite PepsiLan.com on the mobile platform with a facsimile of the Dragon Dance - the performance of an iconic mythical creature representing a blessed New Year.

Dragon Dance activities were only activated two weeks before Tet, from the end of January 2018.

To put the whole campaign in a nutshell, the original concept derived from a thorough consumer and cultural understanding, but the simple yet inventive use of mobile is what fixed the brand at the forefront of the Tet advert clutter.

Alan Cerutti is co-founder and CEO of Happiness Saigon, a Creative Connectivity Agency with clients such as Nivea, Bosch, Pernod Ricard, Suntory PepsiCo, and UNICEF. In 2016, Happiness Saigon was recognised by Campaign Asia as a TOP 3 Creative Agency of the Year in Vietnam. Alan has 10 years of experience in branding and communication, mostly in an international environment working at Ogilvy & Mather in London on global accounts as Dove and WWF.

Under the umbrella idea "connecting people", the principle of this microsite is that it would perform best (meaning that all the dragon dance moves and the whole message are revealed) if the user can collect the ideal numbers of smartphones (5 to 9) and put them in a row. As a result, users would have to gather and connect their phones for the full experience. The microsite keeps the users hooked with an easy-to-follow tutorial, real-life footages of dragon dance, traditional firecracker background sound, and most importantly, the nostalgic feeling of the Dragon Dance activity.

Overall, the first phase of Pepsi Tet 2018 campaign ended with very encouraging results. January 2018 was a promising start to the year for the Pepsi brand with outstanding internal sales volume performance: +51% vs. YAGO & +36% vs. target. Pepsi also gained share in January 2018 (+0.9) over December 2017.

Specific KPIs of the mobile web app include:

Total lion dance plays: 118,419

Average bounce Rate: 2.33% (total site)

Source of Traffic (% of sessions): 66.04% direct/organic search, and 33.96% paid and referrals, including social (Facebook, Zalo), YouTube, and earned media (PR).



Pepsi launched the microsite along with a short movie directed by Vu Ngoc Dang. Additionally, Pepsi utilised social media as the central hub for content access round the clock and encouraged consumers to join via engagement tactics and promotional incentives.

Lessons and Recommendations

The campaign preparation began in June 2017. It took more than three months for the development of the Salt & Pepsi Dragon Dance ideas. The campaign started at the end of

The most challenging task for a marketer is to choose the right consumer insights and tension to tap into. The right strategic approach from relevant consumer insights with a clear brand role so as to create differentiation is one of the critical

Viet Vo is Marketing Manager of the Pepsi brand in Suntory PepsiCo. He has 10 years of experience in brand building and development, and earlier led campaigns for Lifebuoy Rexona and launch of Axe Masterbrand for Unilever Vietnam.





PART 2

DECODING THE TECH UPHEAVAL

AI and Mobile Marketing: How AI Is Changing the Game for Mobile Marketing

by Sapna Chadha
Director of Marketing,
Southeast Asia & India

Mobile has changed everything, but it's only act one. Machine learning is set to drive the next revolution. From digital assistants to image-recognition software to self-driving cars, what was once the stuff of science fiction is now becoming a reality. And as data and machine learning become more sophisticated in enhancing everyday consumer experiences, the expectations for relevant, personalised and assistive experiences will continue to skyrocket.

We're heading toward a point where, for marketers, friction will mean failure, and mass messages will increasingly mean move on. How can we 'as marketers' possibly scale relevant messages and experiences across all devices at all moments? How can we deliver smart marketing that recognises each customer as unique, while simultaneously driving the bottom line? It is precisely this technology—specifically the promise of data and machine learning—that will enable us to get this right.

A brief refresher

Because the pace of progress is ramping up so quickly in this space, it's useful to pause for a refresher on what artificial intelligence (AI) and machine learning (ML) actually are.

AI is the study of how to make machines intelligent or capable of solving problems as well as people can. At its core, machine learning is a new way of creating those problem-solving systems. For decades, programmers manually coded computer programs to provide a specific output when given a certain input. With machine learning, we teach computers to learn without having to program them with this rigid set of rules. We do this by showing a system several examples until it eventually starts to learn from them.

For example, teaching a system to recognise the difference between a cat and a dog was difficult to do with traditional programming. With machine learning, we feed the system various labeled pictures of cats and dogs and it looks at patterns and pixels to guess which is which. Ultimately, it can start recognising the difference on its own. This is the basis of the technology we use today

in [Google Photos](#). Today there's very little technology at Google that isn't using AI and ML. AI is reinventing existing products, from [Maps](#) to [YouTube](#), and is powering new experiences.

Relevance at scale

What does this mean for marketers? The further integration of technology into the physical world creates new consumer interactions that are even more simple and instantaneous. Put another way, already high consumer expectations will be even higher. This will pose a challenge—and a great opportunity—for brands.

A big part of the opportunity for marketers is how AI will help us fully realise personalisation and relevance at scale. With platforms like Search and YouTube reaching billions of people every day, digital ad platforms can finally achieve communication at scale. This scale—combined with the customisation possible with AI—means we'll soon be able to tailor campaigns to consumer intent in the moment. It will be like having a million planners in your pocket working at once.

We're getting closer to the point where campaigns and customer interactions



can be made more relevant end-to-end—from planning to creative messaging to media targeting to the retail experience. We will be able to take into account all the signals we have at the customer level, so we can consider things like a consumer's colour and tone preferences, as well as purchase history and contextual relevance. And all of this will be optimised on the fly in real time.

But how does AI help improve what companies are already doing today? We're seeing the benefits in the following ways.

1. Excavating mountains of data

Today, people juggle multiple devices and are active across an array of digital media. Mobile has provided value to customers while allowing marketers to have more data about their customers readily available.

But marketers still have to excavate piles of data to generate meaningful insights that answer their most pressing questions. Faced with all of this data—and the ever-growing ways to parse it—marketers struggle to know exactly how to get the best return on every dollar invested. The time and resources spent on digging through data means less time devoted to high-level tasks such as refining marketing strategies or improving the product experience.

By analysing millions of data points in real time and making smart, optimised decisions to improve business performance, machine learning enables marketers to do more at scale—and it frees up time to focus on more strategic tasks.

For example, Japan's leading buyer and retailer of used cars, [IDOM](#), turned to ML with [Google Cloud](#) services to consolidate its data across touchpoints and analyse a number of signals to identify users who were more likely to visit its stores. IDOM activated these findings to show customised ads and prioritize follow-up phone calls to high-value potential car buyers. This led to 25% more in-store visits and a 300% increase in sales compared with the previous year. Because the team used ML to automate data analysis, they were able to focus its energy on developing new innovations including

a quick and easy online estimate tool and a monthly subscription rental service.

2. Optimising for customer value

As a marketer, one of your biggest challenges is to determine who cares about your brand enough to keep coming back. But even more important is finding customers who are going to drive profitability. ML makes it easier to find and reach the customers who are most valuable to your business by letting you look for them in places you may otherwise miss.

Rather than simply narrowly defining a target segment, such as 35-54 year-old women, ML lets you cast a much wider net, taking into account your desired business outcome—a sale, an in-store purchase, a completed level in a game app, and so on. It then looks at millions of signals to find people at scale who are likely to complete those actions.

With ML, your first step is analysing the people you know: your most valuable or profitable app users. The system then looks for other similar profiles. If you've developed a travel app, it may look for individuals who have made purchases in other travel apps, are watching travel videos online, or are in the market for flight and hotel deals.

Take [37Games](#), for example. The Taiwanese gaming company turned to the ML capabilities of Google's [Universal App Campaigns](#) to find its highest-value users, optimise its campaigns for high-value in-app actions, and reach its target audience with new video ad formats. The result? A 230% ROI increase and 500% more purchases from users acquired through Universal App Campaigns.

3. Intelligent storytelling

ML technology doesn't just help find the desired target customers, it can also figure out the most effective ways to engage these customers. It essentially does this by matching the right message to the right creative to the right user at the right time.

The Google marketing team recently launched an awareness campaign to increase daily active usage of Google Maps' app in India. As part of the

[#LookBeforeYouLeave](#) campaign, which leveraged multiple channels including YouTube and offline, the team created a set of bumper and banner ads. As the campaign was run during the monsoon season that often adds to traffic woes in major cities, the team leveraged the AdWords weather API to trigger the ads only when it rained. The real-time creative encouraged users to check Google Maps before travelling or going outside, especially during inclement weather. Users were drawn to the witty, contextual creative, which ultimately drove a 6% uplift in awareness.

Where to start?

Most marketers know the value of AI and want to forge ahead, but they often ask about how to get started on their AI journey. While there is no quick solution, here are a few steps to consider:

- Firstly, ensure that your organization speaks the same language—by understanding the basic principles of AI as well as its benefits and challenges. Today, there is a host of online and offline resources available on AI—one example is [ai.google](#) where you can find educational contents, tools and resources.
- Secondly, determine *what* aspects of your business decisions and processes you are looking to incorporate AI and *how*. If you are new to AI, you do not have to start from scratch and build capabilities in-house. There are lots of partners that can provide ML capabilities. With the partners, start by selecting a few business decisions and processes—that are handled frequently, are well-defined, but require more than just the standard business logic. In the case of digital advertising, you might want to incorporate AI into the end-to-end campaign management (with products such as Google's [Universal App Campaigns](#)) or only adopt AI for part of the process, such as [automating the bidding process](#).
- Thirdly, make a serious effort in ensuring you have the right data that is well-consolidated. ML is only as good as the information you feed

it, and it is incumbent on organisations to gather the right data to the required level of granularity. In addition, if your organisation's data exist in siloed channels today, using different systems and technology, the prerequisite step is to unify this data into one standardised data warehouse—one solution here is to leverage cloud offerings, such as [Google Cloud Platform](#) that can easily connect with other solutions such as Google Analytics 360.

- Finally, trial and learn. Conduct pilots in short sprints and evaluate the difference in performance before and after the pilots. Upon evaluating the results, make modifications before scaling up.

There is much work to be done. But just as in the mobile revolution, in this new

era of AI and ML, companies that are leading this change are recognising that by investing in technology today to make smarter decisions with data, find and engage more profitable customers, and deliver more effective creative, they are setting themselves up for success in the long run. The key is to act now and get started—before it becomes too late to regain momentum in this rapidly evolving market.

Sapna Chadha is the Director and Head of Marketing for Google India and the region of Southeast Asia. She was earlier Vice President of Marketing and Chief Marketing Officer of American Express in India. Sapna completed her masters after starting her career in consulting, receiving her MBA from the Kellogg School of Management. She is a proud mother to six year old twins who keep her on her toes.



How to Provide Valuable Mobile Marketing Solutions in the Post-mobile Internet Era

by Dolphin Xu
Sales Head of UC Ads,
Alibaba Mobile Business
Group

Digital Marketing Ecology Evolution in 2017

With the upgrading of advertisers' requirements, marketing solutions providers enjoy broader space to play; all the sectors break boundaries standing among them and mutual empowerment allows mobile marketing more tricks to play with. The development of technology now satisfies more demands of the industry, and AI technology has been widely applied.

The concept of blockchain is starting to bring about more imagination, and these are just some of the many changes in the digital marketing ecology in 2017. With the combined influence of all these developments, there is a spiral effect on mobile marketing.

MarTech

AdTech was often mentioned several years ago. At that time, we set our eyes on ad distribution and precise targeting technology, while advertisers evaluated campaigns on app download, installation and exposure. As the advertising technology is getting mature, mobile marketing has been an inseparable part in marketing schemes. No matter what type of advertiser, agency or solution provider, all start to think deeper, changing from the evaluation of merely KPI to taking ROI into account.

As for digital marketing, its demand will no longer revolve around installs. Instead, it pays more attention to

track the open rate, registration, purchase conversion, or even second-time purchase. Technologically, many players in the field of digital marketing have added AI applications and deep machine learning so as to enhance the understanding of consumers and improve the efficient utilisation of traffic. In the next two to three years, blockchain technology will become more mature and marketing will be more intensely supported by these technologies.

Expansion and integration

Advertisers, digital marketing companies and digital media are no longer satisfied with a single marketing approach. Digital marketing is required to be featured with pan-entertainment, socialisation and betting on content creation, which represents the mainstream voice of digital marketing strategies in 2017.

Performance-based advertisers no longer chase only after quantitative results, they also pay much attention to brand power; brand advertisers start to put into more efforts in conversion rate while the boundary between performance-based advertising and

brand advertising becomes more obscure. In addition, digital marketing are seeking multi-party cooperation to improve content quality based on providing data analysis and guidance for advertisers. Thus, they can strike a chord with the audience in the marketing campaign.

By an integrated employment of traditional, emerging and diverse marketing methods, advertisers will harvest maximum return. Integration among digital marketing companies, creative companies and media will complement each other regardless of strategic cooperation or mergers. Regarding digital marketing, several internet giants in China and the US have emerged stronger. The surviving space left for independent third-party advertising technology platforms has been severely squeezed. Quite a number of well-known advertising corporations have been integrated or forced out.

New values of mobile marketing platforms for clients

This new context provides serious room for thought for those engaged in mobile marketing, as described below.



Content Marketing Strategies

Advertisers have deeper understanding towards digital marketing across the board and they start to review the efficiency of marketing strategies by means of data. Marketing can merely attract views, demonstrations, download and installation, which does not equal real marketing values. Consequently, advertisers are prone to make further requirements, such as interactions with the brand, sales conversion and tracking users' behaviors after download, all of which serve as indicators with further implications and efficiency.

It is suggested that the most pleasant way of co-existence between brand and consumers hinges on content marketing. Content that complies with the tone of the brand and highly relevant to the information of the products can appeal to users who are really interested in the brand. While we dedicate our efforts to improving the marketing conversion rate, we shall also forge and consolidate the image of the brand, so as to improve the value of the brand. We provide customised content marketing solutions for brands.

Meanwhile, by employing the attribute of strong traffic of We Media, we make efforts to improve the communication efficiency of the brand, in order to stimulate more interactions between the brand and consumers.

HUAWEI Content Marketing Campaign

Beginning with the pre-launch phase, covering launch event and post-launch sales promotion plan, UC Ads helps the Honor 7X build reputation, ignite social buzz, enhance customer interaction, and achieve sales conversion at all phases.

Launch live stream of Huawei Honor 7X in UC News was where fans of Huawei could be connected with the product release on the other side of the earth seamlessly, getting the latest information in the first place. During the live broadcast, fans interacted passionately through the bullet screen and sent gifts. The whole event was broadcast live with 300,000-plus PV, and 200,000-plus audience engagements, including comments, likes or shares.



UC Ads integrates the KOL resources to customise the content marketing strategy for Huawei. Technology celebrities including Chetan Bhawani have been invited to present on **UCeleb talk**, introducing the black technology, new functions and overall reviews through live chat room. Consumers

new phone every incentive to build the reputation among consumers. Seven 3C big shots have composed reviews for Honor 7X, starting with the appearance, feeling, CPU, dual-camera and full-screen, and so on; thus the Honor 7X can no longer be overshadowed.



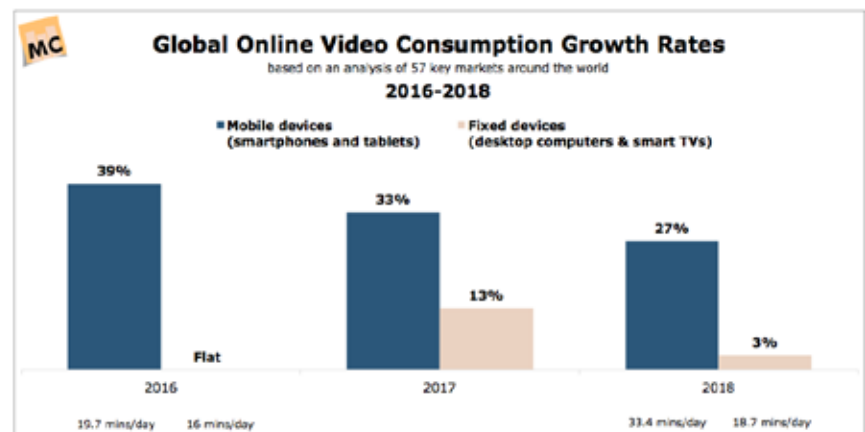
watched the show through UC News, Facebook, Twitter and YouTube. Celebrity effects are maximised, and brands and products get gain huge exposure.

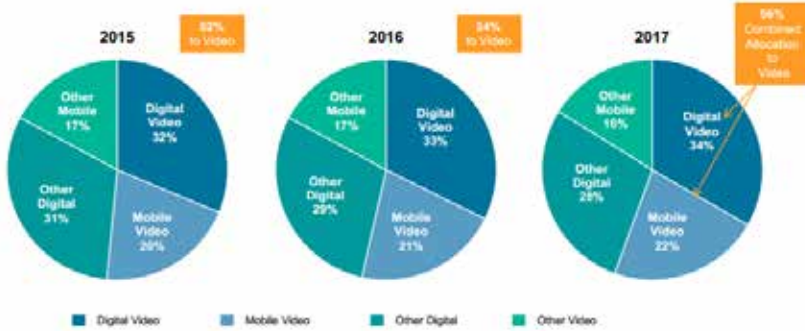
Influencer marketing was also applied in the campaign. The technology and the 3C We-Media have given the

Discover Video Potential

[Data Source: Zenith]

Thanks to fast internet speeds, more consumers are interacting with videos today. By using it well, video is built to foster engagement, yield results like clickthroughs, shares, lead generation, and sales.





[Data Source: IAB]

Yet, being exposed to overwhelming amounts of information every day, people’s attention lasts as short as only 7 seconds, similar to that of goldfish. The attractive and bountiful demonstration of video advertisement can grab the attention of users within a short form to allow you to tell the brand story. The manifestation method caters to the 2.0 era of mobile internet and consumers are more prone to get engaged.



Vertical video is the new black, which has been underestimated! Since phones are being used vertically for most of the time, vertical videos give users even better experience with 100% viewability.

Big data value

Supported by technology, UC Ads generate user data in an encrypted way, which provides opportunities for us to understand users deeply. The nature, preferences, and other behaviors of users can be further analysed and marked. Understanding users’ needs, UC Ads locates potential users for certain product and link up both sides.

The good news is that mobile marketing is becoming multi-media and measurable. The basic principle for marketers is to have a solid brand strategy in mind, and march on with the balance of branding and engaging campaigns. They can create both social buzz and long-term brand value, to nourish both reputation and final sales.

Although we are confronted with more challenges, we embrace larger

platforms with more well-equipped technologies and joint efforts from advertisers. Whether it is branding strategies or content marketing, we are excited about more chances to work out more efficient and funnier mobile marketing solutions.

Dolphin Xu is Head of Sales in UC Ads India, at Alibaba Mobile Business Group. Xu is responsible for business growth and development in the region, by providing strategic client solutions. Having a strong work background across Baidu and Tencent in China before Alibaba, Xu has gained profound understanding of the mobile marketing industry.



Audio Advertising:

Finding the Proverbial Needle in the Haystack

by Joanna Wong
Head of Business
Marketing, Spotify, APAC

Today, consumers are constantly bombarded with messages from every platform available on a daily basis. However, as marketers, we need to ask the question, is this truly effective?

Content marketing in the age of data often focuses on understanding what people are doing rather than how they are feeling. Consumer decisions rely heavily on emotions they experience too. With that in mind, it is important for advertising and marketing executives to understand the importance of the change that is happening in the industry.

The wind of change is here

With today's Generation Z defining what is mainstream, brands need to be open to change and one way of doing that is embracing the fact that we are addressing a new market, a new generation. In addition to that, brands need to be open on exploring the various platforms and modes of advertising.

In the advertising world, 2017 can be seen as a transitional year for publishers and platforms. Print media's shift to digital is nearly complete, and it is [predicted that budget allocated to traditional media](#) will see another huge drop this year. Keeping up with the similar trend, television advertising has accelerated its shift to digital, favouring premium video apps like Hulu and mass-reach platforms like Facebook, YouTube and Snapchat.

Web publishers that don't offer a differentiated experience will potentially lose consumer attention - and associated advertisers - to scaled platforms. And finally, radio is still early in its shift and is expected to ultimately

transition to digital audio platforms over time. As technology continues to evolve, brands and marketers need to be highly attuned to their customers' journey, ensuring that it is relevant and efficient.

Engage, connect & understand: the only way forward for advertisers

perceptive advertising.

The unique ability of micro-moments to flex to consumers' needs makes it an especially powerful marketing tool, as brands reach their audience when they're most engaged, with personalised content that matches their moment.

Although there is a shift, digital ads are still far from living up to their potential,



Consumers are looking for content that would complement and represent moments that are relevant in their lives. By reaching audiences during moments that matter to them, brands can now leverage their content with personalised messages to their user, based on the user's state of mind.

These moments which matter to consumers should matter to brands too as they present a remarkable opportunity for brands to connect with consumers on a deeper level. Unlike demographics or device IDs that are often used to approximate a target audience, moments reveal profound insights about consumers, giving brands the possibility to truly achieve

often interrupting the consumer's favourite content instead of adding value to the experience. Brands tend to fall into the trap of marketing to machines, and not to the consumer directly. Traditional methods of using a cookie to profile a shopper and retargeting them may be seen as effective when compared to blind targeting.

Another point of consideration that many miss out is the viewability (or positioning) of their advertisement; above or below the fold? As a rule of thumb, what appears at the top of the page as compared to what is hidden will influence the consumer's experience, regardless of the screen size.

Personalisation must move beyond “targeting”

P&G’s Marc Pritchard has spoken at length about the problems that marketers have identified about programmatic ad placement. Knowing *when* and *where* to serve an ad is as important as *who* and *what* to serve.

For example, don’t ask a consumer to click on an ad if they are driving in a car, or target a “fitness enthusiast” to fill out a form while in the middle of an intense workout. Understanding consumer context and mood are incredibly important and increasingly possible with everything becoming connected. According to IHS, the number of connected devices will grow to 30.7 billion in 2020.

As people increasingly consume media across devices, the marketing landscape is shifting towards people-based marketing.

“People-based marketing represents an industry shift from targeting devices to connecting with the right people at the right time, with the right message. Rather than targeting ads to devices based on cookies, which is fraught with inadequacies, marketers can now reach people across the many devices they use, thanks to persistent identity.” - Danielle Lee, VP, Global Head of Partner Solutions, Spotify

According to Nielsen, 79% of audio is consumed while people are engaged in activities where visual media can’t reach them, whether it’s hitting the treadmill after work, or even channelling your inner rock star in the shower.

Today the priority is about having access to content, rather than owning content. For example, Spotify users spend at least 148 minutes a day listening to music through the Spotify platform. Music streaming is definitely growing and is more prevalent than TV

or movie streaming in almost every moment of the day. Music is five times more likely to be streamed than TV or movie content, working out (3.5 times more likely) or focusing (3 times more likely); with 60% of music streamers listening on mobile, compared to 40% of TV and movie streamers.¹

Understanding people through music and why it matters

Savvy marketers will quickly embrace the consumer shift, and audio advertising will be re-imagined through the lens of native experiences as opposed to terrestrial radio adaptations. Through streaming intelligence, we build audience experiences that fuel engagement and trust; one way Spotify is able to do that is by understanding people through music.

Understanding people through music, Spotify-led research has become a key part of our data mission. The theory behind the work: because music listening is so uniquely emotional, universal and, now, addressable thanks to streaming, it can uncover deeper insights than consumption of other kinds of content like movies and TV. Music as we know it is weaved into our everyday lives. There is a song (or a playlist) to represent each moment of our lives.

These moments can be as simple as having a shower before heading to work or preparing for a night out in town. Music reflects who we are, what we are doing, and how we are feeling in any given moment. Thanks to music streaming services, people are listening to music and amplifying these moments more than ever.

What does this mean for brands?

Streaming opens up an entirely new set of addressable moments for marketers. The music streaming ad revenue opportunity is worth \$1.5 billion today, and is expected to reach at least \$7 billion by 2030. Audio’s unique ability to flex to consumers’ needs makes it an especially powerful marketing tool. The mobile moments “at work” and “working out” alone have opened up

\$220M in ad revenue opportunity. With that in mind, brands should leverage audio to reach out to their audience when they are most engaged, coupled with the right message that matches that moment in time.

It really is about reaching out to the right people at the right moment. How are you doing that?

Joanna Wong is Head of Business Marketing for Asia Pacific at Spotify. She has worked in the entertainment and media industry across the US, Europe and Asia-Pacific in a portfolio of brands including Sky Germany, MTV, HBO and Canon Inc. Joanna is an MBA holder from ESADE Business School.



¹ Spotify and GroupM, [Streaming State of Mind](#) (2016), surveyed population includes: US, DE, UK, FR, CA, AU, SE

Humanising e-Payment in Indonesia

by Matthew Talbot
CEO, BBM

Electronic money, or e-money is increasingly popular throughout Southeast Asia (SEA), with most of the banks in the region offering e-money services. Competition among non-bank e-money players is also heating up. Big names including True Money, TSEL T-CASH, GrabPay, MOLPay, AEON, Alipay, and PayPal are all vying for a foothold. As a result, consumers struggle to understand each system and evaluate the value each one offers.

E-money was supposed to make payment easier. But in Indonesia—especially in large cities such as Jakarta—common electronic transaction methods include credit and debit cards, e-money from banks and non-banking institutions, and membership cards such as those from Starbucks. To take advantage of all the discounts and promotions, consumers' wallets are bloated with cards; their phones are loaded with multiple apps and SMS one-time passwords (OTPs).

So far, e-money has actually made payment more complicated and less convenient. It doesn't have to be this way.

An Abundance of Financial Services Startups

Indonesia is still developing its financial technology, or fin tech, and the country has seen strong growth recently, as evidenced by the number of startups and investment deals. Venture intelligence platform CB Insights estimated that in 2017, there were 20 deals and 33 annual run-rate fintech deal activities². Currently, there are over 100 fintech startups registered

in Indonesia, and the list continues to grow³. In late 2017, transport, logistics, and payments app GO-JEK acquired three fintech companies, Kartuku, Midtrans and Ruma (Mapan), to support the expansion of its GoPay⁴ system. Kartuku will extend payment gateways for offline payments. Midtrans will do the same for online payments and e-money. Mapan will provide peer-to-peer (P2P) lending.

Banks

Banks are also getting into the mix, offering card-based e-money systems used widely for toll roads and other transportation fees such as bus and CommuterLine/MRT fare. Those include Mandiri e-money, BNI Tap Cash, BRI Brizzi, BCA Flazz, Mega Cash, Nobu, Jakcard Bank DKI, and BTN. Some banks also issue mobile app-based e-money such as Mandiri E-Cash, BNI Yap!, and BNI Unikqu.

Indonesia's rapidly growing fintech industry is also a challenge to the regulatory bodies Bank of Indonesia (BI) and the Financial Services Authority (Otoritas Jasa Keuangan, or OJK). Too much regulation hampers innovation; too little regulation could compromise security and consumer trust.

Innovation Versus Standardization

As the fintech industry matures, it is consistently introducing new technology and trying to find the best solution.

Contactless payments

Contactless systems use the near-field communication (NFC) standard, Sony FeliCa or Java Card. Most banks listed above use this technology. Focused on speeding transactions, NFC enables

people to just tap their NFC-enabled device on a reader, which initiates a charge or deducts the amount from the balance stored on the secured element in the card.

QR Codes

Quick response (QR) codes are another popular technology for e-payments. QR codes are small graphics that contain encrypted information. To use them for payment, consumers scan or "snap" a photo of the code—usually from within a payment app where they already have payment credentials stored. The payment app recognises the information in the code and authorises payment.

The benefits are simplicity and affordability. Vendors only need to provide the image on paper or a mobile phone screen. Consumers only need a cheap mobile phone with a camera. QR codes can serve every segment of the market.

The main drawback of using QR codes for payment is that there must be an online component to validate and secure the transaction, which requires adequate network infrastructure.

Bluetooth

Bluetooth is widely used for connecting devices, but it also has potential to enable payments. CashBac⁵ is an Indonesian startup backed by Digital Money Group (previously DIMO / Sinarmas), which built a Bluetooth-based payment process. CashBac offers a "cash back" incentive for consumers who make purchases through its mobile application, which stores credit or debit card data. With a Bluetooth reader attached, the merchants' app deducts the purchase amount from a customer's account.

2. www.dealstreetasia.com/
3. fintech.id/
4. id.techinasia.com/
5. cashbac.com/

With all these technologies, the regulator must create standardisation so that the government can regulate the system. For Indonesia, BI and OJK are already catching up with recent innovations by working with the various players in the fintech industry. Meanwhile, the country is still using existing international standards, which BI and OJK first applied to the existing payment system, and is in the process of initiating the National Payment Gateway (NPG or Gerbang Pembayaran Nasional / GPN) to create an interconnected, interoperable ecosystem.

Increasing Popularity of Smartphones and Messaging Apps

Electronic payments are becoming a bigger part of our lives, but they haven't yet replaced physical wallets. In the early days of e-money, the industry focused on enabling unbanked people to make secure payments and transfer money to friends and relatives.

Now, in the age of mobile devices and messaging apps, we are never without our phones, and we are in constant communication with each other. Knowing this behaviour, and that there are 92 million active mobile phone users⁶ in Indonesia, it is logical to attach e-payment to messaging apps, where people are already spending lots of time.

For example, on a group chat, people can share money among themselves. In Indonesia, *arisan* is quite popular. It is a form of microfinance, a rotating savings and credit association, where people gather regularly to share money among group members. Current technology supports this model, which is an enhanced version of P2P e-money transfer. Regularly, members of an *arisan* take turns receiving the money from the pooled resources of the group. For security, the pooling account can only be accessed by two or more members of the group simultaneously, or with approval from assigned members.

For people who would like to transfer e-money to their friends and families, they can do that within a group chat or chat room itself. A member can also

send money to the others with a simple command and destination member name or bank account, without the need to walk to an ATM, or logging in to internet banking. And with OAuth security in the messaging app itself, we can complete the transaction within the chat without using a single PIN (personal identification number).

Another use case enables charity recipients to show their QR code to receive money from support organisations, done while chatting within a mobile application. This is another example of how messaging apps can help humanize e-payment so that financial transactions can be easy and fun at the same time.

Security Versus Convenience-Based Use Cases

The security measures for payments or financial transactions are already optimal and efficient based on the business use cases. We have PIN, password, OTPs through text message, OTPs with token device or application, OAuth System (with social media or system), dynamic token numbers, biometric scanning such as fingerprint-enabled devices, face recognition, and iris scan—all these are available now in the market and ready to use.

Implementation for security depends on use cases, with different measures applied for greater ease of use and/or greater security. The aim is always a secured transaction with a relatively easy way to authorise it. For example, when people make purchases in BBM Shopping (a feature in BBM Messenger), they can make payment via a BBM DANA e-money account, finalising the transaction with their PIN.

DANA is a joint venture between Emtek, Indonesia's largest media firm, and Ant Financial, China's biggest financial services firm and parent company of Alipay. DANA, which also means 'fund' in Bahasa, is a mobile platform for payment and other financial services that aims to increase accessibility of digital financial services in Indonesia. BBM, operated by a subsidiary of Emtek, will launch the payment platform in BBM Messenger during the first half of 2018.

What's Upcoming from BBM

We're seeing exciting times ahead. As BBM grows and enriches service offerings on its messaging platform, a seamless, secure, and scalable payments solution will become a key part of our user experience. In the near future, people will be able to make P2P transfers to their friends and family within BBM Messenger without any notification for PIN. And with a higher threshold amount, certain transaction can trigger different security measures.

For bus transportation, BBM Messenger users just need to open the app and show their QR code to the conductor or bus attendant to be scanned. The device will automatically validate the QR code to the BBM DANA system and authorise it without a PIN. This snap-and-go interface will make it faster and easier to use e-payment for low-risk transactions below IDR 5,000. (Bus transportation fees are IDR 3,500 for the general public and IDR 2,000 for students.)

BBM Messenger will also provide a set of options to secure payment transactions according to users' preferences. Options may include setting a limit on transaction amounts, requiring a PIN or requiring both a biometric and a PIN.

In addition, BBM DANA will also allow people to pay bills such as airtime top-up, utilities, phone subscription fees, insurance, and more—all within BBM Messenger.

Tips for Marketers in the Age of E-Payments

Electronic payment isn't just another way to accept money. Combine e-payments with digital advertising platforms and you get new and exciting ways to connect marketing activities with actual purchases, both online and off.

Mobile wallet apps, for example, can help marketers personalise the in-store shopping experience with location-aware loyalty programs that can offer deals on relevant products through push notifications.

6 Based on BTN Presentation on Focus Discussion Group, "Transaksi Jaman Now Bye Bye Tunai", December 6th, 2017.

As mentioned above, messaging apps that include both e-payments and shopping enable consumers to buy products, sign up for membership or place orders in just a few taps—practically eliminating barriers to purchase.

As boundaries between online and offline commerce blur, marketers need new strategies that take into account new technologies and growing trends, including people’s increasing comfort with everything mobile. Marketers have an opportunity—and an obligation—to meet their customers wherever they are with an “omni-channel” strategy, which recognises people across channels, from whatever device they choose to use at any given moment.

Mobile commerce is here, and soon it will be essential to survival. Now is the time to dive in and incorporate digital advertising and e-payment into your marketing activities.

Messaging Apps Humanise E-Payment

Electronic payment platforms are maturing rapidly, and integrating with

common chat applications such as BBM Messenger, where people are spending their time chatting with family and friends, reading news and other content, playing games, and so on. Integrating electronic payment with messaging apps offers both convenience and security for all kinds of monetary transactions and can increase people’s use of (and comfort with) electronic payment. Such an integrated approach will reduce the need for cash and reduce its associated costs, thus bringing benefits to consumers, merchants, marketers, banks and governments.



Matthew Talbot is chief executive officer of BBM. Talbot brings to his role more than 20 years of technology industry leadership in both startup and public company environments. He was earlier SVP of BlackBerry, and held a variety of senior executive positions at SAP, Sybase, Mobile 365, Mobile Internet Group, Tattersalls and Global Smartphones. His focus on customers, innovation and execution has led to significant company growth across the board.



The 'Smart' Playground:

Why Mobile Gaming has become the No.1 Driver of Consumer Engagement in India and other SEA countries

by Rohit Sharma
CEO and Founder, POKKT

The movie was reaching its climax. Yet, repeated interruptions due to advertising breaks meant that gazes kept switching from one screen to the other – the mobile, where an interesting game of chess was shaping up with a player from Ukraine. After a few minutes of trying to divide attention among both the screens, the dramatic struggle on TV took a backseat to the bishop that needed to be saved. Mobile had just checkmated its more pixelated, large-screened brother, and how!

From FIFA to Motocross, Need For Speed to Candy Crush, mobile gaming has unanimously captured consumer imagination, along with their thumbs and eyeballs. In India and South East Asia specifically, the popularity of mobile gaming has skyrocketed at breakneck speeds; the SEA region is home to 396 million of an estimated 2.2 billion mobile gamers across the globe. Mobile gamers comprise more than 50% of the total online population in each and every SEA country. India, the fastest growing large economy in the world, takes the pole position here as well, with gamers accounting for a whopping 236 million of its 461 million strong netizen population.

The game within the game: What's in store for businesses in mobile gaming?

The mobile gaming world presents certain interesting scenarios that can be of great benefit for modern businesses looking to increase their customer engagement figures. Here are a few ways that mobile gaming can benefit advertisers:

- **Mass is in mobile:** Mobile games are the No.1 downloaded app category on iOS and Android platforms and account for 50% of the USD 90 billion global gaming market. The sector is estimated to grow at a CAGR of 48% in South East Asia till 2020. Users are estimated to spend an average

of 42 minutes, uninterrupted, playing games every day. These statistics, and many other similar data points, underline how mobile gaming is the ideal space for brands to build a user base. Furthermore, compared to all other media types, brands in games get 58% undivided attention according to a Millward Brown Study – the highest across all media platforms. No wonder, then, that in-app brand positioning experts for mobile games, such as POKKT, have reported a significant increase in the number of brands, from startups to leading global businesses, looking to explore the world of in-app brand placement.

- **Gender-neutral markets:** Compared to other app categories, mobile games have shown very marginal differences amongst its users in terms of gender, with the demographic split almost equally between male users (55%) and female users (45%). This is thanks in large part to diversified gaming options, which provide a vast number of choices which cater to individual tastes and preferences. Additionally, since mobile gamers can be easily profiled based on the kind of games they like to play, businesses can develop micro-targeted advertising strategies that can be used to reach out to their preferred demographic more effectively.

- **Relaxed mood, undivided attention:** Compared to 43% for TV viewers and 68% for general internet users, user engagement percent for mobile gamers is reported at an astonishing 97%. Interestingly, in the battle for consumer eyeballs, TV has steadily lost ground to mobile games as the preferred medium; mobile users have reported a 48% frequency of playing on their phones while watching TV. Also, 59% gamers have reported feeling relaxed while playing games, with high levels of focus, excitement, and immersion. All this contributes to higher positive responses to in-app call-to-actions.

- **The huge scope of technological evolution:** A plethora of upcoming technologies crowd the horizons of the mobile gaming ecosystem, most notable amongst them being Virtual Reality (VR) and Augmented Reality (AR). The huge success of Pokémon Go is a particular case in point. The unprecedented immersion and the level of real-world integration that mobile-based AR/VR games promise make them an attractive advertising avenue for brands worldwide.

POKKT, on its part, has been enabling brands to maximise their audience outreach through engaging in-game branding and advertising. Be it native branding on the title and pause screens, integration of brand mascots within the gaming environment, product placement, event customisation, or co-branded content with gaming characters, POKKT offers a vast array of branding solutions to digital advertisers. The platform also enables advertisers to engage their audiences in a completely organic manner through rich media interstitials and branded mini games within the larger gaming environment.

Boosting engagement: Boost's Play A Bigger Game case study

Take, for instance, what POKKT did for Boost, a leading health food drinks brand, in 2017 for its *Play A Bigger Game* campaign. Wanting to connect the campaign's core proposition with its TG of young children between the ages of 8 and 14 years, Boost decided to pursue a bold strategy by moving beyond the traditional TVC format. It created a first-of-its-kind series of three long-form branded videos in partnership with ace cricketer Virat Kohli to engage its audience with the brand on a digital platform. Gaming was identified as the perfect medium to reach out to these young consumers through targeted video advertisements.

The challenge for POKKT was in uncovering which devices children were using to access the internet, as

most children either use an adult's ID to access services online or masquerade as a grown-up themselves. This problem was addressed by establishing contextual relevance through POKKT's proprietary technology, which tagged mobile device IDs for users accessing kids-related gaming content. A twin layer of analytics and smart data was then deployed to analyse the online user behavior and zero in on Boost's core TG. A Machine Learning Classification Algorithm was also used to monitor repeat content consumption behavior in real-time, post which the ratified device IDs were mapped to audience platforms like Personagraph, Lotame, and Mobilewalla.

POKKT also helped in the sequential rollout of the three mobile videos. The first video was launched to build reach with the target audience. The second video had a two-fold objective: to continue engagement with users who had watched the first video, as well as to reach out to those users who had not. The final video in the series was aimed at engaging users who had watched either one or both of the previously released videos. A gap of 7-10 days between each phase ensured that all videos got sufficient end-user visibility.

The campaign was a major success, reaching out to more than 6 million unique users and registering over 29 million impressions. It also garnered more than 18 million video views, out of which 10 million views were completed. The Nielsen ADE study mounted on the campaign highlighted a 7% lift amongst respondents who would consider using or buying Boost, along with a high ad recall (86%) and strong brand registration (62%). Keeping in mind that the length of these videos was between 90 and 110 seconds, these engagement figures were quite spectacular. The South India-focused campaign also helped Boost touch a regional market share of 28.4% in May '17— its highest ever in the region!

Rewarded video ads, and how POKKT uses them to drive engagement

Furthermore, with rewarded video ads, POKKT actually incentivises users to proactively interact with branded content during natural 'breaks' between gaming sessions, such as

the completion of a level or when the player loses a life. This innovative approach elevates the engagement between a brand and its consumers, leading to better ad performance and higher returns on investment.

POKKT's Dettol campaign is a prime example of how rewarded video ads can be used to drive brand engagement on gaming apps. Dettol wanted to inculcate the importance of hygiene from a young age and educate children about how its products can help in fighting germs throughout the day. POKKT did this by integrating Dettol products in the *Chhota Bheem* mobile game. By tapping Dettol soap in *Chhota Bheem*, users activated a bath in-game with the brand jingle playing in the background. With every bath, users collected surprise gifts from the mystery box. Rewarded videos and interstitials were also deployed strategically throughout the game to allow users to earn an extra life by watching a Dettol video ad. The entire campaign garnered over 20 million brand views across 4.5 million sessions. The brand jingle was played 2.8 million times during the campaign, while the video ad was watched approximately 285,000 times.

The recent results delivered by POKKT for other leading brands such as Patanjali are indicative of how such in-game branding can enable superior performance for digital brand campaigns. Given the growing popularity of mobile-based gaming in the region, as well the success that innovative in-game ads are garnering, the writing on the wall seems clear: when it comes to digital advertising for brands in South East Asian markets, it is definitely game on!

Tips for brand advertisers looking to leverage in-game advertising as an engagement strategy

There are around [two billion](#) mobile gamers in the world today, and this demographic is split evenly across metrics such as age, gender, job profile, and household income. This makes in-game advertising an extremely engaging and highly lucrative medium for reaching out to your target consumers. So if you are looking to integrate in-game advertising into your brand marketing operations, here are some expert tips for you to follow:

- Identify the IP that connects with your core TG. The end-goal for any marketing campaign is to engage with the target audience and raise brand visibility, recall, and mindshare amongst them. Understanding what kind of games your end-users are playing can help you create campaigns that can engage with them when they are immersed in the gameplay.
- Find that right balance between static and dynamic advertisements. Static ads still have high click-through ratios (CTRs), but cannot be modified without a full-blown update of the gaming app. Dynamic ads can be easily updated, flexible, and more visible, which make them useful to contextually target users in-game.
- Work with solutions providers who actually understand in-game ads. The success of in-game advertising depends a lot on how well the ads are placed, how well they are designed, and how unobtrusive they are. Working with players who understand the nitty-gritty of in-game advertising and have in-depth expertise in the domain will increase your chances of driving a successful brand campaign.

Rohit Sharma is the CEO & Founder of POKKT, a leading mobile video ad platform in India and Southeast Asia. He was earlier CEO of Digital Businesses, Reliance ADA Group, where he launched Zapak.com (causal gaming portal) and Jump Games (mobile games platform). Prior to this, Rohit was part of the founding team at Times Internet, part of the The Times of India Group. He has also worked with Cyber Media India. Rohit is a Physics Graduate from Delhi University and has completed his management degree from Lancaster University.





PART 3

FROM SENSE-MAKING TO STRATEGY

Business Agility through the AI Prism

by Vikram Rao
CEO, Crayon Data

For years, a world where human beings coexisted with intelligent machines was the perfect setting for a great sci-fi movie. We've all enjoyed films like Chris Columbus's *Bicentennial Man* and Spike Jonze's *Her*. They depict artificially intelligent robots capable of cognitive thought and action. Who can express emotions as well? While the idea of robots falling in love seems romantic, it still is a little far-fetched.

When AI moves out of screenplay

Constant innovation and years of research have laid the foundation for daring ideas and possibilities. If you look around, reality today is beginning to resemble a sci-fi movie. The futuristic world of *Her*, no longer seems like a figment of a writer's imagination. The world has opened up to the idea of living alongside robots. Remember Sophia, the android built by Hanson Robotics? She created headlines last year by being granted the first robot citizenship by the government of Saudi Arabia. And she continues to ruffle feathers with her biting sarcastic comments and unsettling jokes.

Witty robots aside, where is the future of artificial intelligence taking us?

A threat or boost to human capability?

The idea of robots and AI replacing humans for physical labour is not new. From the very beginning of our existence, we have looked for ways to reduce our involvement in mundane tasks. Factories have already replaced most of their workforce with automated thinking machines. Goods are manufactured in bulk, and the risk of human error has decreased, making processes more efficient.

Each day, more and more industries are turning to artificial intelligence for fresh solutions.

The recent years have seen a sharp increase in cognitive-level tasks being performed by AI. Robots are being designed to complete jobs, which would normally require human thinking capabilities. Not only are they 'manning' the factories, but they are also driving cars, providing health care and disaster relief services, and serving as security forces. And there's no denying it: they seem to be doing a better job than we did.

But think about it. If there are more robots doing our jobs, then what will humans do? With AI research and development progressing, questions of human employment have made many people wary. A study conducted last year by research firm Gartner reveals that nearly 1.8 million [jobs will be eliminated by 2020](#). However, they also predict that 2.3 million new jobs will be created by then as well. Clearly, the fear of unemployment can no longer serve as a hurdle to the advancement of AI.

The shift: from a physical plane to a digital landscape

The entire thread of human existence has shifted. Every field of profession has opened avenues for AI to integrate with human lives. But with the automation of life came the loss of human touch. And with the loss of human touch came the loss of customization. Goods and services were being churned out at a phenomenal pace. People wanted more, and the focus point of business became quantity rather than quality. These automated machines have a great capacity for work. Plus, they don't tire out!

However, the tides have begun to turn once again. Consumers today are looking for more relevant and personalized products and services than ever before. But how do

enterprises add that personal touch to each interaction with their million customers? With a little help from artificial intelligence, of course.

The new decision maker: C.AI

The reality of artificial intelligence imitating human intelligence is here. AI has already surpassed humans in cognitive thinking skills and decision-making capabilities. Websites like Amazon and Netflix and Google have been using AI to help identify the personal preferences of people in their gigantic consumer base, and subsequently filter out irrelevant content or choices. So, in the case of Netflix, consumers can receive their favourite movie recommendations instantly.

However, Netflix, Amazon and Google are online websites who engage their consumers digitally and provide personal experiences based on their consumers' preferences and online history. Traditional enterprises like banks, hotels, airlines and retail stores do not conventionally interact with their consumers on a digital plane, and therefore, are quite disconnected from the preferences of their customers.

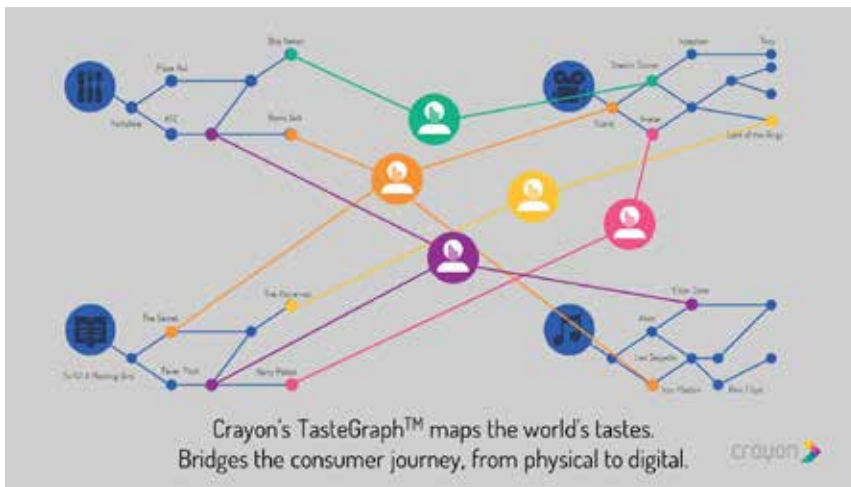
For example, take Anna, a banker. She is faced with the challenge of providing relevant banking solutions to her customers. But she does not have the necessary systems, capabilities or technology to do so. It's no surprise that she finds it difficult to provide customised services. The result? Her bank's customers are being spammed by irrelevant messages.

To help bridge that gap, AI-led big data companies like Crayon Data are powering these enterprises with products that feed off a massive TasteGraph™, our moving, breathing map of the world's lifestyle tastes. Crayon also helps banks, airlines and hotels create personal digital storefronts and experiences for each

of their millions of customers so that they can #GetPersonal with their customers.

time of mobile marketers so they can focus on more creative and strategic projects.

While a few other cognitive platforms are developing and providing security services that are AI based, very few seem to fully comprehend it or use it to its full potential. But we're at the tip of the ice-berg. The coming months and years will reveal what AI driven cybersecurity is capable of.



Creativity, no longer just a human forte

With the rapidly decreasing involvement of humans in day-to-day living, mankind can turn its attention to more creative pursuits. In the perpetual debate of the relevance of humans in the vast workings of the universe, there was one argument that did play out in our favour – that was the belief that mankind could create art. It now seems that even the privilege of artistic expression, does not solely belong to humans anymore.

The little AI in our pockets

But how are enterprises going to reach their consumers with personalised experiences? Through the one thing they cannot live without: their smart phones. Mobile marketing is now the most accessible form of marketing, and AI helps mobile marketers provide more relevant and personalized advertising to their consumers. Data is the new currency of marketing, and AI helps marketers wield the power of that data.

Moreover, consumer data is subject to constant change. These changes can be attributed to shifting trends, global events, market demand or simply changes in a customer's taste. It would be extremely difficult for a person to constantly keep track of these changes. However, quick-learning algorithms can constantly monitor and track real-time updates, and help enterprises be on top of their game.

AI also provides a huge advantage while interacting with consumers. Many apps and websites have employed chatbots that automatically engage with consumers via messaging apps. They use in-house databases and stored consumer information to directly interact with customers. AI not only answers enquiries but can also assist customers in purchases. This helps marketers keep track of relevant conversations, thereby freeing up the

Security against an invisible enemy

Digitisation of the world has not only shifted life from a real and tangible environment to a virtual one, it has also translated some of the same issues we face in real life to the digital world as well. Data is stored digitally, by virtually every individual, organisation and country. With the sheer amount of information that is present online, the setting is unfortunately ripe for organised crime as well.

With crime comes the threat of cyber warfare. To counter this silent and invisible threat, countries and international organizations are investing heavily in AI to safe-guard data. However, the concept of artificial intelligence in aiding and improving cybersecurity is still relatively new. For now, there is a general consensus that AI cannot completely replace cybersecurity personnel. The role of AI is, in fact, to identify and combat threats more efficiently and accurately.

In 2016, a team from MIT, developed an AI platform, called AI². The platform was able to [detect nearly 85% of external cyber threats](#). AI² constantly monitors data points and flags anything suspicious. It is then up to cybersecurity personnel to take suitable action in response to the alerts.

AI is being used in the production of art, music, film and literature. Cognitive platforms such as Wibbitz and IBM Watson have managed to generate video content automatically using AI. In 2016, the first ever AI-created movie trailer was generated for *Morgan*, a horror movie by 20th Century Fox.

Similar programs have been developed to analyse art, music and literature from a creative angle. Their capabilities also extend to creating their own paintings, songs and stories! Let that sink in. The very skills which we define as 'human' have been mastered by *non-human, non-biological beings*.

In the 'AI' of the innovation storm

In his comments on the topic on Edge.org, Elon Musk states: *"The pace of progress in artificial intelligence is incredibly fast. Unless you have a direct exposure to groups like Deepmind, you have no idea how fast - it is growing at a pace close to exponential."* (These comments were later deleted.)

The on-going debate on the advancements in AI is based on one question - mankind's ability to control and utilize artificial intelligence to its full potential, without any dire consequences. There are mixed opinions on the necessity, and possible

world domination of artificially intelligent beings. But there is no expiry date for the fascination in imitating human intelligence.

Controversy aside, the fact remains that AI has woven its way into each aspect of our lives, not just in bits and bytes. We're already halfway into the new year, and advancements in artificial intelligence are hurtling towards all sorts of possibilities. The fact is that AI researchers and developers are just chipping away at the tip of the iceberg of discovery, and there isn't any end in sight to the possibilities yet to be explored.

Whether one agrees that Alexa's baby laugh is creepy or believes that Siri has good taste in music, the research

and development of AI will leave no innovation stone unturned. The long and winding journey of Sophia and the rest of robot-kind has only just begun. The onus is on us humans, as businesses and individuals, to keep up - or be left behind.

Vikram Rao is the CEO of Crayon Data. He has worked in large corporates such as IBM, Motorola, and AGT as well as startups like Redpill and Silver Ridge. His domain experience spans marketing technologies, telecom, smart cities, big data analytics and the Internet of Things (IoT). His deep understanding of the Asian customer is especially pertinent across consumer, enterprise and government segments in the region.



Marketing in the Age of Disruption

by Nguyen Anh Tuan
Managing Director,
Adtima – Zalo Group

Let's face it, as a society we are more connected than ever before. Around 64 million people have access to the internet in Vietnam and more than 70 million people use mobile, accounting for 67 percent and 73 percent of the total population of Vietnam respectively^[1]. Around 94% of Vietnamese users access the internet daily, providing an ample opportunity for internet companies in Vietnam to grow their customer base^[2].

Zalo, for instance, has grown to be the most widely-used messaging app in Vietnam with more than 80 million subscribers in less than six years^[3]. The amount of content consumed is also on the rise, since Vietnamese internet users spend on average seven hours per day to update news and look for content online^[4]. This is not a surprising number as within Adtima's ecosystem alone, Zing News and Baomoi each have more than 80 million visits every month^[5]. Every day, more than 12 million users come to Zing MP3 for entertainment purposes^[6].

This, however, does not mean that it is easier for brands operating in Vietnam to carry out advertising efforts. Instead, companies have to work harder to connect with their target audiences through compelling storytelling using all sorts of content, from written words to video, audio and music. It is also critical to produce relevant content aligned with ongoing events in society.

With growing dominance of mobile in Vietnamese people's lives, most businesses also want to leverage the mobile medium to engage with users. But it is not that simple either.

Today, consumers interact with a piece of content across screens, devices and moments. It calls for a coming together of strategists with a grasp of consumer behavior, creative minds, and innovation to craft digital products for an omni-channel experience. In the battle of winning customer's attention amid the sea of content, they need to combine the right business strategy with marketing direction.

What is "the right business strategy" in the age of disruption?

Execution is the new strategy. The era where trends lasted for a season or so is over. Now we are living in a globalized world where trends could change in a month or even a day. In the world that values quick action, long term strategies have lost their purpose. If companies try to stick with business strategies that are traditionally planned in one-year or standardized three-year timeframes, they not only miss the chance to be the disruptor but could become the disrupted because things are changing so rapidly in the digital space over the course of those time frames.

To thrive and lead trends, businesses should only use business strategies to define their North Star while working backwards on taking steps. Strategic dialogues, on the other hand, have to be embedded over the year, onsite and offsite. Bringing them to the discussing table regularly keeps companies on top of the latest trends and leverages relevant data, enabling innovation to happen.

However, who should be the one paving the way for innovation in the advertising industry? There has been a heated debate around this topic. Some attribute the role to advertising agencies due to their expertise. Another

group argues that as publishers hold technological platforms, they should be innovation enablers. Even if it makes sense at some level, technology could not be the answer before the right questions could be addressed.

What is the problem we are trying to solve? How can publishers detect that without brands? Thus the remaining group believes that brands, as advertisers, should steer the wheel of innovation because they know what they are looking for, who they want to talk to, and what they want to say.

In our opinion, no one is absolutely correct in this situation. The team that works best would be a corporation with all three pillars. By putting everyone's strengths on the table and challenging each other, they construct a triangle to quickly respond to trends, delivering unexpected and thrilling moments to capture customer mindshare.

How should marketing strategy be planned?

The most important part of marketing strategy in the age of disruption is that it needs to include both broad guidance of where the company is heading and the ability to pivot over the course of time. Taking advantage of the new possibilities enabled by digital requires incumbents' marketing organizations to become much leaner and move towards action faster.

To optimize for speed, all the stakeholders need to be involved and aligned. In other words, marketing strategy has to become agile, incorporating not only the marketing department but also teams from legal department, IT, advertising agencies and technology partners.

Tom Freston, the founder of MTV channel, used to say that innovation is taking two things that already exist and

putting them together in a new way. The campaign for Coca-Cola 360 Degree Wishes that was launched during the Tet holiday season of 2017 is a fair reflection of that saying. Based on two traditional demands including “ignite exciting feeling” and “give wishes to loved ones when a new year comes,” Coca-Cola partnered with Zalo to enable teens to be participants in leading this new beginning.

We offered a mobile 360-degree interactive platform where teens could create a personal version of 360-degree wishes delivered straight to their loved ones. In return, teens would immediately receive Coca-Cola’s wishes including a complimentary surprise of Coke ‘lucky money.’ The campaign was quickly adopted by famous influencers, largely contributing to maximize the exciting theme of a better new year. At the end of the campaign, it successfully reached 99 percent of Vietnamese teens on mobile. The result was more than 36,000 participants and 103,000 wishes generated. As a result, brand love score was increased by 0.66 points while volume share in the sparking category increased by 3.1 points.

But sometimes, innovation could be the result of making the right decision at the right time to leverage quick responses of the partners. An interesting example of this case was how fast brands in Vietnam leveraged Zing News platform to attach their brand with the rising fame of U23 Vietnam in the beginning of the year 2018. After realizing that the whole nation was fully focused on AFC U23 Championship 2018, Zing News sent a group of experienced journalists to China to follow the national football team every step of the way.

Not only did their works fully capture emotional moments of football matches and supporters, but they also offered brands golden opportunities to create strong emotional connections with mass audiences. Associating their brands with every article, event and activity related to U23 Vietnam, Clear Men, Vietnamobile and Wake-up 24 are perfect examples of how to ride trends and make their brands catch on. Over the course of just five days around the final match, their brands were exposed to more than 11 million views on Zing News platform. In the whole campaign,

their brands were viewed more than 150 million times, which helped strengthen their brand in the mass market over a short period of time^[7].

All in all, just as evolution is survival of the fittest, brands that want to thrive in a fast-changing world need to constantly follow trends, acclimatize to disruptive innovation, and utilize the new reality to their best advantage.

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Nguyen Anh Tuan is Managing Director, Adtima – Zalo Group. He has consulted and developed platforms for many online newspapers, as well as created digital products attracting millions of users. He was Co-founder and CEO of ePi Technologies, a leading news and media company in Vietnam with successful investment from IDG Ventures. In his current role, he has taken Zalo from the No.1 messaging application in Vietnam to become a bridge between businesses and mobile users. Desire to conquer hardship in groundbreaking fields is the true motivation for Tuan and his team.



Mobile First or Mobile Only: “That is the question”

by Joe Nguyen
Senior Vice President, Asia Pacific, comScore, Inc.

While this question for marketers is not as existential for them as it was for Hamlet, it is a question that can keep them up at night as well as their agencies. There is no simple answer as this is dependent on the market, on the product, on the campaign strategy, and on the budget.

Mobile Only

It would seem like a market like India and Indonesia would be obvious markets for a Mobile Only strategy as mobile makes up about 90% of the digital population, and only a fraction of those mobile users would also have a computer. So one could make an argument that there would be no need to look at desktop advertising. But this could be a big mistake.

For example, a mobile manufacturer may say that they just want to target existing mobile users who will upgrade to the latest smartphone they offer, so why not go Mobile Only? But then, the campaign would be missing the 10% who are currently PC only users and would be more likely to get a smartphone. Then again, in India and Indonesia, there are very large segments of the population that are still using feature phones and may want to upgrade. So a Mobile Only campaign would not reach them, because we typically mean smartphones when we say mobile advertising.

Is there a case where Mobile Only would be a good strategy? Perhaps... if you are Uber or Grab and your services are only available to book on apps, you can make a case for this. However, these services compete with each other as well as normal taxi services so they need to create share of mind with consumers when and where they need the service so an offline branding strategy can be key.

So unless you are an online mobile gaming app developer or if your campaign is part of a larger branding campaign, you will likely need to look beyond Mobile Only – if you had the budget.

Mobile First

Having Mobile as part of the marketing plan is a no-brainer. Mobile is now an essential part of any media strategy and should be in every media plan. So what does a Mobile First strategy mean? It means Mobile as a primary core part of the marketing strategy. It means putting considerations of creative design, messaging, and media with Mobile instead of other platforms – before TV, Print, Radio or PC. Why would you do this?

Mobile has been shown to be the ideal platform for activation: that is, getting the consumer to respond to a brand’s message directly and instantly. These days, people with smartphones always have their mobiles with them – from the time they wake up until the time they put the phone next to their beds to charge while they sleep.

So a Mobile First strategy means you want to activate the consumer – with coupons, games, promotions, store visits, and so on – as a main KPI for the campaign. You need to have a good activation mechanism that is compelling. Then the rest of the media placements should have creatives that push the consumer to do whatever it is that you want them to do – and using their mobile phones to do it.

It would be silly to have them clip coupons, or mail something to you, or call a number (yes, that is on a mobile too). Indeed, much of “call toll free” direct response campaigns have been replaced by the interactive internet over the years. This media placement can of course be on mobile advertising inventory which seems natural, but for the same reason as not having a Mobile Only strategy, you want to make sure you have reach and share of mind.

All other campaigns...

So you do not have a killer activation strategy and your product is not mobile only, then what? Mobile still remains a large chunk of media consumption for consumers – in some places more than others. So mobile advertising could be a large part of the overall media budget. It should work along with TV, print, radio, outdoor or display – or whatever combination that is right for the campaign and the budget. How much should go towards mobile, again, depends on the market, the consumer target for the product, and the strategy.

That opens up another can of worms... where are all the media strategies? What happened to good plans coming from Strat Planners? Where are the Strat Planners?

But that is another article for another time...

Joe Nguyen is Senior Vice President, Asia Pacific at comScore. He has more than 20 years of experience in the online analytics and media industries. He was earlier the Southeast Asia regional manager for Omniture, and director of global e-commerce at Millennium & Cophthorne Hotels. Joe holds a BSE degree in Mechanical Engineering from Princeton University. He was born in Vietnam and emigrated to the US after spending a year in a Malaysian refugee camp.



Mobile Coupons: Redefining Customer Loyalty

by Bill Scott
SVP International, Vibes

The name of the loyalty game has changed over the years. No longer can brands compete by simply selling products at the lowest price. They now need to demonstrate that they — *gasp* — actually care about their customers.

Consumers are rapidly discovering the power they hold to influence how brands interact with them: [79% of US consumers want brands to demonstrate that they care about them](#) before they will buy from them.

What that means for brands is that simply throwing out identical coupons and offers to all customers no longer works. Customers aren't cookie-cutter, so our approach to reaching them shouldn't be either.

So What DOES Work? Personalisation.

We've evolved light years in terms of the data we now have access to on what our customers are doing and what they want. That's why [personalisation](#) has become such a buzzword in marketing. Marketers now have the ability to see which pages of their website shoppers visited, which offers they clicked on, and which coupons they redeemed.

With this information, we are on a new frontier: 1:1 marketing...at scale.

Leveraging rich customer data and tools like mobile marketing, brands can now customise the offers they present to individual consumers...and those offers need not be identical.

Personalisation Through Mobile Marketing

One avenue that's particularly interesting when it comes to this new philosophy of marketing to individuals rather than the whole

is mobile marketing. The fact that [smartphone users in the United States are spending on average about three hours a day](#) on their devices indicates that this is the platform we need to be reaching them on.

There are a variety of channels to use to communicate with consumers through mobile, including push notifications, SMS and MMS, mobile apps, mobile wallet, and mobile coupons. While all (together or individually) have proven effective at converting subscribers to customers, we will focus on mobile coupons in this article.

Mobile coupons have very nearly obliterated paper coupons: [123 million adults in the US will use mobile coupons this year](#). As brands tweak their strategies to better provide what consumers want from mobile coupons, that number will skyrocket even more.

Shoppers can sign up to receive mobile coupons via text message, through a mobile wallet profile, through the retailer's mobile app, or by email. Retailers can then send push notifications alerting shoppers of an offer to create a sense of urgency and get them to redeem it faster.

One reason mobile coupons are popular is that they can be personalised. Sure, everyone can receive 15% off of a purchase, but what happens when a shopper who bought a red jacket from your store last week is given 25% off of a matching blouse?

She feels like your brand is paying attention to her in a positive way, and she appreciates that you've made a suggestion that fits her style. She redeems the coupon and makes plans to shop with you again soon.

That's the power of personalisation. When you actually pay attention to customers individually, you have the potential to maximise customer loyalty exponentially.

Leveraging Customer Data to Get the Offer Right

If you've got a CRM or ecommerce platform already, you're armed with the tools you need to dive into customer data and use it to shape the mobile coupons you offer.

And here's the secret to the success of 1:1 mobile marketing: it doesn't actually require you invest time in custom crafting offers for every single customer. You can set up parameters in your mobile marketing software for groups of customers with particular behaviors and send them offers geared toward their interests.

For example:

- ♦ Customers who haven't made a purchase in six months get a "We miss you" 30% off deal
- ♦ Shoppers who left an item in their carts receive 20% off that item
- ♦ Customers who bought [Product X] get suggestions for related items at a discount.

Because these coupons are more specific to a group of shoppers and their behavior, redemption will be higher than it would be if you offered everyone the same deal.

Why Mobile Wallet is a Channel to Watch

Because mobile wallet is an easy way to get coupons in front of customers, it's a great place to start with your mobile marketing. Rather than having to design your own mobile app, you can leverage the number of people who already use either Google Pay or Apple Pay and get them to add their loyalty program account to their wallet.

Mobile wallet use is skyrocketing worldwide, but [particularly in China](#): 76% of metro Chinese consumers use or are interested in using mobile wallets (in the US, the number is 36%).

If they're not already loyalty members, mobile wallet makes it super simple to become one at the point of sale. Because their information is already in the mobile wallet, they can join your program with the tap of their phone to the payment terminal in just seconds.

Once they have a profile with your brand in their wallet, you can then send push notifications with mobile coupons and offers. Once they add an offer to their wallet, you're there until they delete it. You can send alerts when the offer is about to expire, and you can update the offer to something new.

Being inside that mobile wallet gives you great insight. How many people redeemed that offer within 24 hours? Which offers were less popular? Which saw phenomenal redemption? All of this data helps you shape future mobile coupon campaigns to maximise redemption.

And mobile wallets don't stop with coupons and payment features, though those are the primary focuses in the West. The two largest mobile wallet apps in Asia, Alipay and WeChat, offer a variety of other features, including transportation and travel booking, group purchases, and food delivery.

Now Let's Talk Loyalty

Loyalty programs have been around for, some argue, over 100 years, and their popularity has only increased. In fact, [77% of US consumers participate in retail loyalty programs](#), most of whom are members of multiple programs.

But today's loyalty program is not the same as it was even a few years ago.

With the rise of mobile technology, we've seen retailers be able to ditch the plastic loyalty cards in favor of consumers saving their loyalty data in those mobile wallets. Shoppers can tap their phones to the payment terminal to pull up their loyalty program account, accrue points, and redeem rewards.

For retailers, they get in-real-time data on loyalty members, and can push out special offers to them not available to other shoppers. Brands are getting competitive in offering more financial incentive, physical prizes, and special offers in an effort to win loyalty away from the competition.

Getting Started with Mobile Coupons

If mobile coupons make sense for your brand, make them a part of this year's marketing strategy. Partner with a company that specialises in mobile coupons to determine which delivery channel is best for your brand's needs.

It may take some tweaking to find your rhythm with mobile coupons. Pay close attention to which offers get redeemed, how quickly subscribers redeem them, and where they're redeeming them (online or in store). If you use push notifications, be observant about the frequency of notifications you can send before people get annoyed and either don't open them or opt out of them. Your goal should always be on maximising value to your customers, not bombarding them with too many offers.

The wonderful thing about mobile marketing is how easy it is to make changes to improve results. So if you keep an eye on response to your offers,

you can easily update them to see more redemption.

There's plenty of room for growth in the mobile coupon space. As brands find innovative ways to engage consumers with their personalised offers, consumers will, naturally, gravitate toward brands that have the best offers and the easiest methods of redemption. Make sure your brand is one that's on top of personalising offers to make consumers eager to take advantage of them.

Bill Scott, SVP, International Sales at Vibes, has almost 20 years of mobile industry experience. He has had executive roles at Infospace, Critical Path, Openwave, and Getjar. Bill has spent most of his career in Asia, Europe, and Latin America. He holds a BA from Amherst College and an MBA from Harvard University.



Passion on Steroids: Building Brands by Leveraging the Power of Stories and Engaged Audiences

by Ajit Mohan
Founding CEO, HotStar

India has seen an explosion in access to affordable data on the mobile in the last three years. Over 250 million users now have access to high quality mobile broadband compared to around 100 million just two years ago. But the biggest change has been how consumers are responding to this surge in data.

Three years ago, most new data users would start with messaging, do text search, move on to social platforms, and a few brave ones would watch video on the mobile network. This pyramid has been completely inverted. In a world that does not fear data charges, video is very often the first port of call for new data users, acting as a powerful trigger to light up smartphones and data connections.

A new generation is emerging in India who take for granted round-the-clock access to the best stories. These are users who know that they can watch the best shows from around the world at the same time as the world (and sometimes way ahead of most of the world); who do not worry about being forced to skip their team's weekend football games because they are not at home in front of their television; and who have the implicit faith that all breaking news will reach them without any effort on their part.

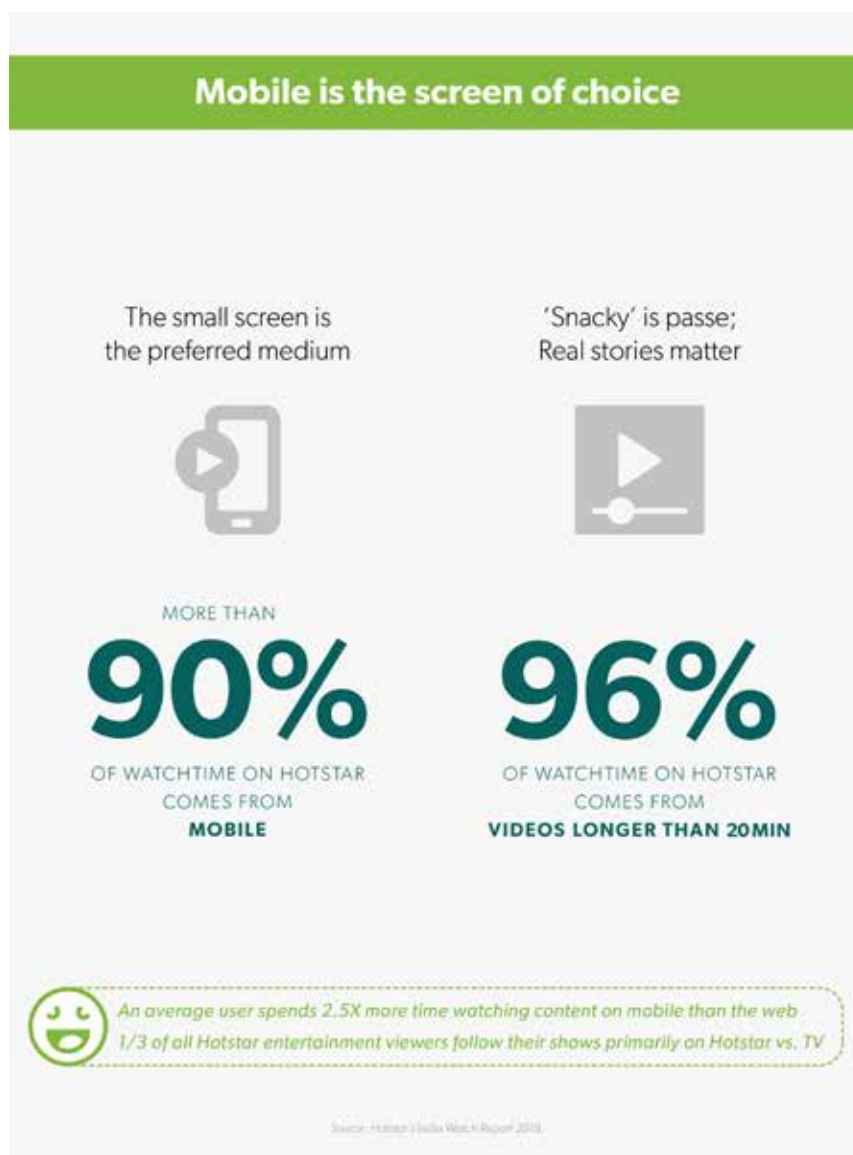
This dramatic shift in behaviour has been led by the introduction of streaming platforms that focus on high-quality long-form content, beginning with the launch of Hotstar in early 2015. Enabled by the growth of smartphones and a rapid decline in data costs, OTT platforms are transitioning the action on long-form storytelling to the mobile – and with it, giving users complete control on when,

where and how to watch the stories they are really passionate about.

Driven by these platforms, the mobile is increasingly becoming the primary screen for a large part of the country even for stories that traditionally were the mainstay of linear, broadcast television. While the early stages of mobile video were dominated by short-

form content and user-generated videos, it is pretty clear that in a world with access to unlimited affordable data, users would prefer to watch well-crafted stories, whether TV shows, movies, sports, or news.

Fig.1: Mobile is the screen of choice for many



For marketers, even those already savvy with the craft of leveraging mobile to market their brands, the emergence of a world that marries the best of classic television and the new mobile presents them with exciting new vistas.

This transformation is marked by three attributes that stand out for marketers.

Scale. Marketers are used to solving for scale on television and looking at mobile for incremental reach or to drive experiments or build services that are fundamentally digital in nature. Their view of the mobile has been shaped by their own experiences in the last decade where mobile platforms have been able to deliver meaningful reach only over an extended period but never in a short time frame.

This framework of leveraging the mobile no longer holds. During the opening week of the VIVO Indian Premier League cricket championship on Hotstar, for example, more than 40 million users watched the match every day. On an average, 4 million users were watching the match at exactly the same time. The peak to date is 5.5 million simultaneous users. At this scale, the mobile can become the medium around which to craft the primary marketing plan. Numbers like these also undermine the story of fragmentation in media, which accepts that scale in communication can only be delivered by leveraging multiple destinations, platforms and content associations.



Fig.2: Mobile platforms can now reach massive scale

Attention. In moving from television to the mobile, marketers were excited about the dramatically enhanced

understanding of audiences and the possibility of precision in targeting consumers of interest to them. For a generation of marketers who grew up with television, this was an exciting new world.

However, what is now clear is that as much as the new world came with the ability to deploy money efficiently and to reach audiences specifically, it came with the big trade-off of reduced engagement and scattered attention. There is a reason that most of the iconic brands of today were built on television. Deeply immersed in the stories on television, consumers were engaged and paying attention. As much as knowing the audience is power, it matters only if those precisely targeted audiences are paying attention as well!

On Hotstar, for example, 96 percent of watch time comes from videos longer than 20 minutes and usually devoured in a single session. Premium streaming platforms that carry curated, long-form stories see purposeful, attentive consumption. For the first time, such streaming platforms have the power to marry the engagement of broadcast television with the audience understanding and precision targeting delivered by the first generation of mobile platforms.

Solving for the whole funnel. The first generation of mobile marketing was characterised by an artificial separation between initiatives that focused on

building the brand (top of the marketing funnel) and those that focused on closing the sale (bottom of the funnel). In many ways, this separation reflected

the specific strengths and weaknesses of individual platforms rather than the preferred framework of thoughtful marketers.

The future mobile platform will bring these disparate worlds together. At Hotstar, for example, this summer, we introduced a mid roll ad that has an interactive carousel with a call to action from the advertiser. We have introduced a new game that users can play while watching a live game that also allows participation from brands that are both advertisers as well as reward partners on the game. It no longer makes sense to fragment the marketing funnel. Bringing it all together represents one of the most compelling opportunities on the mobile.

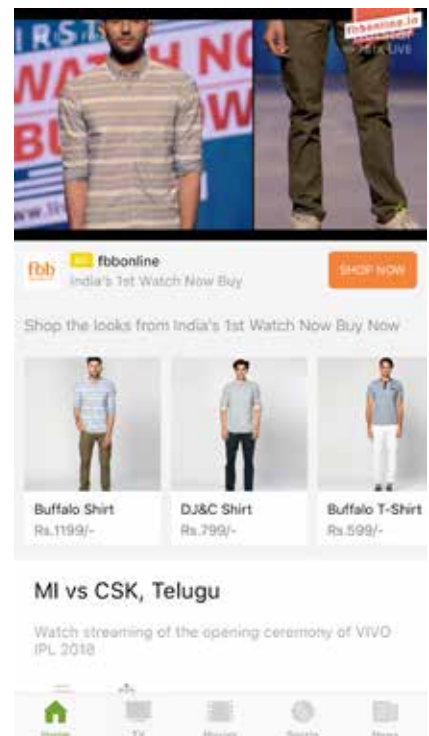


Fig.3: The new carousel mid roll with call to action

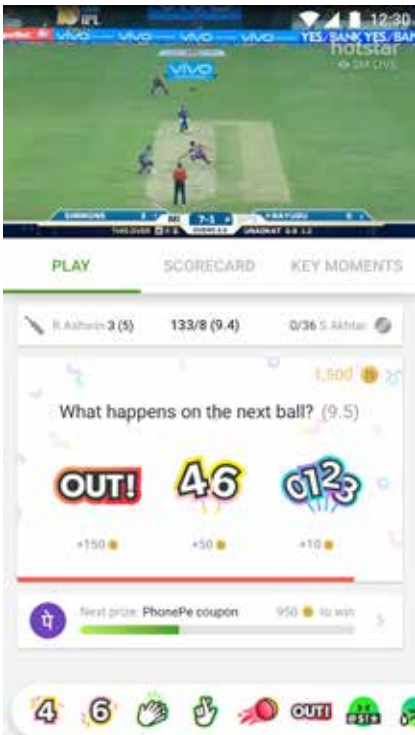


Fig.4: Watch'NPlay, a new game that allows users to play a game while watching video and allows brand participation

This is the exciting future of mobile marketing. Driven by real stories. One where marketers can reach large audiences quickly and deliver their marketing objectives comprehensively, without fragmenting their energy, their efforts and their investments across multiple platforms. And one with more opportunities to tango with engaged consumers and with more consciousness and understanding of their customers than ever before.

This is the future we are excited to shape.

Ajit Mohan is the founding CEO of Hotstar. He was President at Star India and is a graduate of the Wharton School, Johns Hopkins University and NTU. Hotstar still remains one of the few streaming services in the world that bring together new local and international TV shows, movie premieres, live sports and news all on the same platform. Its launch in 2015 busted the myth that India was not ready for online video. The app crossed 10 million downloads in just over a month, the fastest launch for any new

non-gaming app in the world. It is one of the few video apps in the world to cross 100 million downloads globally on the Google Play Store. It was named among the most popular apps of 2017 on both platforms. Hotstar is used by more than 100 million users a month in India.



The Fall of the Walled Gardens?

The Disruptive Rise of Blockchain in Marketing

by Kimble Ngo
Advisor, AmBlockchain

What if the walled gardens fell? Blockchain is a buzzword across almost all industries. It is touted that anything that touches data can be improved with blockchain. Blockchain is considered immutable, distributed, reliable, trustless, and a gamechanger. So, from finance and logistics to healthcare and – yes, to marketing, can this technology make that big of a difference?

To be fair, blockchain has both merits and limitations. To do a quick and overly simplified recap, blockchain, aka distributed ledger technology (DLT), is a new way of recording data. At its core, it stores data in a ledger way that significantly reduces the risk of system failures and builds “trust” or reliability. Data that was essentially stored in a server or cluster of servers is now stored across a huge distribution of machines. Hacking one machine is easy, hacking a few dozen to a hundred is still doable, but hacking millions of machines? Well that is a tricky one.

Currently, most companies rely on a central entity or group to manage information, like the famed “Walled Gardens” such as Facebook and Google. This means the information they hold is at their total control. Regulators may jump in, like the current Congress investigation on Facebook, but we can see that it may not be effective.

The idea about a DLT is that the data is no longer concentrated and stored in a central entity but, as it is implied, distributed across many machines around the world. The expanded universe that can be applied with the very basic concept of a distributed ledger plus smart contracts gives it a myriad of use cases that range from

transparency, increase in productivity, and reduction in bad actors. This has been described effectively in videos by experts such as [Dan Tapscott](#).

So what does it mean for the media industry? Simply put, this will change how advertising works. The big winners will be advertisers and consumers. Those who stand to lose the most are the exchanges and intermediaries. There are also those who can continue to add new value, depending on how they adapt, as with innovative certain agencies, research firms, and data collectors.

Advertisers have plenty to gain

Walled gardens could lose a lot of power because now transactions will likely require transparency on their data, and smart contracts will enforce reliability. This removes the self-reporting and potential for manipulated data that currently gives them so much power. The fox won't be guarding the hen house by itself anymore.

Facebook has at least [7 declared discrepancies](#) and issues with their reporting, including mis-representing likes/shares, average video times, analytics for certain apps, and more. The misrepresentation can skew the results anywhere from 7% to almost 60% of that metric.

By using smart contracts or smart assets, the KPIs can be clearly programmed with verification of algorithms set in stone at the very beginning. This takes self-regulation out of Walled Gardens' hands. Blockchain Protocols like [NEM.io](#) or the most popular [Ethereum](#) have smart assets and contracts that can build this in.

Ad buying transparency

Ad buying is facing massive issues

because of the lack of [transparency of exchanges](#) between the buy and sell side, and plenty of unscrupulous publishers who do not play fair. The process is so opaque, that often advertisers over pay (inflated costs) and do not know the quality of what they are paying (fake views or misrepresented views). Bot traffic, which makes up a huge chunk of this problem, could have cost the industry up to \$7.2billion USD in 2016 according to the study [The Bot Baseline](#). It goes on to state that up to 37% of programmatically bought ads were from bots.

Recording transaction flow and publisher ID on an immutable and smart contract-driven blockchain can help auditors and advertisers detect fraud more easily and single out bad actors.

[BigBom Eco](#), a Singapore start up is looking to tackle this advertising problem. The team has been producing Adtech since 2016. Their product focuses on ad transparency, marketplace, and campaign management in a way that is reliable and secure.

The relevant blockchain application they have incorporated is transaction transparency (for audit purposes by the buyer and quality of viewership by the seller, and reducing inflation by the exchange), smart contract executions (to reduce fraud or misrepresentation), publisher reviews (bad actor identification), and payment integrations (for ease of cross border transactions). This can change significantly increase the reliability and confidence in the ad buying process.

Consumers go from being a Product to a Business Owner

Facebook, Google, and some publishers are effectively taking our behaviour, building a profile and

selling it to advertisers either directly or via access. In a world where smart contracts and assets are coupled with immutable and transparent records, new players are changing the dynamics.

Consider your web browsing behaviour. You are constantly plagued by ads and all they do is act intrusive. [Brave Browser](#) understands ad revenue is needed for publishers to survive, so they are working on their unique browser, where whenever you see an ad you generate “tokens” or money. This is effectively a revenue split from advertiser to the platform, publisher, and the viewer. Imagine that: you get paid to see ads! They then suggest you “donate” this back to publishers in general to keep them sustainable.

[Drawbacks or limitations of current blockchain technology](#)

1 > Privacy concerns

Part of the issue with a full transparent chain is well, it is transparent! Most firms don't want to expose all their data, especially when personal information or trade specific data is involved.

Here are two ways this can be tackled. The first is “permissioned blockchain” and the second is “zero knowledge proofs.”

One way this can be tackled is with a “permissioned or private blockchain.” In effect, only those who have access to this blockchain can see the data. Some firms have created their own “private” blockchain for this purpose. Others like NEM.io have built this function on their public blockchain,

that allows firms to build a “private or permissioned” chain off their own main chain (see [Permission Blockchain on NEM](#)). Permission can be delegated, or accessed via a private key, code, or some pre-determined authorization. An example is a specific permission to allow specific clients to view anonymized data. Again, since this is a DLT the data cannot be easily manipulated.

A second method being researched is “Zero-Knowledge Proofs” of the data. This is a very advanced form of cryptography that will give access to data without exposing critical information. For example, imagine you can provide “proof of funds” in a bank without ever sharing your bank account details or even amounts. This can be a major breakthrough on the privacy arena. This solution will



reduce significantly the real problem of “human behaviour errors” such as exposing essential data while keying it in.

2 > Accuracy of information

Blockchain is a game changer in capturing and securing data, but a major problem is still a problem that plagues all data related projects. The “Garbage in, Garbage out” concern would be attested by the likes of Nielsen, Kantar, comScore, and others. The process of recording real-life data is extremely fraught with human errors, random contamination, and poorly designed data capture methods.

One way to tackle it is to remove the human side as much as possible. This likely will be a combination of smart Assets, blockchain, and direct measurement tools. Think of sensors and other similar products that are essential to the Internet of Things revolution. Companies who are building IoT with a connection to blockchain will shatter that world of data manipulation.

As an example, [wisepass](#), also from Vietnam, is integrating blockchain in their current service offering. Now as you use their app, which offers you a free meal/drink a day for a monthly subscription, they can capture the data in a reliable way that can be packaged to research firms. Many big liquor brands are very excited about this project.

[MVLChain](#) is another doing something similar specifically around vehicles throughout South East Asia and Korea. They capture live data from cars and motorbikes, along with a smart contract and immutable blockchain. Buyers such as research firms, insurance firms, and government will have full reliability that the data is not manipulated or viewed by other groups.

To consolidate it all and take on the big boys, [datastreamX](#) is consolidating data from blockchain-enabled firms who are gathering consumer and other data for global reuse. We know this is a multi-billion industry and having reliable data is essential. The big kicker

is that advertisers can just “pay for play.” With a smart contract, every time you use or access the data, all parties get revenue share, which changes the model from bulk buying or one-off purchases with outdated data.

Myths or limitations of blockchain

Although trumpeted as the ‘be all and end all’ for many problems, the truth is more nuanced. The technology will truly shift how we see data and how we create a fairer transaction field for all parties via shared monetization, complete control over profile IDs, lower costs to advertising, reduction in fraud, and so on.

The biggest pitfall that not many people want to acknowledge is adoption. There are many entrenched interests who will fight this. Social media and search giants could be major losers. Complicated exchanges, programmatic/media buyers, and other such players will have their models disrupted. They have a dis-incentive to be transparent and clear, as this withers away their margins. Currently the suggested case studies above are building up their base. But what they show is the potential to topple the kings off their perches.

Another limitation includes limited transactions per second (the best blockchain has claims up to 10,000TPS, while most fall very short from that). Programmatic buys also completes the full cycle of finding the best ad within a 100-millisecond window. Blockchain is nowhere at that speed.

But looking ahead, these are just current day limitations. 150 years ago we couldn’t fly, but now we reach the moon! It is about incremental steps and at the speed of development that is happening now, very smart people will be cracking it wide open soon.

Blockchain technology and its technical specs will definitely get on par and above. The question is when. Are you as marketers getting ready for this shift?

Kimble Ngo is a Blockchain Advisor focusing on advocacy, strategy, and marketing at AMBlockchain. Previously Kimble was part of UBS Investment Bank (Singapore). Kimble was also the Partnership Director at Kyanon Digital, a creative tech production house working on some of the most well-known brands in Vietnam.



Building Trustworthy Brands in a Mobile Centric World

by D.Shivakumar
Group Executive
President, Aditya Birla
Group

Edelman runs a trust barometer every year. I want to quote the key findings as expressed by Edelman in 2005, 2010, 2015 and in 2018 as I start to discuss the issue of brand trust in a mobile centric world.

In 2005, for the first time, 'trust' shifted from 'authorities' to peers. This meant that people now trusted their peers more than figures of authority. This shift would not have happened if the mobile revolution hadn't been underway in the developed economies and China. In 2010, trust became an essential line of business and not a nice-to-have moniker.

More and more people expected to give and get trust back in return in dealing with business, government and society. In 2015, the theme was that trust was essential for innovation, be it in a company or in a larger ecosystem. In 2018, trust is about the 'battle for truth.'

What does this mean for brands in a mobile centric world?

Consumers and mobile phones are inseparable now, especially in developing economies. A mobile phone is the window to the world for many consumers. They capture pictures, record events, communicate to each other via social apps, all on the mobile phone. Consumers trust their peer group more than they trust sources of authority or paid information.

They want genuine news about brands and want transparency about how the brand fares versus others in that industry. They do not believe that any brand will give them that degree of transparent information and hence

trust their colleagues or professional sites that rate products and services.

I always looked at the product scores of new brands or innovation we launched. The product scores gave us a pretty good understanding of how the brand was doing amongst its target audience. If you are using a celebrity or a digital influencer to promote your brand, then consumers want to know that there is an exchange involved. So, full disclosure on influencers is what I would recommend for building trustworthy brands in a digital world.

Trust is an essential line item for business and brands. Trust at its core means that 'you will not hurt me when I am vulnerable'. How does a brand build trust? A brand builds trust by delivering more than its promise. In a sense, a brand needs to avoid puffery in a mobile centric world.

In a mobile centric world, a brand can communicate one on one and also one to a million. Building that 'this brand is for me feeling/ this brand understands what I need' is crucial to build trust as an essential line item. This will impact return policy, it will impact the claims that a brand makes.

In many cases, the consumer is buying a brand from different intermediaries, including e-commerce. Hence, there are bound to be disappointments in the way the brand looks or feels or has turned out in real life. Handling this dissonance will be key for brands in a mobile centric world.

Trust is essential for innovation. Today, brands do not fight each other but brands as part of an ecosystem fight brands in other ecosystems. This is true in mobile phones, in consumer electronics, in airlines, in hotels, in the quick service restaurants, and so on. Consumers expect innovation in the experience and derive meaning from the experience. So, creating ecosystem innovation is something brands have to

be better at. Large format retailers will expect brands to participate in joint activities to attract consumers and also to build loyalty.

Building trust in ecosystem innovation means that the brand has to make a few sacrifices for the larger good of that ecosystem. This does not come naturally to many brands. Most brand owners protect their assets fiercely and sharing these assets with the ecosystem is not normal. The new breed of marketers will have to think differently about what they give and what they get in a mobile centric world.

In 2018, the consumers and society are battling for the truth. There is news and fake news galore. Since consumers do not believe sources of authority, they tend to be misled by any news, good or bad, in social media.

The reason is that it is getting difficult for consumers to recognize true news from fake news. Consumers believe that news organizations are more attracted in eye balls rather than genuine news reporting. Consumers believe that news agencies worry about breaking news and are economical with the truth when they have breaking news. Consumers believe that news agencies and anchors flog their point of view on a topic rather than be balanced about it. They also see this as one form of fake news.

Many countries and institutions are worried about this.

Singapore has announced it will introduce laws designed to fight fake news. Singapore is a small nation that can actually monitor, control and punish this phenomenon. Not every country can do this. Fake news disrupted elections in South Africa. Political parties and politicians are brands in their own right. Politicians will pass laws to ensure that elections are fought free and fair and the influence of fake news is minimal.

Germany passed a law to fine social media companies that publish fake news and for failing to delete fake news. The Pope has criticized the spread of fake news. Nearly 70% of people who use the internet are worried that fake news will be used as a weapon and they could be mere pawns in a game.

Brands need to be alert and they have to be listening in to consumer conversations about their brand every day. A brand must protect its rights and must challenge any wrong information about the brand in social media. An attitude of 'let's be an ostrich and this will go away' will hurt brands. I believe that brands will need a fact-check department or portal in the coming days and build algorithms into the system to generate the facts automatically.

To be effective, there must be seamlessness and speed in a brand or a company. News spreads at the speed of light on social media, and many brand processes to deal with untoward information and bad press were designed when news cycles were daily or weekly. The social media news cycle is by the minute and hence

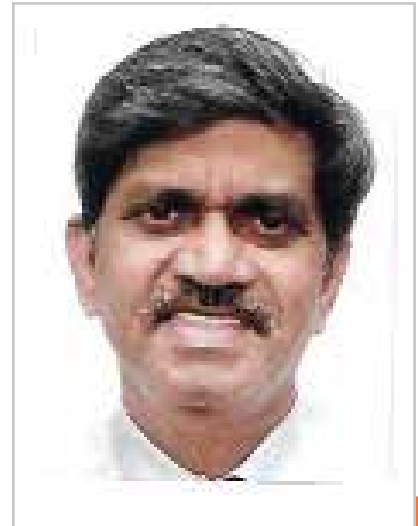
brands need empowered teams that will take quick decisions to combat fake news. A brand manager or a CEO in a single brand company needs to be personally concerned enough to give this top priority.

The CEO has to be the owner of brand trust and he has to be out there pitching brand values and purpose to anyone and everyone who listens to him. A CEO has the best platforms to make a difference to brand trust in a mobile centric world.

A brand is a soap opera in a mobile centric world and the CEO has to steer the brand through the ups and downs of the soap opera and also point it to its true north. CEOs can only do this if they have a pulse of their consumers in a mobile centric world.

D. Shivakumar ('Shiv') is Group Executive President at Aditya Birla Group for Strategy and Business development. He was previously Chairman and CEO for PepsiCo, and CEO for India and later Emerging Markets at Nokia. He was earlier at HUL, and has worked with over 50 brands in his career. Shiv has been on the

Board of Governors of IIM Ahmedabad and the Godrej Consumer Products Board. He was the president of the All India Management Association. He is currently the Chairman of the Mobile Marketing Association and Vice Chairman of the Advertising Standards Council of India. He is currently on the board of XLRI. He is an alum of IIT Madras and IIM Calcutta.



How to Combat Ad Blocking through Creativity

by Graham Kelly
Founder, Originate

People don't hate ads. They just hate bad ads. By bad, I mean annoying ads. Repetitive ads. Unimaginative ads. Ads that shout at them.

But there's a happy inverse to this: people like good ads. They share good ads with their friends. They remember good ads. Ultimately, they buy because of good ads.

But the reality is, most ads aren't very good. And when it comes to mobile, that's a very serious problem. Because people are fed up with being subjected to bad ads on their mobile. They can block mobile ads. And they're doing it in ever-increasing numbers. Table 1 is from PageFair's "2017 Ad Blocking Report". It's not an encouraging read.

As you can see, ad blocking is on the rise, especially here in Asia.

Table 1: Ad blocking in Asia

But across Asia, more and more consumers are blocking us from reaching them on this channel. So, what can we do about this? I have a few suggestions. And since I'm from the creative department, I'll start with this one: **Make Better Ads**

Reduce the torrent of crap. Stop driving people nuts with banal, annoying rubbish.

If we do that, then they'll be less likely to block ads. So how do we make a better ad?

Well, let's start by looking at what are the qualities of a good ad. A good ad is: simple, smart, distinctive, entertaining... and of course, effective.

I think this list covers most of the qualities we'd look for in a good ad. But when you look at mobile advertising you hardly see any of these ingredients. Instead of being simple, most mobile ads are cluttered and confusing. Instead of being smart, they're dumb. Instead of being

embarrassingly low. No wonder people are blocking mobile ads. But rather than dwell on the bad, let me give you a couple of examples of the good stuff.

These have strong ideas. They're interesting, different and distinctive. What I also like about them is how cleverly they use the medium of mobile. In short, they make the most of mobile.



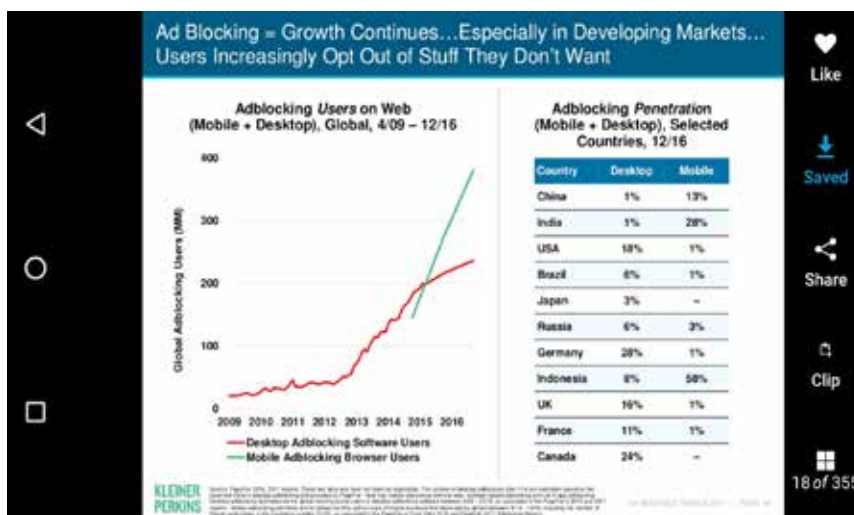
BMW: "Eyes on Gigi":
[click to view](#)

Take a look at this case study. It's a simple idea. Based on the old "hide the shell" game, the cars weave in and out and you have to guess which one the model is in. A nicely interactive way to demonstrate the car's superior handling.

Furthermore, there are two additional learnings here. Firstly, create a video designed for mobile, rather than just re-edit an existing video. Secondly, create a video that provides a better experience when watched on mobile, rather than the desktop. Using 360-degree video - where you moved the phone to follow the action - is something that desktop video can't provide.

Now, you might have thought while looking at the BMW ad: "OK, yes it's great but that's a big budget production which we never get to do."

Fair enough. But you don't need tons of money do better video ads. You just need to start with a strong idea. Check out this Prostate Cancer online video ad. You're challenged to skip the ad by pressing on the skip button. Without giving too much away, let's just say it's not a button you'd really want to press.



I find this extremely worrying. After all, mobile is the star of the digital marketing universe. The fastest-growing digital channel, and now the most important one.

entertaining, they're boring. Instead of being distinctive, they're bland.

Last but not least, instead of being effective, the response rates are often

This is simple, entertaining, distinctive... in fact, it has pretty much every ingredient of what makes a good ad.



Prostate Cancer Awareness

To summarise: people will be less likely to block our ads, if we make the ads better. I don't mean we have to make every mobile ad award-winning, of course not.

These examples I've shared... I'm not saying all your ads always have to be this good. But the principles these ads embody are crucial. The strength of the ideas. The simplicity. The entertainment value.

One other point. I'm not claiming that the only reason people block mobile ads is because the quality is so bad.

Of course, there are other reasons why people install ad blockers; ads slowing down their loading speeds, ads eating into their data plans, and privacy concerns.

We can't do too much about those other factors. But ad quality is something we can actually control. It's in our power to make mobile ads better. If you're an agency, strive to make the creative better. If you're a client, demand better work from your agency.

Let's consider some other approaches you can use to tackle Ad blocking. My next tip: **Explore Technologies.**

There are a wide array of technologies available for mobile that let you deliver your message in a fresh and different way. By doing this you will automatically reduce the likelihood of being blocked.

One technology worth exploring is Augmented Reality (AR). Granted, AR isn't that new. Moreover most of the advertising that uses AR is eye candy. Gimmicky work done just because 'AR is cool.'

What's missing is a big idea. But there has been some strong stuff. The kind of work that if we do more of it, then our audience will actively want to watch our ads: not screen them out.

Honda Safe Mode

<https://drive.google.com/open?id=0B-rNMWQqIVcVRjdwbTRCYmd1bHM>



Band Aid: "Muppets AR"

Watch the case study and see what a lovely idea this is. Augmented Reality sequences starring the Muppets are triggered by the kids holding the special plasters in front of the device's camera. As such, the ad works right at the moment of truth: kids are crying, up come the Muppets to take their mind off it... all brought to life with a smart use of AR.

Next tip to stop the blocking: **Provide a Service.** Give your customers something useful, which is relevant to your brand. This is a great starting point for powerful marketing. Here's an example we did when I was at Isobar, from our Thai office.

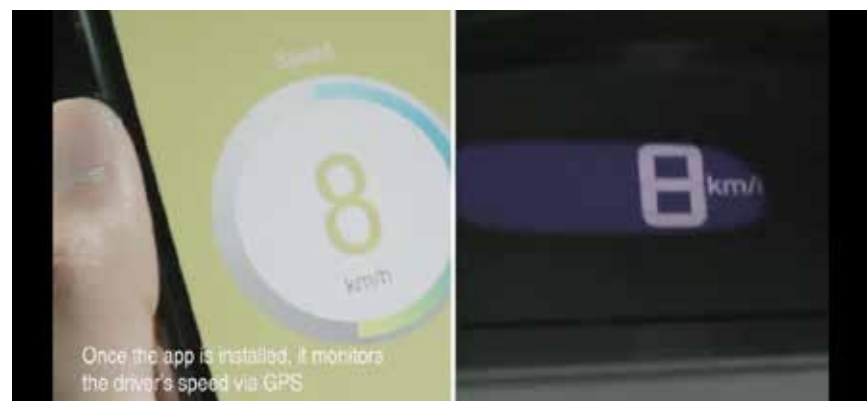
Using the phone while driving is a huge contributor to road accidents in the country. As you'll see in the video, we came up with a useful app that prevents this.

Providing a service that helps people drive safely - even those who don't drive a Honda - says a lot about the Honda brand. By the way, we didn't need any fancy tech for the Honda app: just good old GPS and a strong, simple idea.

Finally, my last tip: **Think about Chatbots.** If you haven't used a chatbot yet, it's worth giving it some consideration. I've been playing around with one from Diageo India. The bot is called Simi - your personal bartender.

You can try it for yourself here: www.facebook.com/messages/t/simiBartender

Simi provides cocktail suggestions, recipes and miscellaneous information about all things alcohol. It's still quite primitive. A good bartender would be a bit more entertaining. Maybe provide some banter or wisecracks while preparing the drink.



This could be a great way of educating your customers, and ultimately drive sales. However, if the chatbot only ever talks to you in repetitive, dumb, hard-sell ways, then your audience will block it.

And this brings me neatly back to my initial points about why so many mobile ads are blocked. They don't talk to consumers in the right way. They're not simple. They're not entertaining. They're not distinctive. And ultimately, they're not nearly as effective as they could be.

But by following those few simple tips I've outlined above, we can start changing things for the better.

Graham Kelly (grahamkell@gmail.com) is the founder of Originate (www.originate.mobi) and has been the Executive Creative Director of BBH, Saatchi & Saatchi, TBWA, OgilvyOne and Isobar. He has won lots of shiny awards including Asia's first Cannes CyberLion, as well as digital awards at Clio, One Show, Clio, and Spikes (not to mention print and TV awards at these shows). Just as importantly, Graham has a large collection of Effies, including Japan's first Global Golden Effie. As such, he's one of the few creatives to have achieved international recognition for both creativity and effectiveness.



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PART 4

BOARD OF DIRECTORS



VIPUL CHAWLA

**Managing Director
Pizza Hut Asia Pacific**

Vipul is the Managing Director – Pizza Hut, Asia Pacific, the largest Pizza Hut system outside of the United States. With more than 4700 restaurants, \$3.6bn system sales, 16 countries, Pizza Hut Asia Pacific is a market leader, double the size of its nearest competitor, and 23rd on the list of Asia’s most trusted brands. He is also on the Merchant Advisory Board for Visa Inc. Asia, and a board member of the Mobile Marketing Association – Asia Pacific.

In 2011, Vipul joined Yum! as Chief Marketing Officer for Yum! Asia FBU with responsibility for KFC, a brand with a regional footprint of approximately 3,000 restaurants with annual turnover of US \$ 3 Billion. Having worked with Unilever for 19 years in Asia and UK prior to joining Yum!, Vipul was Vice President for Oral Category where he was responsible for the Asian Oral Care business, and was the global leader for Close Up, and the health care platforms. He was also on the leadership teams for Unilever South Asia and Unilever China.

In 2013, Vipul was named as one of the 50 leading marketers in Asia by the Internationalist.

Married to Shefali for 21 years, they have one daughter, just turned 17, going on 21!!



JAYESH EASWARAMONY

**VP & GM, Asia Pacific,
Middle East and Africa
InMobi**

Jayesh Easwaramony is leading the InMobi business in Asia Pacific, Middle East and Africa. Prior to his current position, he has led business development for the Asia Pacific region for three years. Before InMobi, Jayesh worked with Frost and Sullivan as the leader of its TMT practice. He has advised several large companies in the mobile and media space including Samsung, SKT, Axiata and Telkom. He was widely respected for his views on the ICT industry having provided several interviews to CNBC, BBC, Channel News Asia and leading publications.

Jayesh has spoken at several conferences including GMIC, LTE Asia and Carrier Ethernet World. Prior to Frost and Sullivan, Jayesh has worked with Newscorp in India to set-up their pay TV business and other media investments and with the prestigious Tata Group to enter the telecom business. Jayesh holds an MBA degree from Indian Institute of Management, Bangalore.



RICHA GOSWAMI

**Head of Digital and
Innovation, APAC
Johnson & Johnson**

Richa Goswami is an accomplished marketer with a digital transformation success track record at Fortune 100 companies. She currently serves as Chief Digital Officer at Johnson & Johnson Asia-Pacific for consumer healthcare brands, with an added portfolio of enabling creative marketing excellence globally within the organization. Richa firmly believes in consumer-first marketing, and by result became an early adopter of digital and social media when the cultural phenomenon landed in modern world. Holding fast to her desire for creative disruption and equipped with her strategic mindset, she was put in leadership positions during her time at HSBC and Standard Chartered to orchestrate organization change and evolve traditional finance business practices.

She started her narrative on digital and mobile banking in 2001, and rapidly rose to Global Head of Next Generation Banking in a short 10 years. These roles are proof of her ability as a turn-key personnel within complex organizations, and have also deepened her forte in digital mobile marketing. As a Chief Digital Officer at Johnson & Johnson, she establishes transformational experiences for both brands and customers in the consumer space. This brand portfolio encompasses iconic names like Johnson’s Baby, Neutrogena, Band-Aid, Listerine, Clean & Clear, Aveeno and more. A true global digital leader, her dynamic management career has seen her recruiting, developing, mentoring and retaining diverse digital talents across 6 continents and 30 markets spanning Africa, Asia, Oceania, Europe,

North America and South America.

Today, Richa is a Digital Advisory Board member at Fortune 100 companies, a jury member in Mobile Marketing Association Asia Pacific and a TEDx speaker.



VIKAS GULATI

Managing Director, APAC
AdColony

As Managing Director, APAC at AdColony, Vikas Gulati is responsible for building and scaling the company's revenue and operations, enhancing its platform capabilities and strengthening its position in the mobile advertising ecosystem in the region. In this role, he oversees the Brand and Performance business, driving network and relationships with advertisers, publishers, mobile developers and strategic partnerships in APAC. An established business leader with 19 years of experience, Vikas has a proven track record of building and scaling up digital media, mobile and ad-tech startups in APAC. Prior to joining AdColony (formerly Opera Mediaworks), he was Vice President at Vserv, a leading mobile advertising exchange for emerging markets.

Between 2008 – 2012, he set up and grew the Asia business for Sprice, a leading online travel search and display network now part of Travelport. He also has held various leadership roles at ZenithOptimedia/Publicis, managing blue chip brands such as P&G, APB, LVMH, ESPN, LG and many others. Vikas is a regular contributor for leading regional digital publications such as Campaign Asia and Digital Market Asia. He is extremely passionate about technology, mobile, innovation and building successful businesses in Asia Pacific.



DONG HYUN KIM

Asia Digital/eCommerce
Leader
Procter & Gamble



BESSIE LEE

Founder & CEO
Withinlink

Bessie Lee is Founder and CEO of Withinlink, a China-based startup incubator and earlystage venture fund focused on marketing technology that supports China's media communications industry. Prior to founding her own company, she was CEO of WPP China since 2013, where she was responsible for 14,000 employees and more than \$1 billion in annual revenue.

Ms. Lee also served as the CEO of GroupM China. During her seven-year tenure, GroupM's media billings in the country tripled, and GroupM was named the number one media holding group in China in terms of billings for five consecutive years from 2007 to 2012, according to RECMA. She has presented many times at Cannes Lions' International Festival of Creativity, FT Future of Marketing, and RISE. Ms. Lee was the Innovation Jury President at the Spikes Asia Awards 2017.

She has received a number of international awards for her contributions to the media industry.

Ms Lee is a co-founder of the Mobile Marketing Association in China and in 2017, she was elected co-chair to lead the association on key industry issues in a market with the highest mobile Internet population in the world. An avid tennis fan, Ms. Lee is also a member of the Women's Tennis Association Global Advisory Council. Ms. Lee holds a Master's degree in communications at the Illinois State University, USA. She is based in Shanghai.



VISHNU MOHAN

CEO, Havas Group India &
South East Asia
CEO Havas Media APAC

Vishnu took up the responsibility of setting up the media network from scratch for Havas Group in Asia in 2005. The youngest international network has continued to grow aggressively under his watch through new business momentum and geographical expansion. Vishnu has worked across account management, strategic planning and agency management roles at creative and media agencies in India, China, Singapore and United Kingdom. Starting his advertising career with Y&R in India, where he looked after the Colgate Palmolive business, he moved to Euro RSCG (now Havas Worldwide) Singapore in 1995.

He regularly speaks at industry events like Ad Tech, Festival of Media and Asia Pacific Media Forum. He is a passionate champion of the group's global approach- Meaningful Brands - which outlines a huge opportunity for brands to reconnect with consumers. An alumni of IIM Ahmedabad (IIM-A), he is an ardent believer of the co-existence of "innovation" and "accountability" and his driving force is his version of ROI - Return on Innovation.



DICK VAN MOTMAN

Global President
Dentsu Brand Agencies

Dick joined Dentsu Network Asia in 2012 as the first non-Japanese head of the Region helping in the transformation journey towards building the first ever Global Communications Group born out of Asia. He heads up both the Dentsu and Aegis assets, comprising out of 35 operations, and more than 1700 people across our brands like Carat, Isobar, Posterscope, Vizeum, Dentsu and iProspect, in SEA.

Dick comes from a rich global heritage and culture. Dutch/Indonesian, Portuguese/Jewish parentage, and grew up in Holland. He graduated with a Bachelor's in economics; after which he studied sociology at the University of Amsterdam. When he was 29, he went to Korea (which had just opened up), Indonesia followed (enjoying the turmoil of a collapsing regime), Hong Kong (witnessing the handover), Singapore (learning guided democracy), and then China (witnessing warp speed first hand). He was earlier at Ogilvy & Mather, D'Arcy, Leo Burnett, and DDB Worldwide. On the back of this, he became the first foreigner to be awarded "Most Outstand.



RICHARD MURPHY

Corporate Vice President,
Digital; Growth &
Foundational Markets
McDonald's Corporation

Richard is CVP for Digital at McDonalds, with responsibility for markets in Asia, MEA, LatAm & Europe. His brief is to drive digital transformation at a market level. This includes setting and aligning the agenda for Digital, delivering new product and ways of working and helping markets to drive a modern approach with customers. Whether that is ordering through a mobile app or an in-store kiosk, receiving real-time offers through CRM or simply engaging with the brand in social media. The changing expectations of McDonalds' customers requires the delivery of a new type of convenience, agility and simplicity to live up to these new demands.

Richard has been 'in digital' since 1999 when he helped found and grow a dot com start-up, but he actually started his working life as a Food Scientist & buyer for Tesco Stores in the UK. Throughout his career he has experience in digital brand-building, direct marketing to drive revenue and has developed and delivered new digital experiences for Prudential, GE, British Telecom and most recently with Nokia & Microsoft where he led the global eCommerce team and the integration of the digital teams, infrastructure and ways of working into the Microsoft fold. Richard is married with 2 children and relocated to Singapore from the UK to take up his position with McDonalds.



DAN NEARY

Vice President, Asia
Pacific
Facebook

Dan, Vice President at Facebook, leads the global marketing solutions teams across Asia Pacific and is based in Singapore. Dan has over 20 years of executive level experience in both US-based and Asia-based roles. Prior to Facebook, he was the Vice President of Market Development at Skype, managing local marketing channels and partnerships across APAC, EMEA, and the Americas.

Prior to Skype, Dan was the Vice President of Emerging Markets at eBay where he managed the company's businesses in Southeast Asia, India, and the Middle East. Dan joined eBay in 2002 in California where he initially ran one of its largest business units. Prior to eBay, Dan was the COO of Vendio - a leading eCommerce software solutions firm backed by Sequoia Capital and eventually acquired by Alibaba. Dan began his career at the Kellogg Company.

In his free time, Dan is active in the entrepreneurial community and helps advise tech startups on a range of issues from fund raising to business development. He is a Limited Partner with two Venture Capital funds, Co-founder of Travelmob (acquired by HomeAway), and an early-stage investor in over 15 companies (exits included 2 acquisitions and 1 IPO). Dan received his both his BS and MBA degree from DePaul University, USA.



DAVID PORTER

Vice President, Global Media at Unilever Asia, Africa, Middle East, Turkey & Russia
Unilever

David is responsible for one of the largest media budgets in a diverse region spanning 14 time zones. He is responsible for driving the company's innovation in Communications Channel Planning with a strong focus on Unilever's development as a major force in digital marketing in the region.

David was educated at Dulwich College, London and later at the Open University Business School, UK. He spent 25 years in UK agencies before a 7-year stay in Asia Pacific with Mindshare, where he managed the agency's multimarket relationship with Unilever. He joined Unilever in 2010 and has managed its media operations in multiple markets including APAC. David lives in Singapore with his wife and two children.



SEAN RACH

Chief Marketing Officer
Monaco

Sean joined Monaco in November of 2017 and leads all marketing efforts including brand management, advertising, public relations, social, and community for the pioneering payments and cryptocurrency platform.

Prior to Monaco, Sean was Chief Marketing Officer at Prudential Corporation Asia. Previous roles included Managing Director of OgilvyOne Hong Kong, a 100+ person agency and marketing roles with Sprint and Hallmark Cards. Originally from Fort Worth, Texas, he attended the Thunderbird Global School of Business and the United States Naval Academy.



PRAVEEN SHARMA

Regional Director, Performance Sales and Solutions APAC
Google Asia Pacific

Perry (as he usually goes by) joined Google in 2010 and has had the opportunity to lead sales teams across Video and Mobile; the 2 most exciting areas of Internet. He led Video and Display sales for India till 2013 before moving to Singapore where he now champions mobile sales and solutions for Google across the APAC region. Working across APAC with markets at different stages of mobile evolution has allowed Perry to have a strong understanding of developmental areas of the region. Perry also works very closely with the global product organization giving him a keen sense of mobile product development for Google in particular and the industry in general.

Perry's stint at Google was preceded by 14 years in advertising in India with Madison, Group M and IPG groups championing media and communication strategy across some of the marquee brands in India. Perry is an Engg graduate with an MBA in Marketing/Communication Mgmt. He lives in Singapore with his wife and son.



D SHIVAKUMAR

Group Executive President – Corporate Strategy and Business Development
Aditya Birla Group

Shivakumar ('Shiv') is Group Executive president at Aditya Birla group for Strategy and Business development. He was previously Chairman and CEO for PepsiCo, and CEO for India and later Emerging Markets at Nokia. He was earlier at HUL, and has worked with over 50 brands in his career. Shiv has been on the Board of Governors of IIM Ahmedabad and the Godrej Consumer Products Board. He was the president of the All India Management Association. He is currently the Chairman of the Mobile Marketing Association and Vice Chairman of the Advertising Standards Council of India. He is currently on the board of XLRI. He is an alum of IIT Madras and IIM Calcutta.



JOE NGUYEN

Senior Vice President, Asia Pacific
comScore, Inc.

Joe Nguyen is Senior Vice President, Asia Pacific at comScore, a leading cross-platform measurement company that measures audiences, brands and consumer behaviour everywhere. With more than 20 years in the online analytics and media industries in the

Asia Pacific region, Joe has experience in panel-based audience measurement as well as advanced data analytics on the user and vendor sides. He actively contributes to key digital, media and technology conferences and publications across the region. In addition, he is the co-founder of iamWednesday Singapore, and is currently on the Interactive Advertising Bureau Singapore leadership council and Mobile Marketing Association Asia Pacific board of directors.

Prior to comScore, Joe was the Southeast Asia regional manager for Omniture where he successfully delivered its product suites across diverse industries. He previously served as the director of global e-commerce at Millennium & Copthorne Hotels where he grew global online sales by 50 percent. Joe holds a BSE degree in Mechanical Engineering from Princeton University. He was born in Vietnam and emigrated to the United States after spending a year in a Malaysian refugee camp.



PHAM NHA UYEN

**Regional Marketing
Manager
Coca-Cola Indochina**

Pham Nha Uyen currently is Regional Marketing Manager Coca-Cola Southeast Asia, Inc, in charge of Indochina – be instrumental in developing strategy, brand communication and activation to expand business and drive long term growth for the region. She has solid knowledge in Consumer Marketing with more than 14 years’ experience in the industry, handled different marketing roles with Nestle & Coca-Cola Company.

In the past 8 years with Coca-Cola, she has driven different successful campaigns to build Coca-Cola, Sprite,

Fanta and led new launch of new product like Nutriboost, Aquarius... She is one of the pioneers to build IMarketing as key pillar in integrated marketing communication for different campaigns like Coca-Cola Khong Thu Sao Biet, Coca-Cola FFWC 2010, Coca-Cola Tet, Coca-Cola Soundfest. She was also the lead of first successful mobile promotion between Coca-Cola & Vinaphone since 2012.



RAHUL WELDE

**Global VP – Digital
Transformation
Unilever**

Rahul Welde is the Global VP Digital Transformation at Unilever.

In this role, he is responsible for driving digital transformation across brands and markets, addressing the significant opportunities that digital technology presents. The role involves building capabilities across the digital spectrum, including innovation, partnerships, tools, systems, processes, frameworks and training, in order to better engage with consumers externally while driving efficiencies internally. Previously, Rahul was Unilever’s Regional VP Media for Asia, Africa, Middle East, Turkey and Russia and has a deep understanding of those markets, having played a pivotal role in driving digital in the region.

He is a strong advocate of non-traditional thinking and many projects under his stewardship have received wide acclaim and recognition. Rahul has been with Unilever since 1991 and has benefited from diverse exposure and challenging assignments across businesses and functions. Rahul has also been also actively involved in industry issues, awards, events and industry bodies including the World Federation of Advertisers (WFA) and Mobile Marketing Association (MMA).





PART 1

MEMBERSHIP

Account Name	Thinfilm (Thin Film Electronics ASA)	Sony Pictures Networks India Pvt Ltd
Twitter	Smartpipe Solutions	Zee Digital Convergence Limited
Google	Standard Chartered Bank	Vietguys J.S.C.
RetailMeNot	Grapeshot	Hindustan Thompson Associates Pvt Ltd
Spotify USA Inc	App Samurai	Bharti Airtel Limited
Mindshare	Madhouse Inc.	PPLUS Limited Company
Walmart Inc.	IgnitionOne	Moblaze
JP Morgan Chase Bank	MobileBridge	Rice Communications PTE LTD
Bank Of America	TAB	Alpha Leapers Digital
Ford Motor Co	Tenor	Appota
Shell	Johnson & Johnson (APAC)	AdMaster (China)
Procter & Gamble	Prudential Corporation of Asia	Unilever Ventures Limited
Mastercard Worldwide	comScore Asia Pte Ltd	InMobi (China)
Unilever	FECredit	Netmining
Citi	Saavn	Tata Communications
GlaxoSmithKline	Culture Machine	Gedeng (China)
General Motors Corp	Teralytics	GRIDSUM Technology Co. Ltd (China)
Pinterest	sensewhere Ltd	Humanscale
Hilton Worldwide	ASKME Group	Yoyi (China)
BP International	Nielsen India	Ogury
Phunware	Autumn Worldwide	Dentsu Aegis (China)
Uber	Google (Vietnam)	Domob Limited (China)
Colgate-Palmolive	VNG Corporation	Pfizer, Inc.
LoopMe	FrieslandCampina Vietnam Co., Ltd	UM+ (Umeng Technology Ltd) (China)
AppsFlyer	Dentsu Media Vietnam Ltd.	RhythmOne
A+E Networks	Suntory PepsiCo Vietnam Beverage	Harman International Industries
The Travelers Companies	Mobext (APAC)	EJAM Group (China)
Safe Auto Insurance Company	Kantar Media (TNS Media Vietnam)	Crescent Mall
Las Vegas Convention and Visitors Authority	Tyroo Media	Datami (LATAM)
Unlockd	Greenhat Company Ltd.	FT Chinese.com of Financial Times (China)
Forbes Media	Tre Tho Information Service Joint Stock Company	Zhima Tech (China)
Experian Marketing Services	Ansible India a division of Interactive Avenues Pvt Ltd.	
Innovid		

Grapeshot (China)	Beam Suntory	MCD Asia Pacific, LLC (McDonalds)
Publicis Health	Metlife	Arc Worldwide
FugeTech	Hindustan Unilever Limited	Turner Broadcasting System, Inc.
Ambient Digital	Uniqlo (China)	DoubleClick
CAC Design Group (China)	Lazada Vietnam	ScreenTonic
Redder Advertising Joint Stock Co.	United Spirits Limited India	eBay Inc
WITHINLINK (China)	Godrej Group	SparkFoundry
Quadas (China)	Novi Digital Entertainment Pvt. Ltd. (Hotstar)	Matrix
Smaato (China)	Talking Data (China)	Facebook
MOAT (China)	Ping Coo (China)	Publicis Groupe
Omnicom Media Group India Pvt. Ltd.	Dentsu Asia Pte Ltd	T-Mobile International AG
Esurance	Sam4Mobile	GroupM (China)
AdColony (APAC)	Waze	Campbell Soup Co.
OnStar	Unilever Vietnam International Company Ltd.	hdtMEDIA (China)
Barclays	Intuit	Posterscope (China)
LeTV (China)	EZR (China)	Clear Channel Outdoor
Instagram	OMP (China)	Isobar (China)
Carat Advertising Ltd (China)	Bacardi	MediaCom (China)
Goldsun Focus Media	Rite Aid Corp	Kinetic Advertising Shanghai (China)
DigitasLBi	GroupM Vietnam (WPP Media Ltd)	Google (China)
Leo Burnett	RetailMeNot (Marketing)	Miaozhen Systems (China)
Gapit Communications	Fiksu DSP	Toys R Us
LiquidThread	Coca-Cola Beverage Ltd (China)	PingAn Technology (China)
Match.com	Vizeum Advertising Ltd (China)	Performics
POKKT Maiden Marketing India Pvt. Ltd.	LinkedIn	Verystar Linked by Isobar (China)
Lava Digital Company Ltd.	Infobip	D2C (China)
ASDA	Salesforce	Mindshare (China)
VietBuzz Ad	Microsoft	Nielsen (China)
Tapjoy, Inc.	IBM Watson Advertising	Gameloft (APAC)
GroundTruth	Mobile Marketing Association	OLX India Pvt Ltd.
Marketing Evolution	SapientRazorfish	Facebook India Online Services Pvt. Ltd
Viva Mobile Media (China)	The Coca-Cola Company	Pepsico India Holdings Pvt Ltd.
		Cadillac

Amplifi (China)
Dollar Shave Club
Madhouse (China)
Unilever (China)
Zenith
Limei (China)
Dunkin Brands
Ecovacs (China)
Robin8 (China)
BP Singapore Pte Ltd
Pizza Hut Restaurants Asia Pte Ltd
Electronic Arts Inc
Universal Parks & Resorts
The Hershey Company
Tencent (China)
iqiyi (China)
CTR Market Research (China)
Chobani
Snap Inc.
One97 Communications Limited
VUDU
Premiummad dba Amadzing (China)
Smartmad (China)
T-Mobile Austria
PHD (China)
Starcom
AdTruth
AdinCube
Cuisinart
Sizmek (China)
GroupM Media India Pvt. Ltd
The Goodyear Tire & Rubber Company
DraftKings

Flipkart
JDV Markco SAPI de CV
The Coca-Cola Export Corporation
Mobusi Mobile Advertising
Promotora de Marcas Nacionales
AdColony
YouTube
TUNE
McDonalds Corporation
SUBWAY® Franchise World Headquarters, LLC
R/GA
Kotak Mahindra Bank Ltd
Near
RTBAsia (China)
Sina (China)
Samsung
Barclaycard
Unionpay (China)
Chevrolet
Buick
Bonzai Digital Pvt Ltd
Chillingo
ampm
Publicis Media
Seiyu Group
Castrol
Aral
Indonesia Mobile Exchange
Ben & Jerry?s
Hospira
TNT Express
Anacor Pharmaceuticals
Hayneedle, Inc.

Adbug (China)
iClick (China)
Kuaizi Technology (China)
Sunteng (China)
Toutiao (China)
Publicis Media (China)
Sam's Club
Google India Private Limited
Creative Media Works Pte Ltd (APAC)
BITI?S
jet
Butterfly (China)
Millward Brown Vietnam
InMobi Pte Ltd.
Match Group
comScore (China)
HERE Technologies
Blueseed
Publicis Communications
Nest
Power Xene Digital Technology (PXENEP) (China)
FunTV
PerfordMad (China)
Shunfeng Communications (China)
White Ops (China)
Videology (China)
Ergeng TV (China)
NetBooster (China)
Mars (China)



PART 5

SMARTIES



ASIA-PACIFIC

SMARTIES 2017

Messaging

- 1 Softlogic Life and Mindshare Sri Lanka for Campaign That Saved 2500 Lives
- 3 The Coca-Cola Company/Coca-Cola and Fulcrum for Coca-Cola Refresh and Top-Up

Programmatic

- 1 FrieslandCampina/Friso and Pervorm for Friso Vietnam - 'How We Met Your Mother'

Brand Awareness

- 1 Yum! Brands/Pizza Hut and Mindshare China for How Pizza Hut turns itself into the Social Enablers for Gamers in China
- 2 Bayer AG/Yasmin and PHD China, Wezeit, Super Curriculum for Yasmin's Sex-Ed Revolution
- 3 Elevit and PHD China, JWT Shanghai for The First Hello

Location Based Services or Targeting

- 1 Yum! Brands/Pizza Hut and Mindshare China for How Pizza Hut turns itself into the Social Enablers for Gamers in China
- 2 Johnson & Johnson/Neutrogena and DDB Worldwide, Tribal Worldwide for City-Proof Your Skin Campaign
- 3 The Coca-Cola Company/Coca-Cola and Circus Digital for Coke iBeacon Cooler

Innovation

- 1 Foxtel and Mindshare Australia for Marketing at the Speed of Sport
- 2 Google and R/GA Sydney for Through the Dark

- 3 General Motors Korea/Chevrolet and Isobar Singapore, Isobar Korea, Carat Asia Pacific for Chevrolet V-Showroom
- 3 Johnson & Johnson/Neutrogena and DDB Worldwide, Tribal Worldwide for City-Proof Your Skin Campaign

Mobile App

- 1 Watsons Malaysia and Ansible MY for MY Watsons
- 3 Kotak Mahindra Bank and Kotak Mahindra Bank for Kotak 811
- 3 Suntory PepsiCo Vietnam Beverage / Pepsi and Mindshare Vietnam for Pepsi - Sing Your Own Music Moment with Real Life Targeting

Social Impact/ Not for Profit

- 1 Colgate Palmolive (India) Ltd/Pocket Dentist and Red Fuse Communications India, MEC, Dialogue Factory, GroupM, Netcore for Pocket Dentist
- 2 Bayer AG/Yasmin and PHD China, Wezeit, Super Curriculum for Yasmin's Sex-Ed Revolution

Mobile Audio

- 1 Colgate Palmolive (India) Ltd/Pocket Dentist and Red Fuse Communications India, MEC, Dialogue Factory, GroupM, Netcore for Pocket Dentist
- 2 Suntory PepsiCo Vietnam Beverage / Pepsi and Mindshare Vietnam for Pepsi - Sing Your Own Music Moment with Real Life Targeting
- 3 GlaxoSmithKline Pharmaceuticals Limited/Horlicks and Mindshare India for When Horlicks skipped the ad, and told a story in rural Bihar

Lead Generation / Direct Response / Conversion

- 1 Nike and Mindshare China for Reinventing the Athlete Tour
- 2 FrieslandCampina/Friso and Pervorm for Friso Vietnam - 'How We Met Your Mother'
- 3 California Fitness & Yoga Centre and RED2 Digital for #IAMMORE Vietnam

Product / Services Launch

- 1 Nike and Mindshare China for Reinventing the Athlete Tour
- 2 Johnson & Johnson/Neutrogena and DDB Worldwide, Tribal Worldwide for City-Proof Your Skin Campaign
- 3 L'Oréal/Maybelline and Mindshare China for Celebrity Endorsement in the Age of Social Media

Mobile Social

- 1 L'Oréal/Maybelline and TBWA\ Singapore for The Maybelline Snapchat Hack
- 1 Bayer AG/Yasmin and PHD China, Wezeit, Super Curriculum for Yasmin's Sex-Ed Revolution
- 2 Yum! Brands/Pizza Hut and Mindshare China for How Pizza Hut turns itself into the social enablers for gamers in China

Cross Mobile Integration

- 2 Unilever/Axe and Mindshare Indonesia, AdColony for Axelerate Find Your Magic
- 2 Bayer AG/Yasmin and PHD China, Wezeit, Super Curriculum for Yasmin's Sex-Ed Revolution
- 3 Nike and Mindshare India for Inspiring the Athlete Within Every Woman

Promotion

- 2 Johnson & Johnson/Neutrogena and DDB Worldwide, Tribal Worldwide for City-Proof Your Skin Campaign

- 2 Unilever/Clear and Mindshare Philippines, AdColony for Clear's Virtual Barbershop

- 3 The Coca-Cola Company/Coca-Cola and Fulcrum for Coca-Cola Refresh and Top-Up

Cross Media

- 2 Johnson & Johnson/Neutrogena and DDB Worldwide, Tribal Worldwide for City-Proof Your Skin Campaign

- 2 Nike and Mindshare India for Inspiring the Athlete Within Every Woman

- 3 Colgate Palmolive (India) Ltd/Pocket Dentist and Red Fuse Communications India, MEC, Dialogue Factory, GroupM, Netcore for Pocket Dentist

Best Brand Experiences in Mobile Rich Media

- 2 Disney/Pirates of The Caribbean 5 and Disney, AdColony, Dentsu Digital Indonesia for Pirates of The Caribbean 5 – Mobile Video Innovation Makes a Blockbuster

- 2 Google and R/GA Sydney for Through the Dark

Programmatic

- 2 Unilever/Pond's and Mindshare Indonesia, AdColony for Pond's Gains Ground by Train

Mobile Website

- 2 Google and R/GA Sydney for Through the Dark

Mobile Video

- 2 Google and R/GA Sydney for Through the Dark

Most Engaging Mobile Creative

- 3 The Coca-Cola Company/Coke and Moblaze, InMobi, Havas Riverorchid for Coke Break



Disney/Pirates of The Caribbean 5 and Disney, AdColony, Dentsu Digital Indonesia for Pirates of The Caribbean 5 – Mobile Video Innovation Makes a Blockbuster



Mobile Native



LYKE and InMobi for LYKE- All Fashion One App



L'Oréal/Maybelline and TBWA\ Singapore for The Maybelline Snapchat Hack



Relationship Building / CRM



Vietnam Prosperity Finance Limited Company (FE CREDIT) and Adtima for MAKE A CUSTOMER, NOT A SALE



Industry Awards (Blue)



Yasmin's Sex-Ed Revolution Best in Show



Bayer AG Marketer of the Year



Nike Marketer of the Year



Mindshare China Agency of the Year



Mindshare Asia Pacific Agency Network of the Year







INDIA

SMARTIES 2017

Brand Awareness

- 1** Sony Entertainment Channel / Super Dancer and Zapr Media Labs for
Waltzing across TV: How 300,000 people switched channels to Super Dancer
- 2** Aditya Birla Group and Mindshare for
Conglomerate to Companion

Cross Media

- 1** Liva and Saavn for
Saavn: Liva #NoFilterNeha Campaign
- 2** Nike and Mindshare for
Inspiring the Athlete Within Every Woman
- 2** Star Plus and Mindshare for
Nayi Soch

Cross Screen Advertising

- 1** Diageo and Mindshare for
Combating the Consumer Blind Spot on TV with Smartphones
- 2** Diageo / McDowell's No.1 and Mindshare for
David vs Goliath 2.0: When mobile outmuscled TV

Innovation

- 1** Godrej Greens and Madison Communication for
Feel the Greens
- 2** Mondelēz / Cadbury Dairy Milk Marvellous Creations and Isobar & Affle for
Cadbury Marvellous Campaign - An Augmented Reality-driven mobile advertising
- 3** Bharti Airtel and GroupM for
India's first media plan created through Artificial Intelligence (AI)

Location Based Services or Targeting

- 1** Iodex and Mindshare for
Iodex goes Ambush the geo-targeted way, but this time through Mobile media!
- 2** Godrej Infinity and Madison Communications for
Privileges are now 0 km away from Godrej infinity
- 3** Royal Challenger Sports Private Limited and Mindshare for
RCB Bold Army

Marketing within a Mobile Gaming Environment

- 1** PepsiCo / Mountain Dew and Mindshare for
Mountain Dew - Game Fuel
- 2** Maruti Suzuki and Grapes Digital & Gameloft for
Nexa Baleno Buddy Pack
- 3** Glaxo SmithKline Consumer Healthcare / Boost and Mindshare & POKKT for
How Boost is paying way to effectively target kids using Pokkt's proprietary software and overall, driving brand preference

Messaging

- 1** Mars / Pedigree and Hungama Digital Services for
Pedigree Shape Guide
- 2** Colgate Palmolive / Pocket Dentist and Red Fuse Communications India for
Pocket Dentist

Mobile App

- 1** Hungama Digital Media Entertainment Pvt Ltd. and Hungama Digital Services for
Artist Aloud App
- 2** Mahindra & Mahindra and Hungama Digital Services for
Live Young, Live Free App

Mobile Audio

- 1 **Liva and Saavn for**
Saavn: Liva #NoFilterNeha Campaign
- 2 **Reckitt Benckiser / Dettol and GreedyGame Media & Interactive Avenues for**
Dettol: Jingle all the way
- 3 **Benadryl and Interactive Avenues for**
Benadryl OBD

Mobile Native

- 1 **Reckitt Benckiser / Dettol and GreedyGame Media & Interactive Avenues for**
Dettol: Jingle all the way
- 3 **Nike and Mindshare for**
When tinder swiped right for Nike

Mobile Social

- 1 **PepsiCo / Mirinda and Mindshare for**
Mirinda Release the Pressure
- 2 **JSW IP Holdings and Mindshare for**
Rukna Nahi Hai
- 3 **Coca-Cola and Interactive Avenues for**
Coca-Cola Moments on Jio Chat
- 3 **Diageo and Mindshare for**
Home Party Essentials 101 - By SIMI the AI-powered Bartender

Mobile Video

- 1 **Castrol Activ and Mindshare for**
Girl in the City
- 2 **Glaxo SmithKline Consumer Healthcare / Boost and Mindshare & Pokkt for**
How Boost is paying way to effectively target kids using Pokkt's proprietary software and overall, driving brand preference

Product/ Services Launch

- 1 **Sony Entertainment Channel / Super Dancer and Zapr Media Labs for**
Waltzing across TV: How 300,000 people switched channels to Super Dancer
- 2 **Mahindra & Mahindra and Hansa Customer Equity Pvt. Ltd. for**
With You Hamesha - Mahindra Auto's Post Sales Platform

Lead Generation

- 2 **Mars International Pvt. Ltd. / Pedigree and Hungama Digital Services for**
The Pedigree Pawsome Programme
- 3 **Renault and OMD for**
KWID on Paytm: How to Sell Cars in Demonetization

Promotion

- 2 **Godrej Consumer Products Limited / Good Knight and Mindshare for**
Good Knight - Fastcard ki Paathshala
- 3 **Colgate Palmolive / Pocket Dentist and Red Fuse Communications India for**
Pocket Dentist




Cross Mobile Integration

- 3 **Nike and Mindshare for**
Inspiring the Athlete Within Every Woman

Programmatic

- 3 **Diageo and Mindshare for**
Combating the Consumer Blind Spot on TV with Smartphones

Industry Awards (Blue)

-  **Waltzing across TV: How 300,000 people switched channels to Super Dancer**
Best in Show
-  **Diageo**
Marketer of the Year
-  **Mindshare**
Agency of the Year



INDONESIA

SMARTIES

2017

Brand Awareness

- 1 **Telkomsel - Langit Musik and Narrada Communication for #HearUrMood**
- 2 **Unilever/Axe and Mindshare Indonesia, AdColony for Axelerate Find Your Magic**
- 3 **Unilever/Rexona Deo Lotion and Telkomsel for Utilize the IVR technology through singing competition with idol**

Product/ Services Launch

- 1 **Nestle/Milo and Mindshare Indonesia for MILO Champ Squad Trade Launch**
- 2 **Procter & Gamble/Pantene and MediaCom Indonesia for Pantene anti-dandruff sachet launch using "Micro Targeting at Scale"**
- 3 **Permata Bank and Narrada Communication for #SayangUangnya**

Cross Mobile Integration

- 1 **Unilever/Axe and Mindshare Indonesia, AdColony for Axelerate Find Your Magic - Cross Mobile Integration**

Messaging

- 1 **Unilever/Royco and Mindshare Indonesia for Royco UMB Rural**
- 2 **BTPN Jenius and Telkomsel for Experience in Digital Banking**

Innovation

- 1 **Telkomsel - Langit Musik and Narrada Communication for #HearUrMood**

- 2 **Bank Central Asia and Telkomsel for Ingenious way to measure your OOH effectiveness**

Location Based Services or Targeting

- 1 **IKEA and Mindshare Indonesia for IKEA time based location targeting**
- 2 **Unilever/Pond's and Mindshare Indonesia, AdColony for Pond's Gains Ground by Train**
- 3 **Unilever/CLEAR and Mindshare Indonesia, AdColony for Clear Tapping on Mudik (annual homecoming tradition)**

Mobile Video

- 1 **Disney/Pirates of The Caribbean 5 and AdColony, Dentsu Digital Indonesia for Pirates of The Caribbean 5 – Mobile Video Innovation Makes a Blockbuster**
- 3 **Unilever/Axe and Mindshare Indonesia, AdColony for Axelerate Find Your Magic**
- 3 **Telkomsel - Digital Lifestyle and Narrada Communication for Pulang-Pulang Ganteng**

Best Brand Experiences in Mobile Rich Media

- 1 **Samsung Gear S3 and SMG Indonesia, AdColony for Samsung Gear S3 smartwatch**
- 2 **Disney/Pirates of The Caribbean 5 and AdColony, Dentsu Digital Indonesia for Pirates of The Caribbean 5 – Mobile Video Innovation Makes a Blockbuster**
- 3 **Unilever/Wall's and Mindshare Indonesia for Wall's Heartbrand Pemilan Snack 2017 (Unilever)**

Lead Generation / Direct Response / Conversion

- 2 Samsung Gear S3 and SMG Indonesia, AdColony for Samsung Gear S3 smartwatch

Promotion

- 2 Unilever/CLEAR and Mindshare Indonesia, AdColony for Clear Tapping on Mudik (annual homecoming tradition)
- 2 Unilever/Wall's Cornetto and Mindshare Indonesia for Dare to Make a Move with #CornettoLoveRibbon Powered by GoMart
- 3 Mizone and VML Indonesia for Mizone Olimpiactiv

Cross Media

- 2 Unilever/CLEAR and Mindshare Indonesia, AdColony for Clear Tapping on Mudik (annual homecoming tradition)
- 2 Unilever/Pond's and Mindshare Indonesia, AdColony for Pond's Gains Ground by Train
- 3 Nestle/Milo and InMobi, Mindshare Indonesia for MILO Champ Squad
- 3 The Coca-Cola Company/Sprite and InMobi, MediaCom Indonesia for Sprite Nyatanya Nyegerin

Programmatic

- 2 Google and Essence for Google Play Levels Up Its Game with Programmatic HD Video in Indonesia
- 3 IKEA and Mindshare Indonesia for IKEA time based location targeting

Most Engaging Mobile Creative

- 2 APUS for PENGHANCUR JARI
- 2 Disney/Pirates of The Caribbean 5 and AdColony, Dentsu Digital Indonesia for Pirates of The Caribbean 5 – Mobile Video Innovation Makes a Blockbuster

Mobile Native

- 3 LYKE and InMobi for LYKE- All Fashion One App





Mobile Social

- 3 Unilever/Lifebuoy Shampoo and Mindshare Indonesia for Lifebuoy Shampoo connects moms with BBM Stickers
- 3 GlaxoSmithKline/Panadol and Mindshare Indonesia for Panadol Pejuang Tangguh

Mobile Audio

- 3 Unilever/Pond's White Beauty and Mindshare Indonesia, AdColony for Pond's uses music to ignite the true meaning of Ramandan

Industry Awards (Blue)

-  Pirates of The Caribbean 5 – Mobile Video Innovation Makes a Blockbuster Best in Show
-  #HearUrMood Best in Show
-  Unilever Marketer of the Year
-  Mindshare Indonesia Agency of the Year

Industry Awards (White)

-  Telkomsel Worthy Mention



VIETNAM

SMARTIES 2017

Brand Awareness

- 1** Coca-Cola and Mediacom Vietnam for Coca-Cola 360 Degree Wishes
- 2** Suntory PepsiCo Vietnam Beverage / 7UP Revive and Mindshare Vietnam / REDDER Advertising for REVIVE - WALK MORE TO BYE ZOMBIE LABEL
- 2** UNILEVER Vietnam/OMO and Mindshare Vietnam / Click Media for OMO Brings SAFARI World To Vietnam For The First Time Ever

Product/ Services Launch

- 1** Samsung Vietnam / Galaxy S8 and Leo Burnett Vietnam for Samsung Galaxy S8 - Shake To Own
- 2** Samsung Vietnam / Galaxy A and Leo Burnett Vietnam for Samsung Galaxy A - A-Playlist
- 3** UNILEVER Vietnam/CLEAR and Mindshare Vietnam for UNLEASH THE POWER OF 9 HERBS

Promotion

- 1** ORION and WAVEMAKER / CHEIL for SUMMER COOL CHOCOPIE
- 2** Samsung Vietnam / Galaxy S8 and Leo Burnett Vietnam for Samsung Galaxy S8 - Shake To Own
- 3** Yomost and Leo Burnett Vietnam for Yomost - Make a Move #TLPN

Relationship Building / CRM

- 1** Vietnam Prosperity Finance Limited Company (FE CREDIT) and Adtima for Manage your FE CREDIT loan using Zalo chat app
- 2** FrieslandCampina Vietnam and Adtima for How Friso auto-validates mom's profiles via Zalo chat app

- 3** P&G and Mediacom Vietnam for P&G "Shining Everyday" Campaign

Cross Media

- 1** UNILEVER Vietnam/CLOSEUP TOOTHPASTE and Mindshare Vietnam for How Closeup used a mobile first approach to create exciting and intimate dates for thousands of 'forever alone' millennials
- 2** Samsung Vietnam / Galaxy J7 Pro and Leo Burnett Vietnam for Samsung Galaxy J7 Pro - Put The Lights On Rural

Cross Mobile Integration

- 1** UNILEVER Vietnam/CLOSEUP TOOTHPASTE and Mindshare Vietnam for Closeup enabled the young couple to express their love through Mobile Integrated Audio match system
- 2** Unilever Vietnam/POND'S and Mindshare Vietnam for Real Beauty needs No Filter
- 3** Samsung Vietnam / Galaxy A and Leo Burnett Vietnam for Samsung Galaxy A - A-Playlist

Cross Screen Advertising

- 1** Unilever Vietnam / LIFEBOUY and Mindshare Vietnam for MOM'S REAL SILVER PROTECTION - LIFEBOUY

Programmatic

- 1** UNILEVER Vietnam/KNORR and Mindshare Vietnam for Knorr the Recipe Doctor helped the Vietnamese Moms with personalized Food recipes
- 2** GRAB and WAVEMAKER for OUTCOMES BASED DIGITAL MARKETING CREATING SUSTAINABLE BUSINESS FOR GRAB

Mobile Website

- 1 Samsung Vietnam / Galaxy S8 and Leo Burnett Vietnam for Samsung Galaxy S8 - Shake To Own

Mobile Social

- 1 Suntory PepsiCo Vietnam Beverage / Mirinda and REDDER Advertising Vietnam / Mindshare Vietnam for MIRINDA APRIL FOOLS
- 3 Yomost and Leo Burnett Vietnam for Yomost - Make a Move #TLPN

Innovation

- 1 UNILEVER Vietnam/CLOSEUP TOOTHPASTE and Mindshare Vietnam for How Closeup used a mobile first approach to create exciting and intimate dates for thousands of 'forever alone' millennials
- 2 The Coca-Cola Company/Coca-Cola and Circus Digital for Coke iBeacon Cooler

Best Brand Experiences in Mobile Rich Media

- 1 Castrol and Mindshare Vietnam & Dsquare for Bring your LUCK this TET with CASTROL
- 2 Samsung Vietnam / Galaxy S8 and Leo Burnett Vietnam for Samsung Galaxy S8 - Time To Move On

Most Engaging Mobile Creative

- 1 Samsung Vietnam / Galaxy S8 and Leo Burnett Vietnam for Samsung Galaxy S8 - Shake To Own
- 3 Suntory PepsiCo Vietnam Beverage / 7UP Revive and Mindshare Vietnam / REDDER Advertising for REVIVE - WALK MORE TO BYE ZOMBIE LABEL

Lead Generation / Direct Response / Conversion

- 2 P&G and Mediacom Vietnam for P&G "Shining Everyday" Campaign
- 3 California Fitness & Yoga Centre and RED2 Digital for #IAMMORE VIETNAM

Messaging

- 2 UNILEVER Vietnam/P/S TOOTHPASTE and Mindshare Vietnam for P/S Anti Cavity – Helping Vietnamese Rural change Brushing habit to prevent cavity
- 3 Samsung Vietnam and Leo Burnett Vietnam for Samsung Connect - Power of a Message

Mobile App

- 2 SUNTORY PEPSICO VIETNAM BEVERAGE / PEPSI and Mindshare Vietnam / REDDER Advertising for PEPSI - SING YOUR OWN MUSIC MOMENT WITH REAL LIFE TARGETING
- 3 Oxalis Adventure and DigiPencil MVV for Virtual journey to the biggest cave in the world: Son Doong






Location Based Services or Targeting

- 3 Suntory PepsiCo Vietnam Beverage / 7UP and Mindshare Vietnam / REDDER Advertising for 7UP Foodies - BRING THE BEST EXPERIENCES WITH FOOD FROM VIRTUAL TO REALITY
- 3 Samsung Vietnam / Galaxy J7 Pro and Leo Burnett Vietnam for Samsung Galaxy J7 Pro - Put The Lights On Rural

Mobile Video

- 3 Masan / Chin-Su and Inspirato Media for Masan Utilizes Video Content via Chuyện Kể Bé Nghe
- 3 Unilever Vietnam/Comfort and Mindshare Vietnam for Comfort brought the overwhelmed nature sensorial experience through the 360-degree experimental video

Industry Awards (Blue)




-  Samsung Galaxy S8 - Shake To Own Best in Show
-  Unilever Vietnam Marketer of the Year
-  Samsung Vietnam Marketer of the Year
-  Mindshare Vietnam Agency of the Year in Mobile
-  Leo Burnett Vietnam Agency of the Year in Mobile





CHINA

SMARTIES 2017



Mobile Marketing Strategy

-  **The Yinyangshi (Onmyoji) collaboration with KFC for Yum China**
-  **Snickers - Don't let hunger ruin your Olympic Games for Tencent**
-  **SAP & NBA native content marketing campaign for Tencent**




New Technology Application

-  **Pepsi AR red envelope campaign - Brings happiness home for Tencent**
-  **The Yinyangshi (Onmyoji) collaboration with KFC for Yum China**

Best Use of Data

-  **UFS Data Intelligence for Social Touch**
-  **Durex A bed of China for Mconnect**

Creative & Production

-  **Yasmin's Sex-Ed Revolution for PHD China**
-  **Companionship will not be powered off for Madhouse**
-  **K-music BGM Jukebox for Trio Isobar**

Industry Awards (Blue)

-  **Tencent Agency of the Year in Mobile**
-  **Yum China Marketer of the Year in Mobile**
-  **Yum China Best in Show "The Yinyangshi Onmyoji collaboration with KFC"**





SMARTIES CHINA
AUGUST 25, 2017 • SHANGHAI
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PART 6

DATA POINTS

Data: Mobile Media in the Asia-Pacific

This section of the Yearbook complements the qualitative analysis in Parts I-III, and presents data tables and figures sourced from industry associations and companies such as GSMA and Ericsson. The Asia-Pacific leads the world in terms of mobile subscribers, with a wide range of network diffusion. Mobile is disrupting sectors ranging from health and education to entertainment and retail.

With more than five billion unique mobile subscribers at the end of 2017, mobile has a greater reach than any other technology, according to GSMA. However, significant gaps and divides continue to exist between and within individual Asia-Pacific countries, especially with regard to mobile broadband. The startup movement is scaling up in the region, with a range of innovations and alliances with larger

media players via accelerators and venture investment funds. Targeted innovations range from AI and ML to blockchain and IoT.

What does this data mean for local players in the mobile media ecosystem? What global practices can be localised, and what regional learnings from Asia can international players transfer to or adapt in other parts of the world? This data points the way to new ways of replicating or scaling mobile innovations.

As 5G emerges on the horizon, the possibilities of transformations via mobile devices and behaviours will challenge and enhance our absorptive capacities even more. The migration path, however, is paved with bumps and potholes, and not all companies will make the mobile shift in a smooth

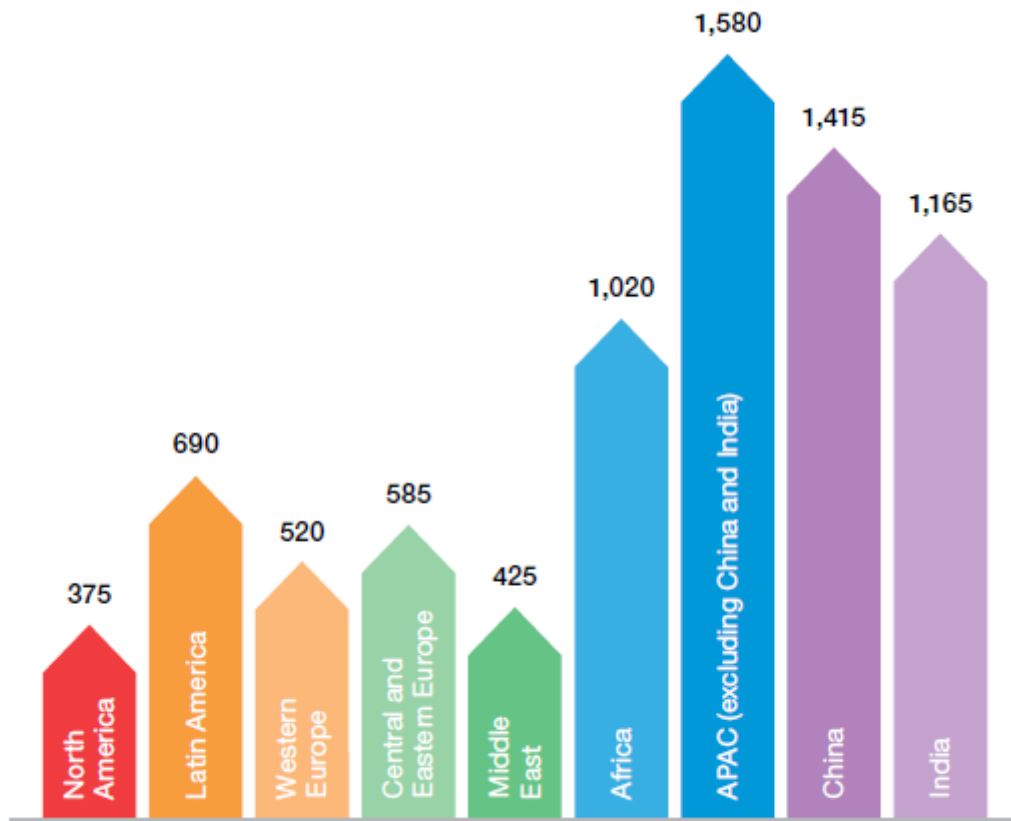
and harmonious manner.

From strategy to design, campaigns to conversations, periodic engagement to always-on analytics, text to video: how ready are you for the mobile shift?

As Ericsson's Chief Strategy Officer Niklas Heuvelodop reports, the mobile industry has taken major steps to progress network evolution. "By 2022, we anticipate that there will be more than half a billion 5G subscriptions, with a population coverage of 15 percent. Mobile broadband continues to grow strongly. On average, more than one million new mobile broadband subscribers will be added every day up to the end of 2022," he says.

Fig. 1: A world of mobile (source: Ericsson)

GLOBAL KEY FIGURES					
	2015	2016	2022 forecast	CAGR** 2016–2022	Unit
Mobile subscriptions					
Worldwide mobile subscriptions	7,260	7,520	8,980	3%	million
> Smartphone subscriptions	3,280	3,860	6,830	10%	million
> Mobile PC, tablet and mobile router subscriptions	240	240	320	5%	million
> Mobile broadband subscriptions	3,530	4,390	8,280	11%	million
> Mobile subscriptions, GSM/EDGE-only	3,600	3,050	670	-22%	million
> Mobile subscriptions, WCDMA/HSPA	2,080	2,280	2,780	3%	million
> Mobile subscriptions, LTE	1,090	1,860	4,960	18%	million
> Mobile subscriptions, 5G			530		million
Mobile traffic*					
> Data traffic per smartphone	1.4	2.1	12	33%	GB/month
> Data traffic per mobile PC	5.8	7.7	23	20%	GB/month
> Data traffic per tablet	2.5	3.6	11	20%	GB/month
Total traffic					
Total mobile data traffic	5.3	8.8	71	42%	EB/month
> Smartphones	4.1	7.2	66	45%	EB/month
> Mobile PCs	0.4	0.5	1.3	17%	EB/month
> Tablets	0.2	0.3	1.5	30%	EB/month
> Total fixed data traffic	60	70	170	15%	EB/month



Mobile subscriptions Q4 2017 (million)

Fig.2: Mobile subscriptions in Q4 2017 (source: Ericsson)

Subscription penetration Q4 2017 (percent of population)

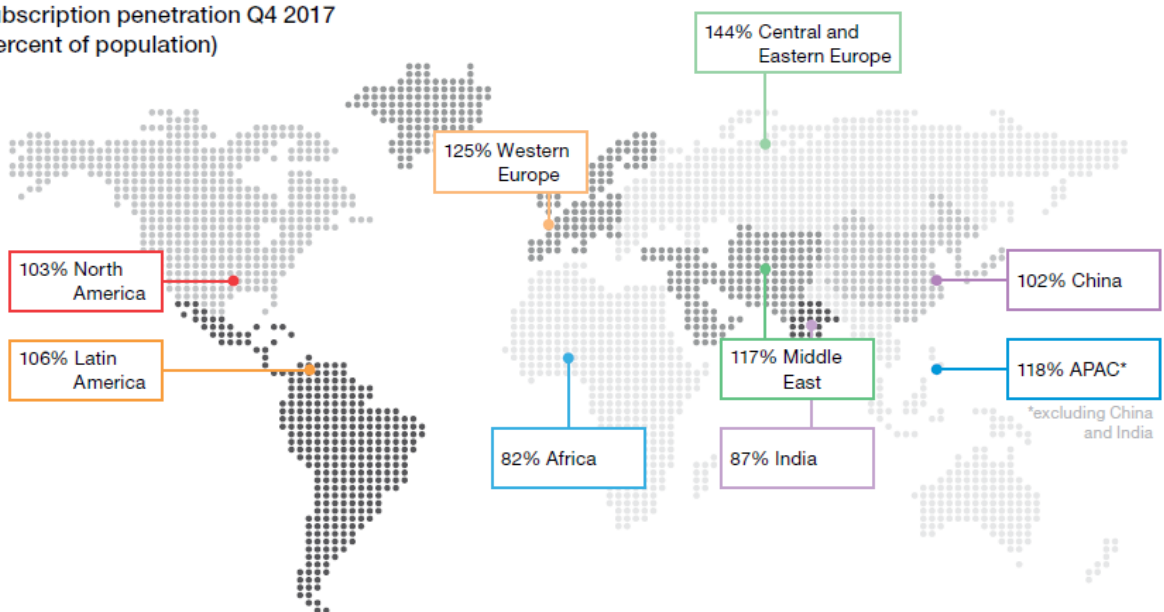


Fig. 3: Mobile penetration as a percentage of the population (source: Ericsson)

Mobile subscriptions are growing around 4 percent year-on-year. Huge quarterly additions are reported in China, Indonesia, Bangladesh, and Pakistan. In Q4 2017, the total number of mobile subscriptions was around 7.8 billion. The subscriptions in APAC (excluding China and India) have reached 1.16 billion, with China accounting for 1.4 billion and India for 1.16 billion.

Part of the large increase in Asia is driven by new strategic operator moves in India. Leveraging existing mobile infrastructure is the most cost-effective way to connect the 50 percent of the global population that still doesn't have internet access, according to Ericsson.

The number of mobile broadband subscriptions grew by approximately 200 million in Q4 2017 to reach around

5.2 billion, according to Ericsson data. The figures also show that around 400 million smartphones were sold in Q4, which equates to 84 percent of all mobile phones sold in the quarter. Overall, the number of unique mobile subscribers worldwide is around 5.4 billion.

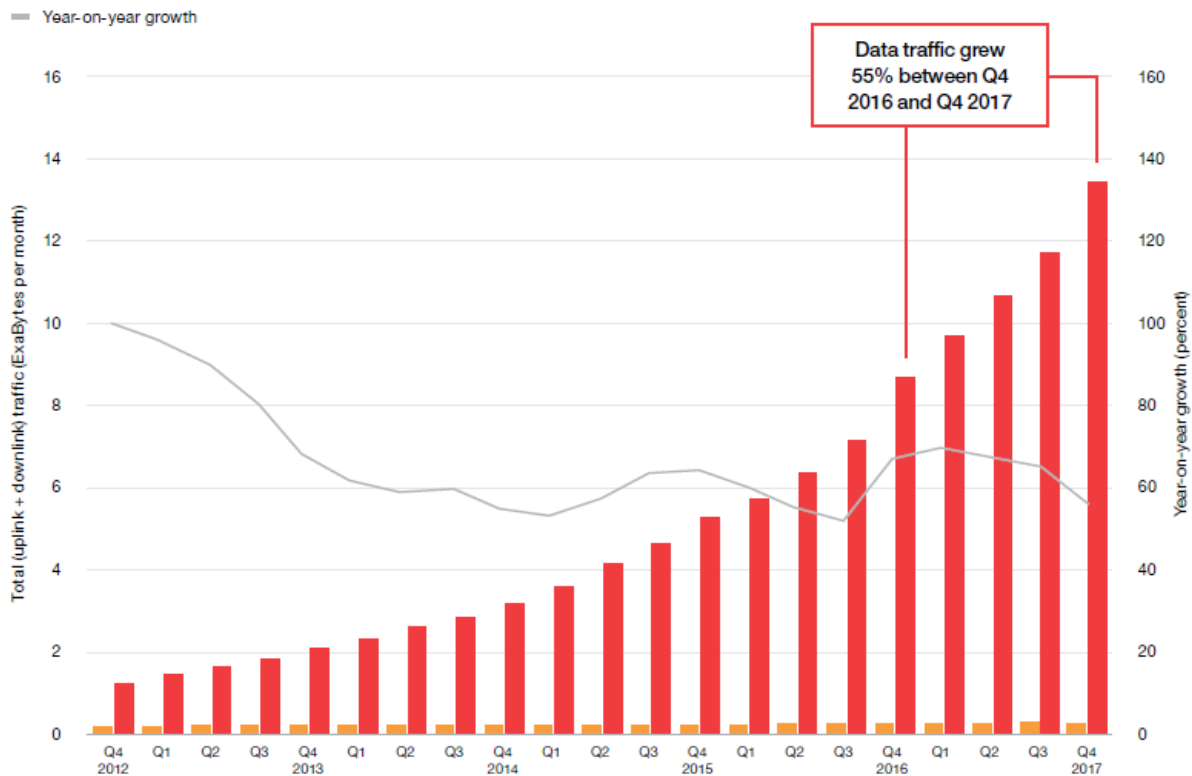


Fig. 4: Global growth of data traffic 2016-2017 (source: Ericsson)

SOUTH EAST ASIA AND OCEANIA KEY FIGURES

	2016	2022	CAGR 2016-2022
Mobile subscriptions (million)	1,070	1,280	3%
Smartphone subscriptions (million)	480	1,000	13%
Mobile broadband subscriptions (million)	610	1,250	13%
LTE subscriptions (million)	120	620	32%
Data traffic per active smartphone (GB/month)	1.8	12	36%
Total mobile data traffic (EB/month)	0.8	9	50%

Fig. 5: Mobile growth in Southeast Asia (source: Ericsson)

Mobile subscriptions by technology (billion)

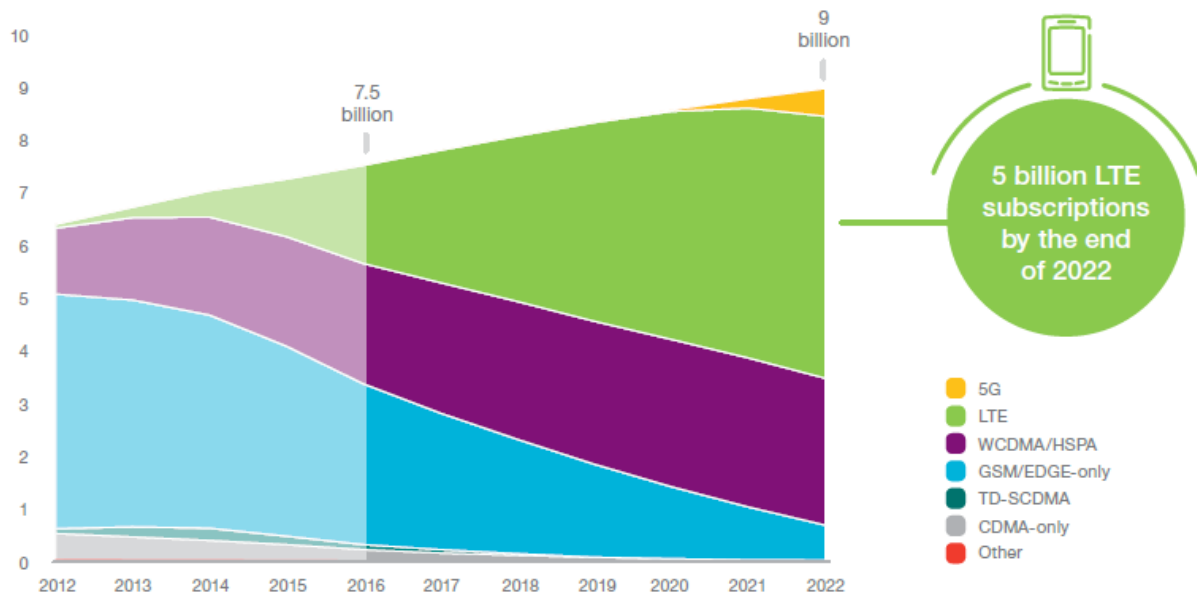


Fig. 6: Mobile subscriptions by technology (source: Ericsson)

Mobile networks have brought voice and internet services to billions of people around the globe over the last 25 years. Despite this, more than 50 percent of the world’s population

still doesn’t have internet access, according to Ericsson data. The most cost-efficient way to bring more people online is to leverage existing mobile network infrastructure. However, the

main challenges in connecting the unconnected are primarily related to affordability, literacy, and provision of relevant services – rather than the availability of technology.

Mobile broadband subscriptions by region (billion)

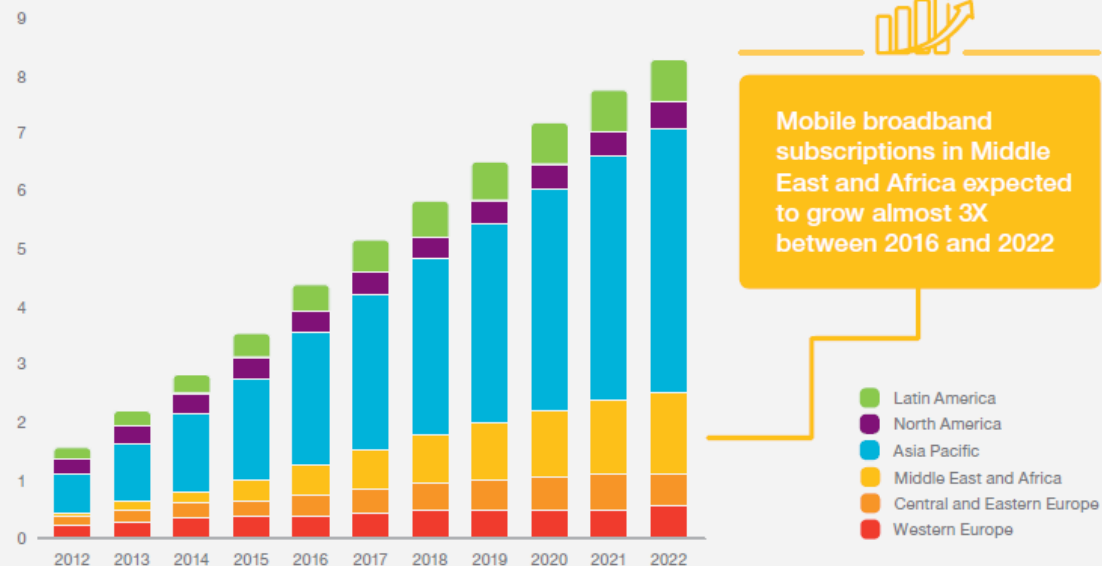


Fig. 7: Mobile broadband growth by region (source: Ericsson)

Mobile broadband will account for more than 90 percent of all subscriptions by 2022. It’s anticipated that by the end of

2022 there will be nine billion mobile subscriptions. Ericsson predicts that this will account for more than 90

percent of all mobile subscriptions.

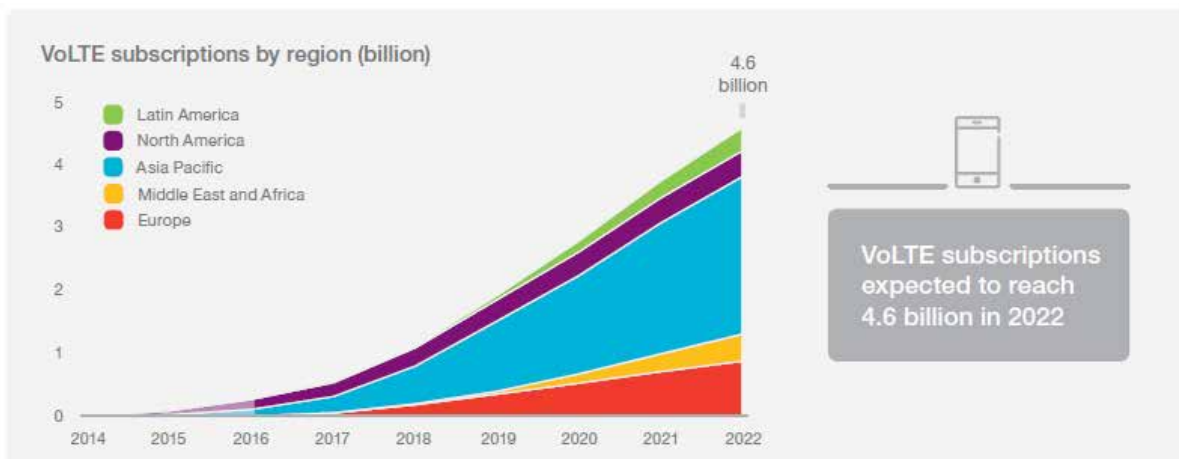


Fig. 8: VoLTE subscriptions by region (source: Ericsson)

The total number of mobile broadband subscriptions is now around 4.6 billion, according to Ericsson. LTE subscriptions continue to grow strongly, with 250 million new subscriptions added during Q1 2017 to reach a total of around 2.1 billion.

Acceleration of the 5G New Radio (NR) standardisation schedule will enable

large-scale trials and deployments of 5G in 2019. The number of 5G subscriptions is forecast by Ericsson to exceed half a billion by the end of 2022. Over time, 5G will enable a wide range of use cases for massive Internet of Things (IoT) and critical communication.

LTE is anticipated to become the

dominant mobile access technology in 2018, and will likely reach 5 billion subscriptions by the end of 2022. In developing markets, GSM/EDGE will still account for a significant share of subscriptions, and across all regions, most 3G/4G subscriptions will still have access to GSM/EDGE as a fallback, according to Ericsson.

Mobile traffic by application category CAGR 2016–2022 (percent)

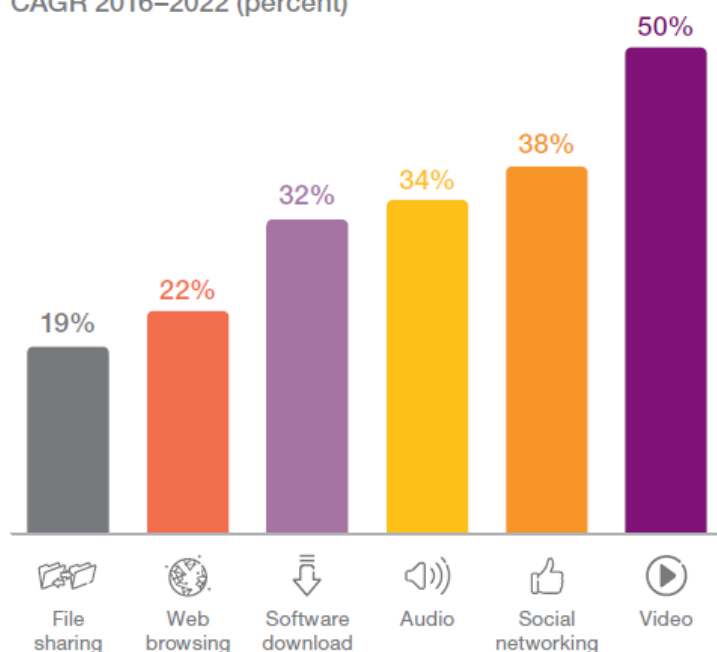


Fig. 9: Mobile traffic by category (source: Ericsson)

Mobile data traffic continues to grow. This is driven both by the rising number of smartphone subscriptions and increasing average data volume per subscription, fueled primarily by more viewing of video content at higher resolutions, as per Ericsson data.

In Q4 2017, mobile data traffic grew around 55 percent year-on-year, which was significantly lower than for the previous four quarters, when it varied between 65 and 70 percent. Ericsson shows that starting in Q4 2016, the global traffic growth was noticeably boosted above its long-term trend line by free data traffic offers in India, resulting in a high base for comparison with the Q4 2017 traffic.

Many consumers in developing markets first experience the internet through mobile networks on a smartphone. VoLTE has now been launched in more than 100 networks in 55 countries, according to Ericsson. The number of VoLTE subscriptions is now projected to reach 4.6 billion by the end of 2022, making up more than 90 percent of all LTE subscriptions globally. Due to launches in China and India, more affordable VoLTE devices will be available sooner than expected.

Mobile data traffic by application category per month (ExaBytes)

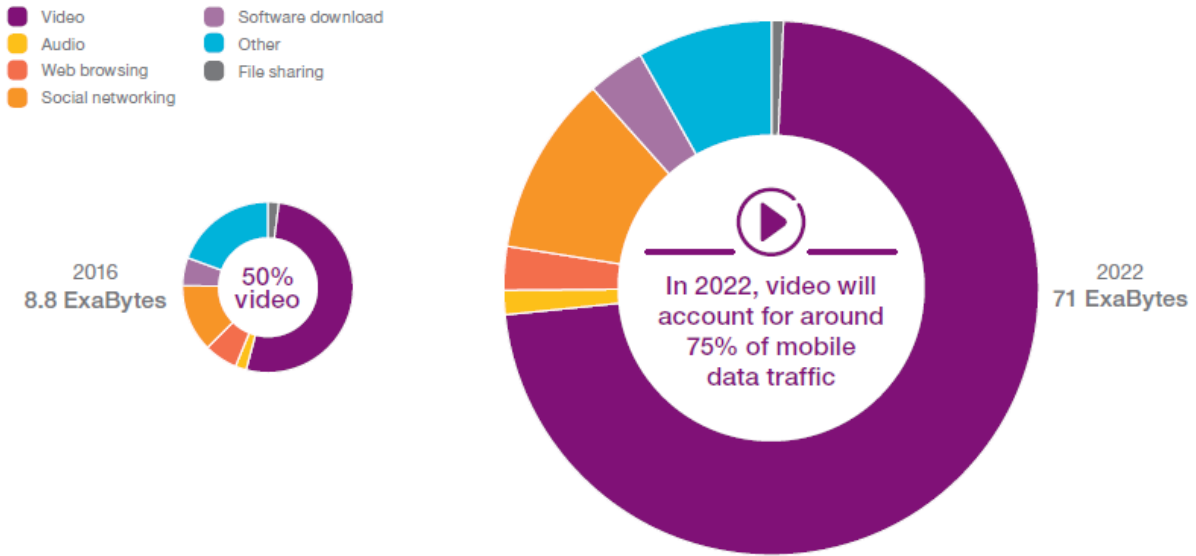


Fig. 10: The rise of mobile video (source: Ericsson)

Mobile video traffic is forecast to grow by around 50 percent annually through 2022 to account for nearly three quarters of all mobile data traffic, according to Ericsson. Social networking is expected to grow by 38 percent annually over the next six years. However, its relative share of

traffic will decline from 13 percent in 2016 to around 11 percent in 2022, as a result of the stronger growth in video.

Additionally, the use of embedded video in social media and webpages continues to grow, fueled by larger device screens, higher resolution and new platforms supporting live

streaming. Embedded video in social media and webpages is counted as video traffic in the Ericsson's forecast and network measurements. Generally, smartphones are used more than tablets for watching short video content, but tablets are used more for watching longer video content.

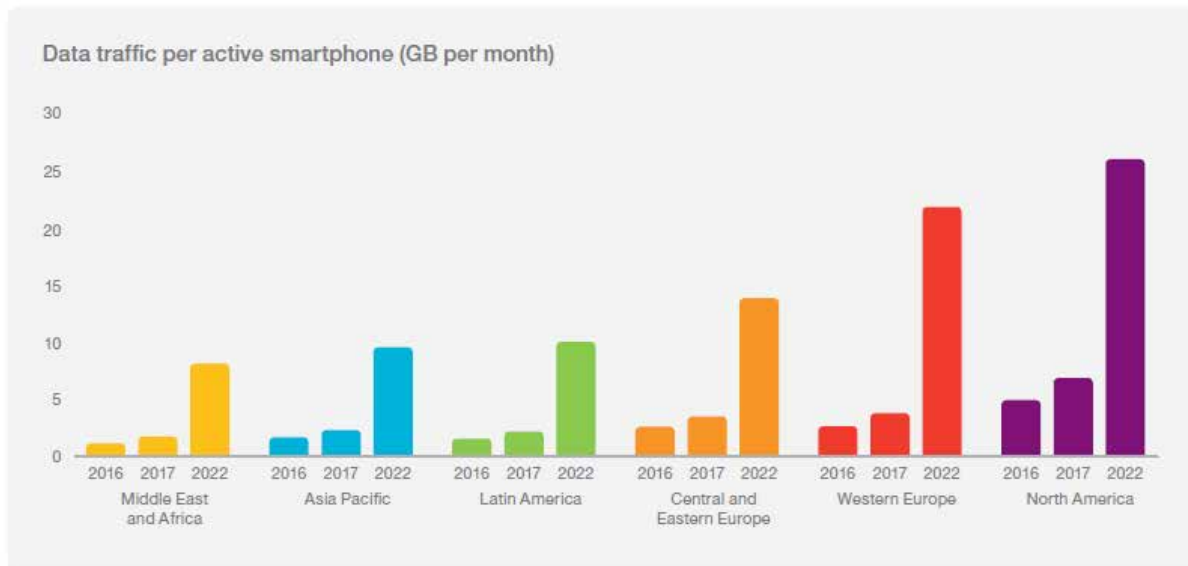


Fig. 11: Data traffic per active smartphone (source: Ericsson)

As the most populous region, Asia Pacific has the largest share of mobile data traffic. This will continue into 2022, when the total mobile traffic in

the region is expected to exceed 30 ExaBytes (EB). A rapid growth in mobile broadband subscriptions is expected, with China alone set to add 495 million

mobile broadband subscriptions between the end of 2016 and 2022, according to Ericsson.

Connected devices (billions)

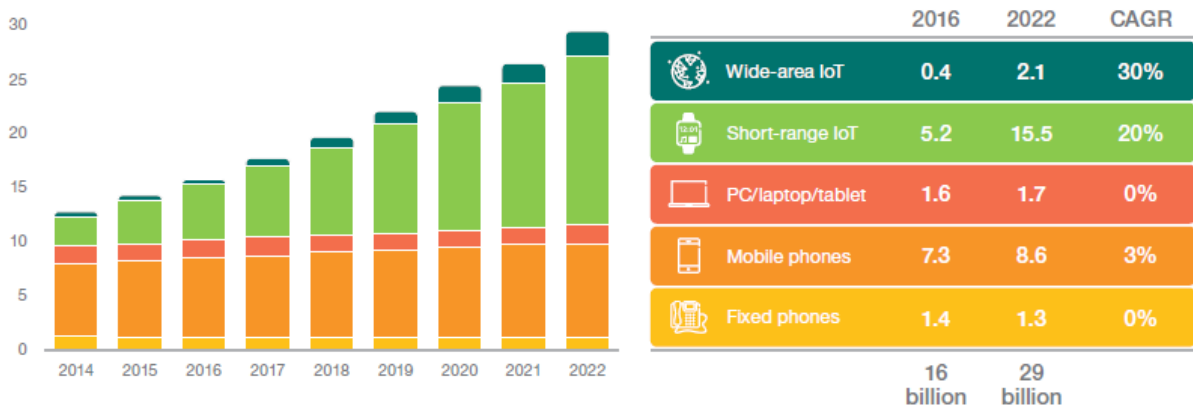


Fig.12: Growth of connected devices (source: Ericsson)

Massive IoT connected devices in a city scenario

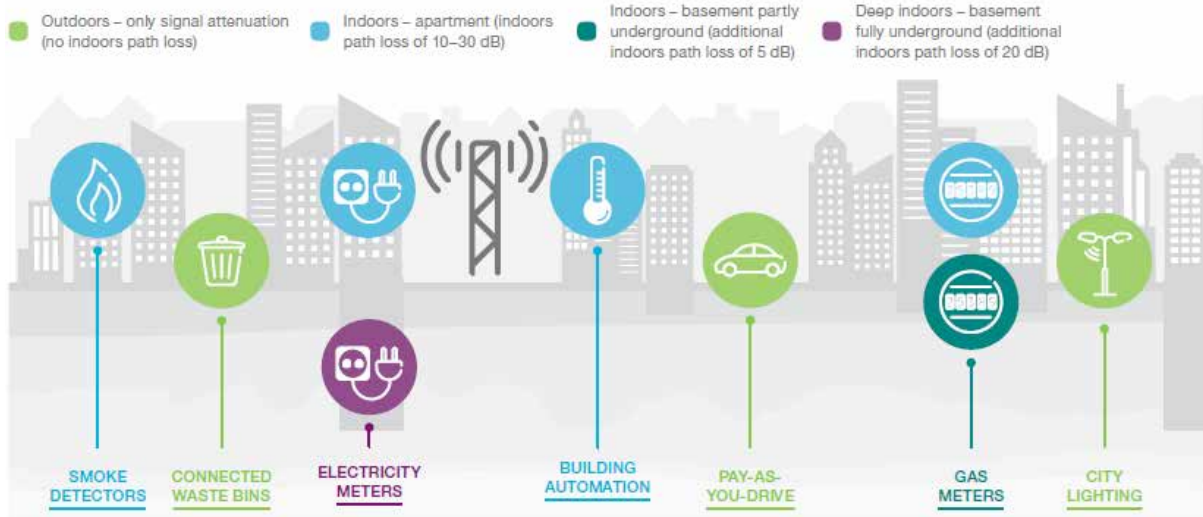


Fig. 13: Urban IoT scenarios (source: Ericsson)

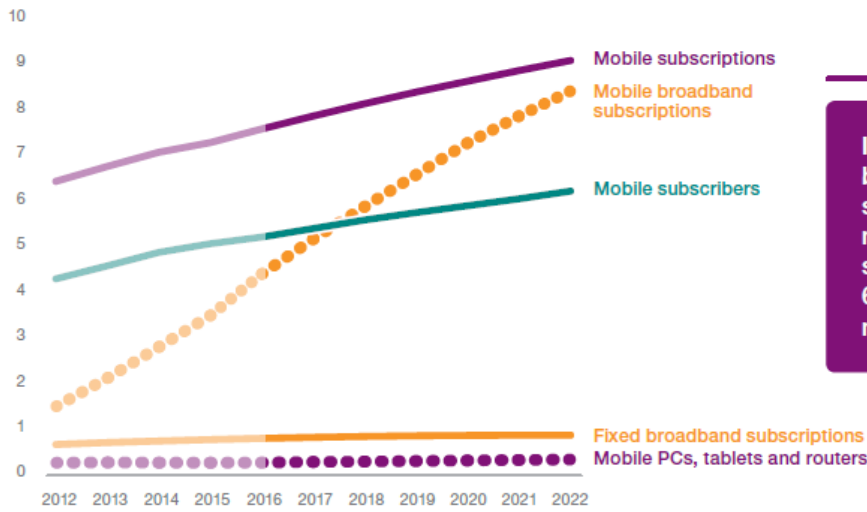
The number of connected IoT devices is growing, driven by an increasing range of use cases and business models, and supported by falling device costs. Around 29 billion connected devices are forecast by 2022, of which around 18 billion will be related to IoT, according to Ericsson. Connected IoT devices include connected cars,

machines, meters, sensors, point-of-sales terminals, consumer electronics and wearables.

Ericsson classifies IoT into short-range and wide-area segments. The short-range segment largely consists of devices connected by unlicensed radio technologies, with a typical range of up

to 100 meters, such as Wi-Fi, Bluetooth and ZigBee. The wide-area segment consists of devices using cellular connections, as well as unlicensed low-power technologies, such as Sigfox, LoRa and RPMA. Presently, the dominating technology in this segment is GSM/GPRS, according to Ericsson.

Subscriptions/lines, subscribers (billion)



In 2022, there will be 9 billion mobile subscriptions, 8.3 billion mobile broadband subscriptions and 6.2 billion unique mobile subscribers

Fig. 14: Mobile subscriptions v/s subscribers (source: Ericsson)

Ericsson attributes the difference between the number of subscriptions and the number of subscribers due to inactive subscriptions, multiple device ownership and/or optimisation of subscriptions for different types of calls.

Smartphone subscriptions by technology

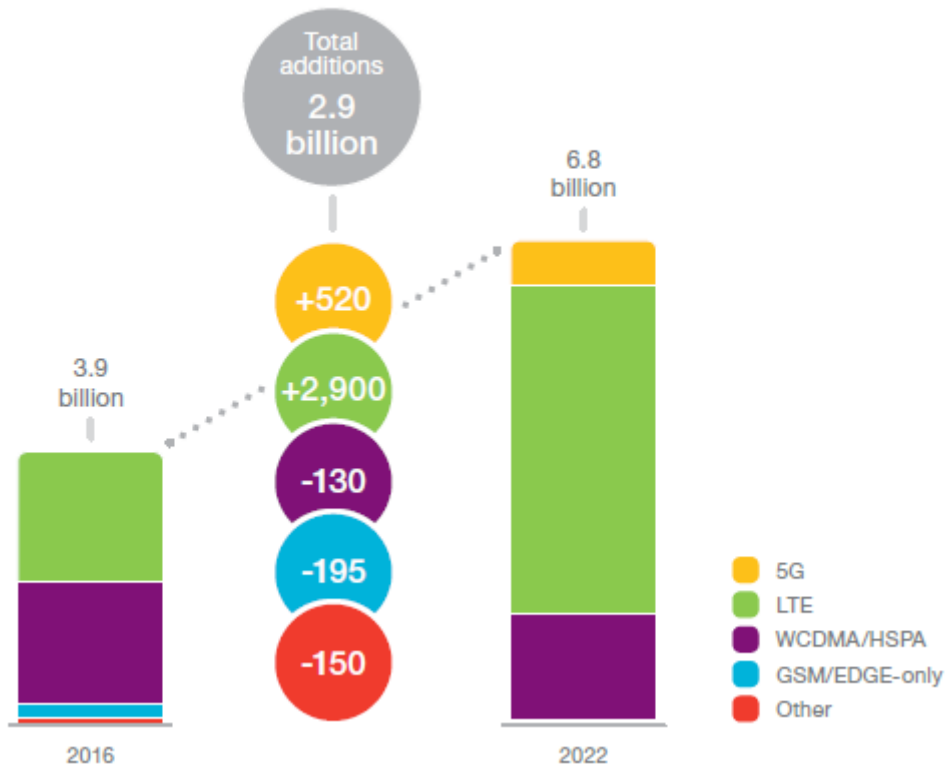


Fig.15: Smartphone subscriptions by technology (source: Ericsson)

Currently, the main role of cellular networks is to provide mobile broadband coverage for devices such as smartphones. Cellular networks are also well-suited to providing

connectivity for emerging IoT applications due to their ubiquitous deployments, as well as their inherent characteristics, which include security and reliability. Newer technologies

will meet massive IoT coverage requirements and support a wide range of low-cost devices, according to Ericsson.

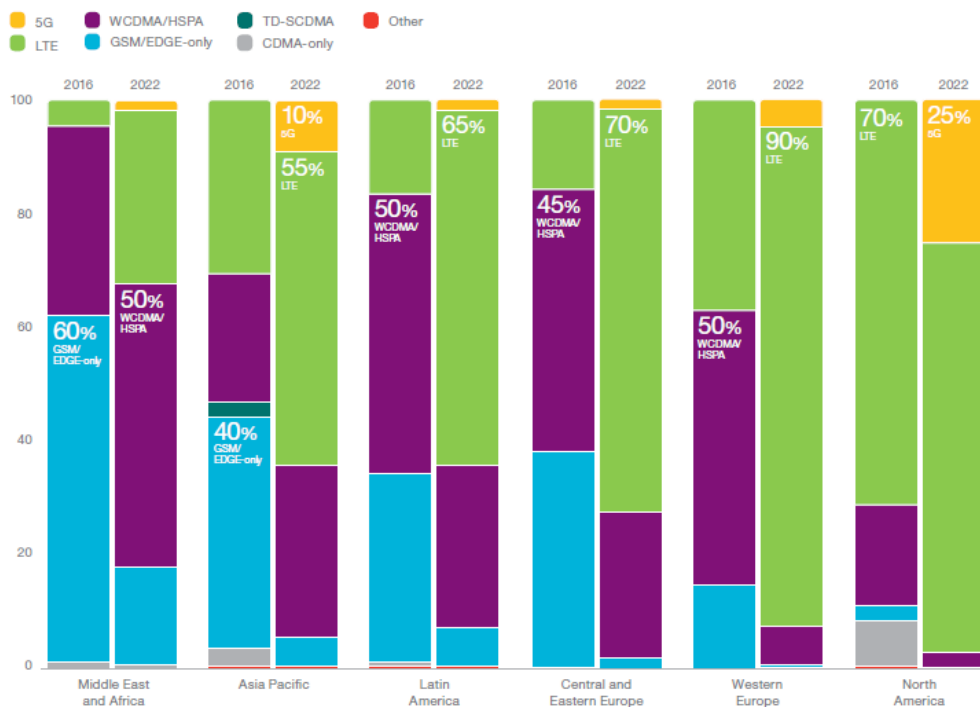


Fig. 16: Regional mobile subscriptions by technology (source: Ericsson)

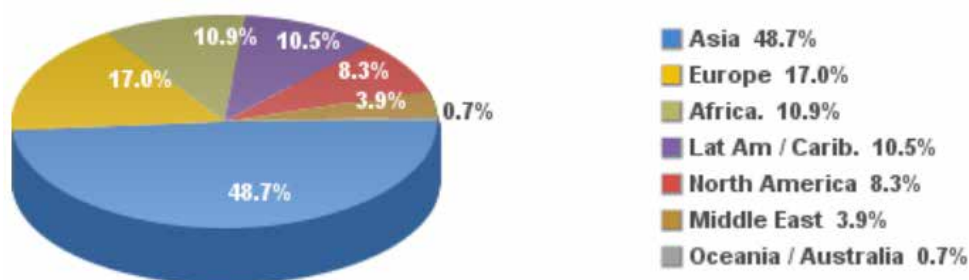
Considering that the regional average use of local apps is relatively low, Ericsson foresees an opportunity to stimulate uptake for usage of local apps by developing new ones, especially for countries such as Vietnam, Thailand and Indonesia, where content delivered

in local languages is considered to be important. Time-to-content as a key metric for app coverage.

As part of the 70th session of the United Nations General Assembly held in September 2015, 193 world leaders committed to 17 Sustainable

Development Goals (SDGs) over the next 15 years. Achieving the SDGs will mean leveraging existing and widely-deployed technologies, such as mobile broadband, to help overcome social and financial exclusion in developing countries, according to Ericsson.

Internet Users in the World by Regions - December 31, 2017



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 4,156,932,140 Internet users in December 31, 2017

Fig. 17: Internet users in the world (source: Internet World Stats)

According to industry association **GSMA**, the number of unique mobile subscribers will reach 5.9 billion by 2025, equivalent to 71% of the world's population. Growth will be driven by developing countries, particularly

India, China, Pakistan, Indonesia and Bangladesh, as well as Sub-Saharan Africa and Latin America. The speed of growth is slowing though, with most of the developed world approaching saturation. The more significant growth

opportunity will lie in mobile internet – a market that will add 1.75 billion new users over the next eight years, reaching a milestone of 5 billion mobile internet users in 2025, according to GSMA projections.

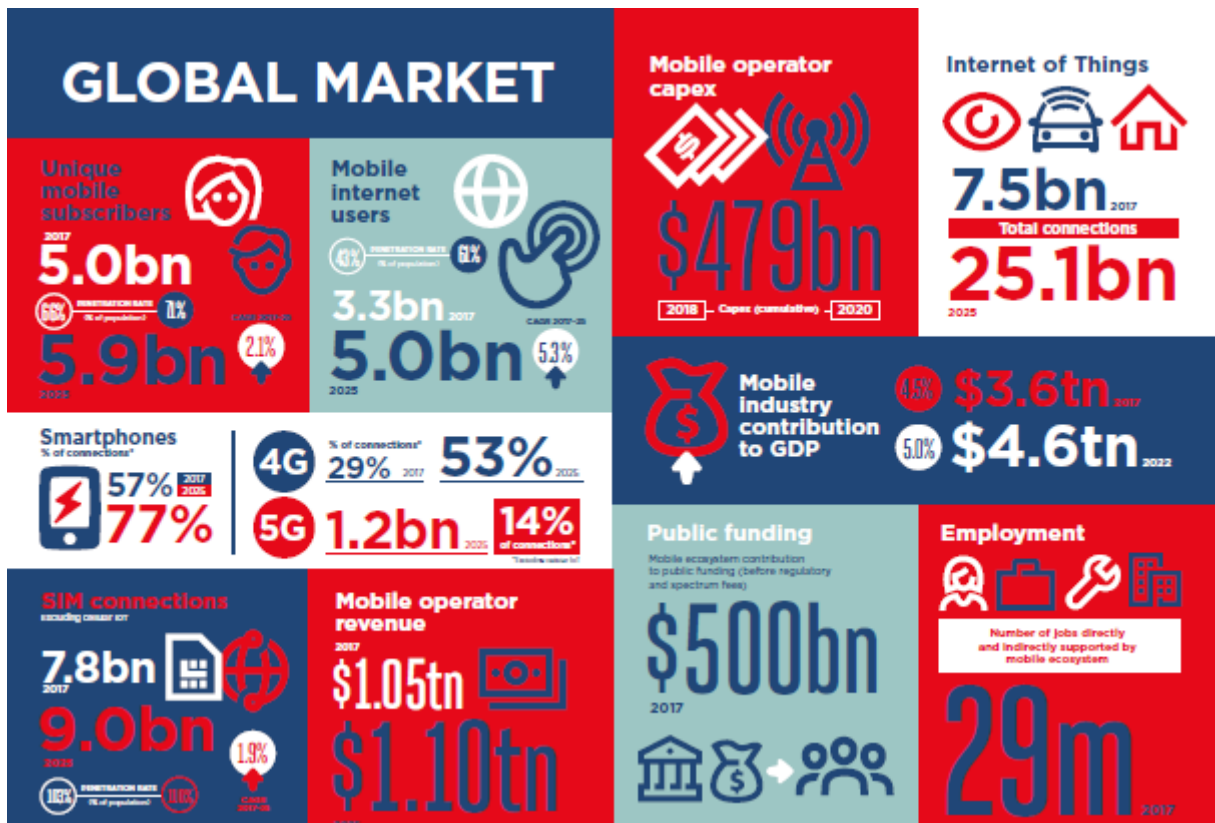


Fig.18: Estimated global mobile growth, revenues, GDP contribution in 2017 and 2025 (source: GSMA)

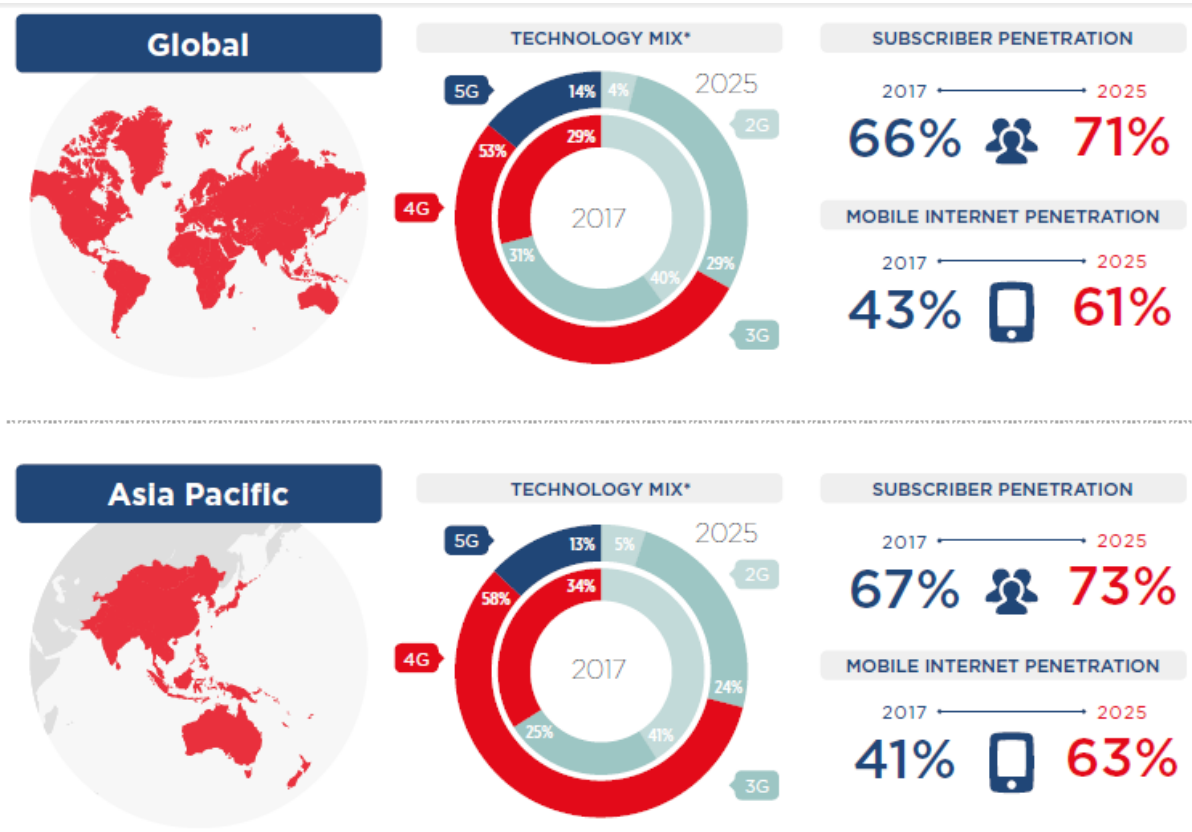


Fig.18: Global and regional technology mix for 2017 and 2025 (source: GSMA)

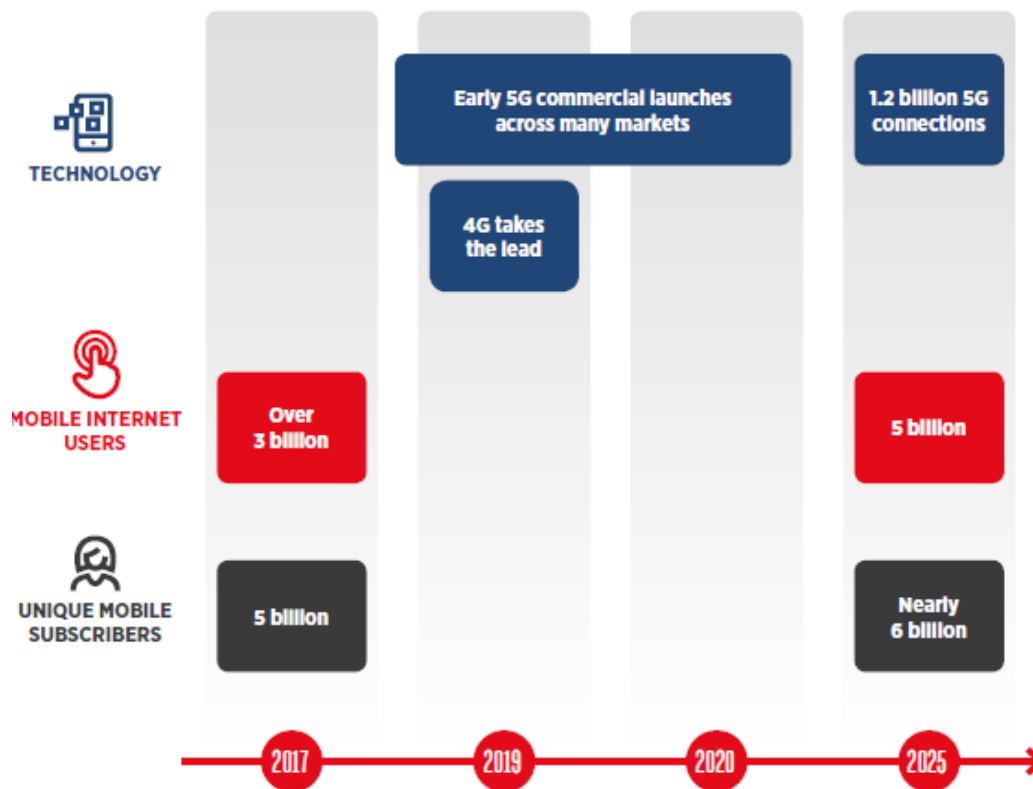


Fig.19: Mobile milestones, 2017-2025 (source: GSMA)

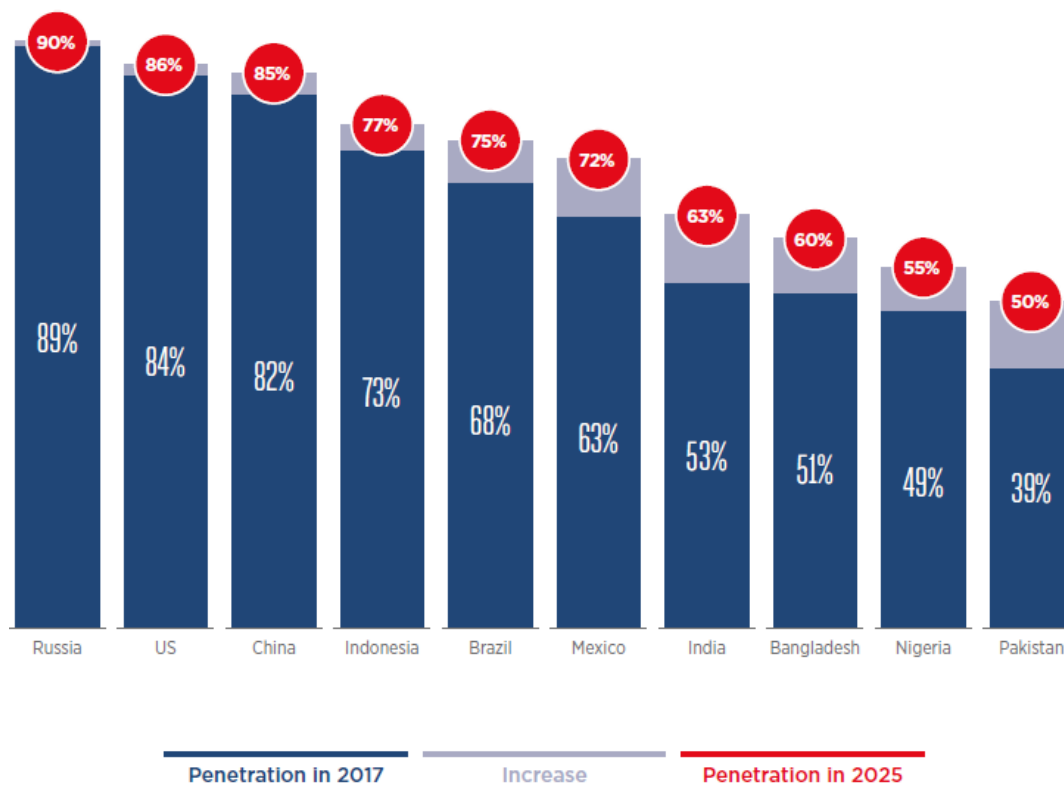


Fig.20: Unique mobile subscribers as a percentage of population in the world's 10 largest countries by population (source: GSMA)

Smartphone adoption

Smartphones as a percentage of total mobile connections excluding cellular IoT

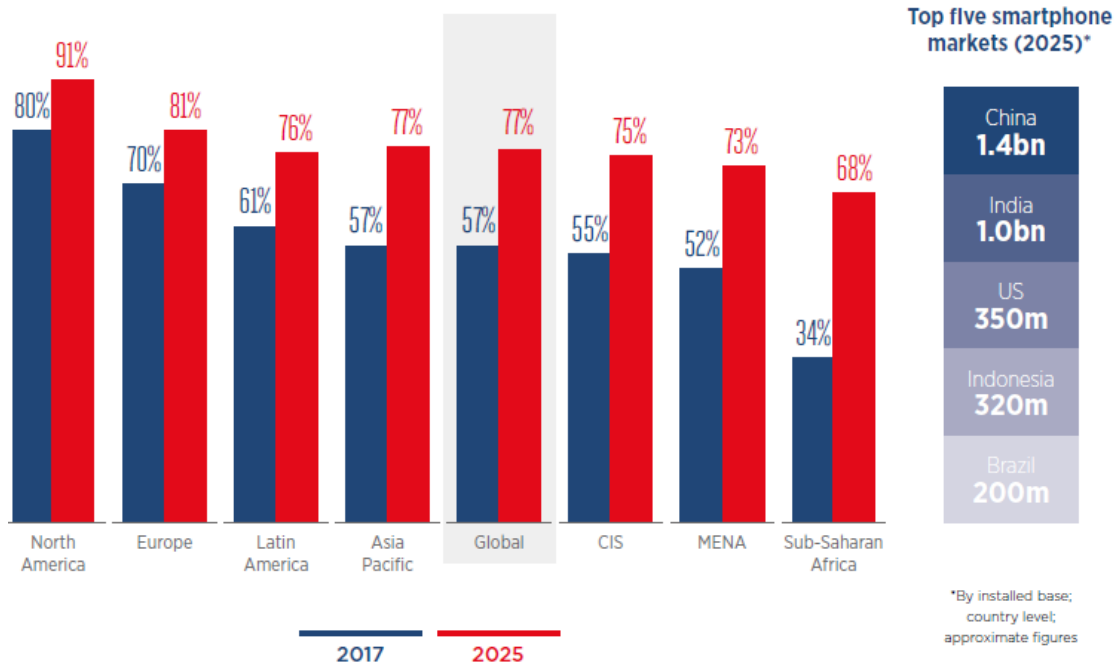


Fig.21: Growth of smartphone adoption 2017-2025 (source: GSMA)

Mobile internet adoption will increasingly become the key metric by which to measure the reach and value created by the mobile industry, according to GSMA. This includes its

contribution to the UN’s Sustainable Development Goals (SDGs). It also contributes to developments in the wider digital ecosystem, as mobile internet users are the addressable

market for e-commerce, fintech and a range of digitally delivered services and content.

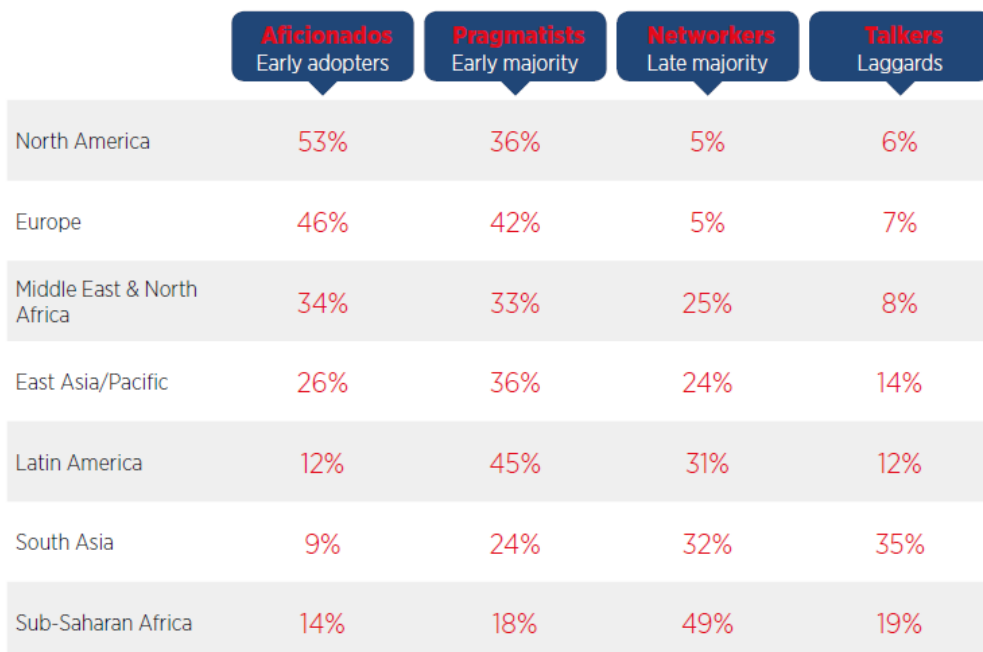


Fig.22: Smartphone engagement segments as percentage of total users (source: GSMA)

Global mobile adoption by technology

Share of mobile connections, excluding cellular IoT

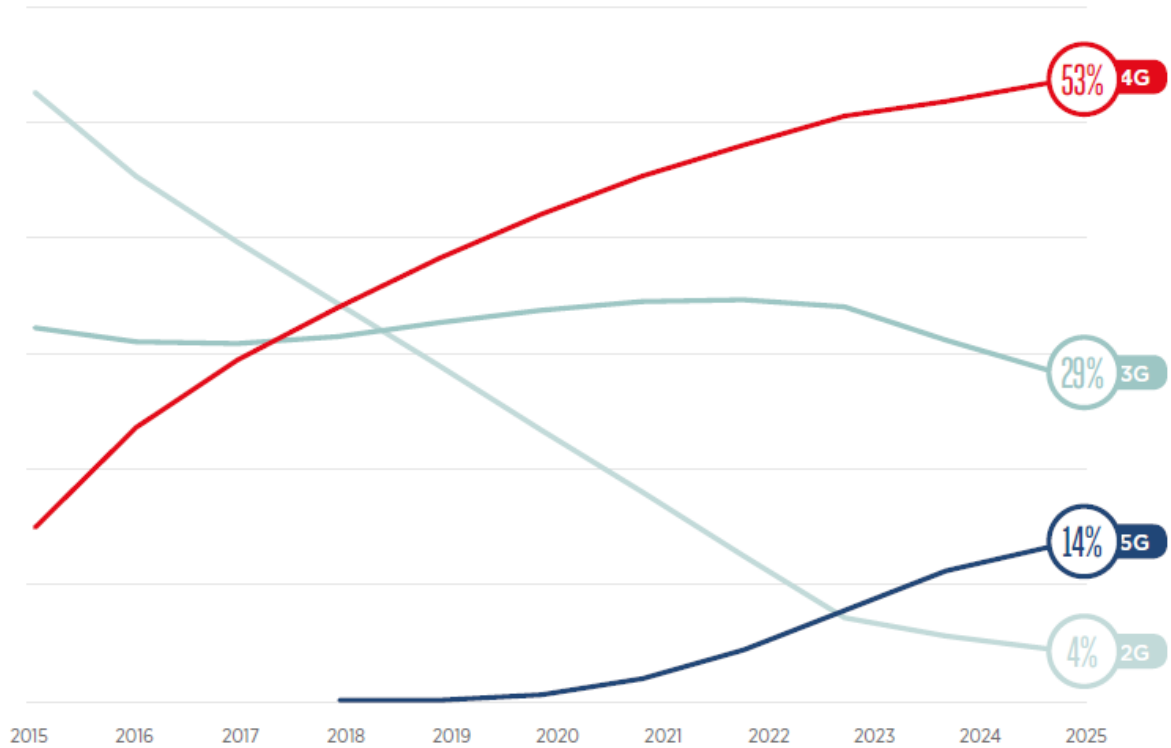


Fig.23: Global mobile adoption by technology (source: GSMA)

IoT connections worldwide

Billions

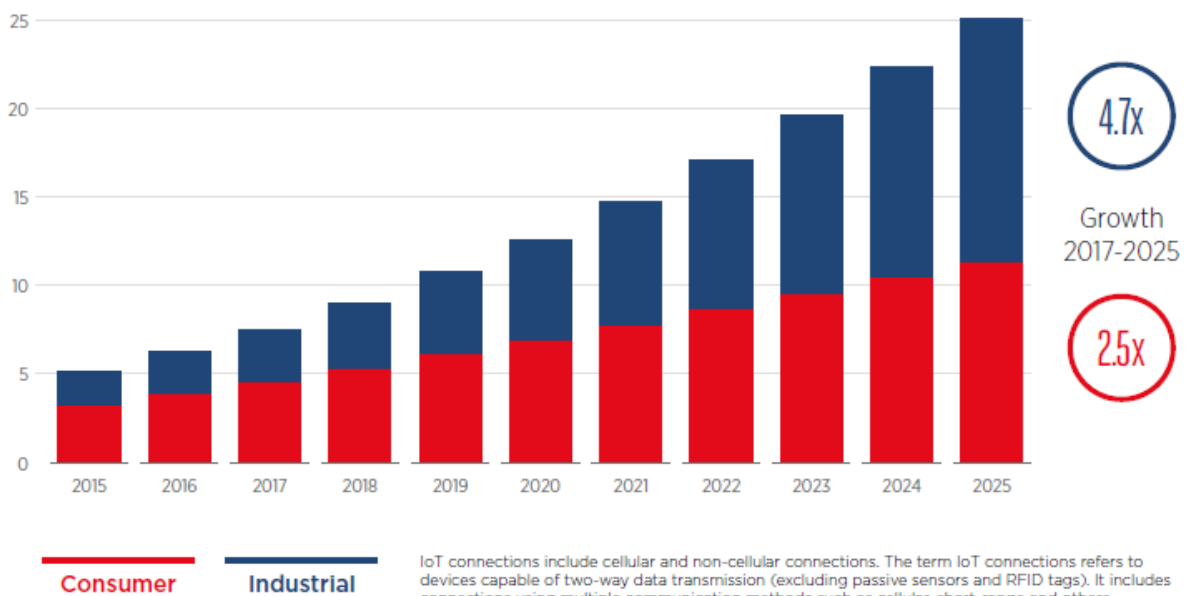


Fig.24: IoT connections worldwide (source: GSMA)

IoT connections and growth by region

Billions

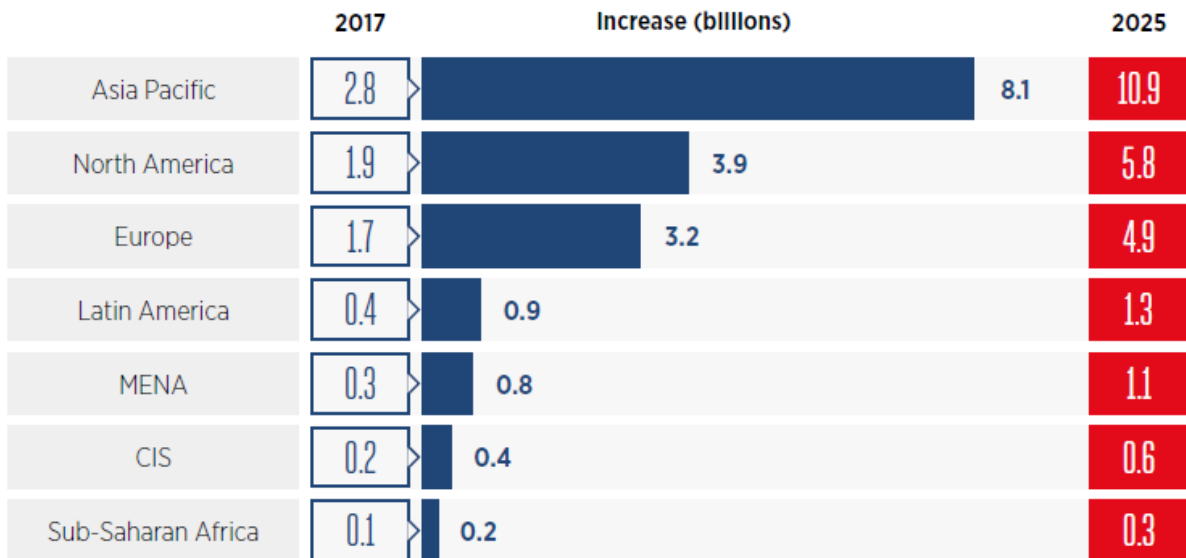


Fig.25: Regional IoT growth (source: GSMA)

By 2025, two thirds of mobile connections (excluding cellular IoT) across the world will operate on high-speed networks, with 4G accounting

for 53% of total mobile SIMs and 5G at 14%, according to GSMA. Growth in IoT will be driven by a proliferation of uses cases for smart homes,

cities, buildings and enterprises, as well as rising investor financing and a supportive ecosystem for innovation.

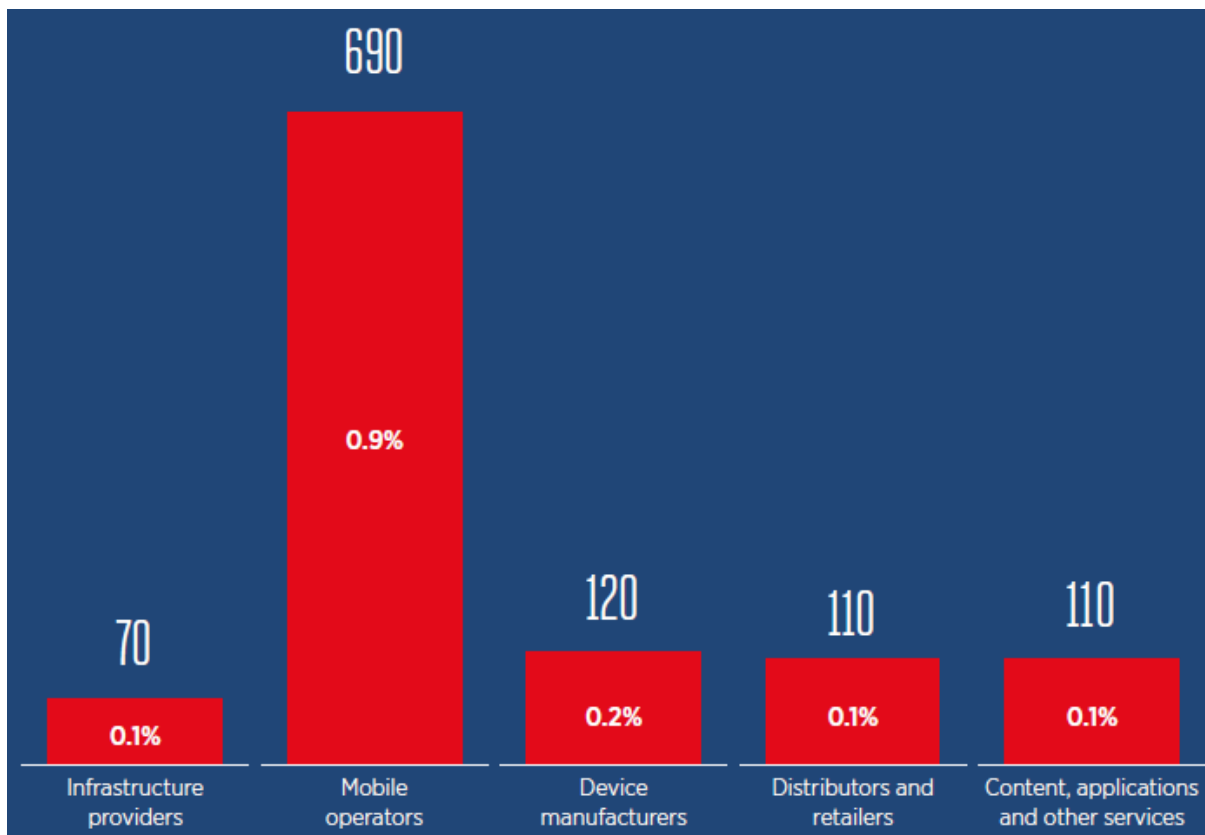


Fig.26: Direct contribution of the mobile ecosystem to GDP in \$ billion, and percentage of 2017 GDP (source: GSMA)

Total (direct, indirect and productivity) contribution to GDP

\$ billion, % 2017 GDP

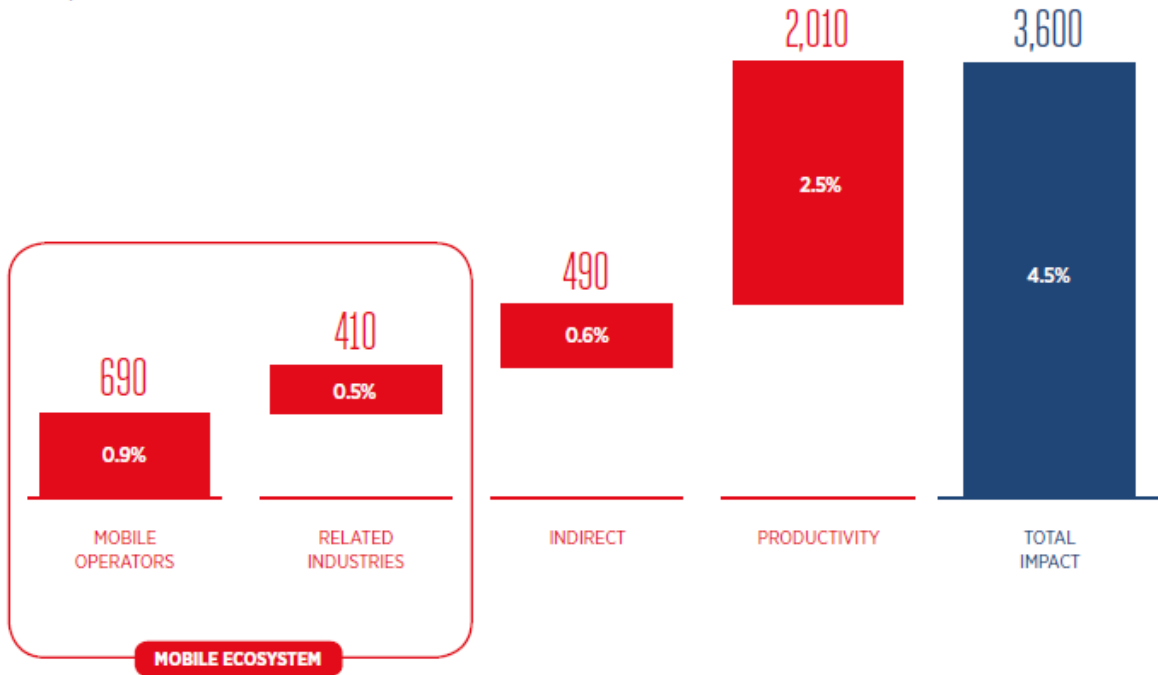


Fig.27: Mobile contribution to GDP (source: GSMA)

In 2017, mobile technologies and services generated 4.5% of GDP globally, a contribution that amounted to \$3.6 trillion of economic value added, according to GSMA. By 2022, this contribution will reach \$4.6 trillion, or 5% of GDP, as countries around the globe. In 2017, the wider mobile ecosystem also supported a total of 29 million jobs (directly and indirectly) and made a substantial contribution to the funding of the public sector, with

almost \$500 billion raised through general taxation and \$25 billion through mobile spectrum auctions.

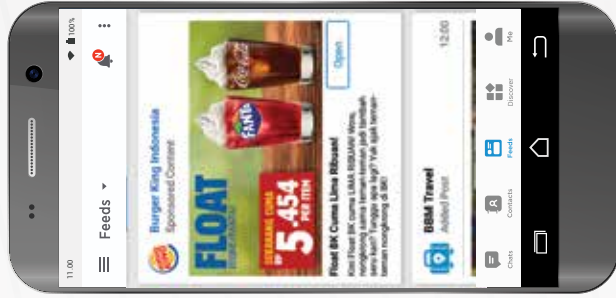
By 2025, mobile internet penetration will reach 61% of the global population and 86% of unique subscribers. GSMA predicts that most of the 1.75 billion increase in the number of mobile internet users between 2017 and 2025 will come from China (around 350 million new users), India (330 million) and Sub-Saharan Africa (280 million).

Looking ahead, there is widespread recognition that AI will be key to future business and digital transformation as well as driving increasingly autonomous and intelligent networks and improving the customer experience through better understanding of customer behaviour, according to GSMA. AI, IoT and advanced data analytics will converge to provide intelligence on-demand.



How can brands be a part of the conversation?

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Video



Bulletins



Stickers



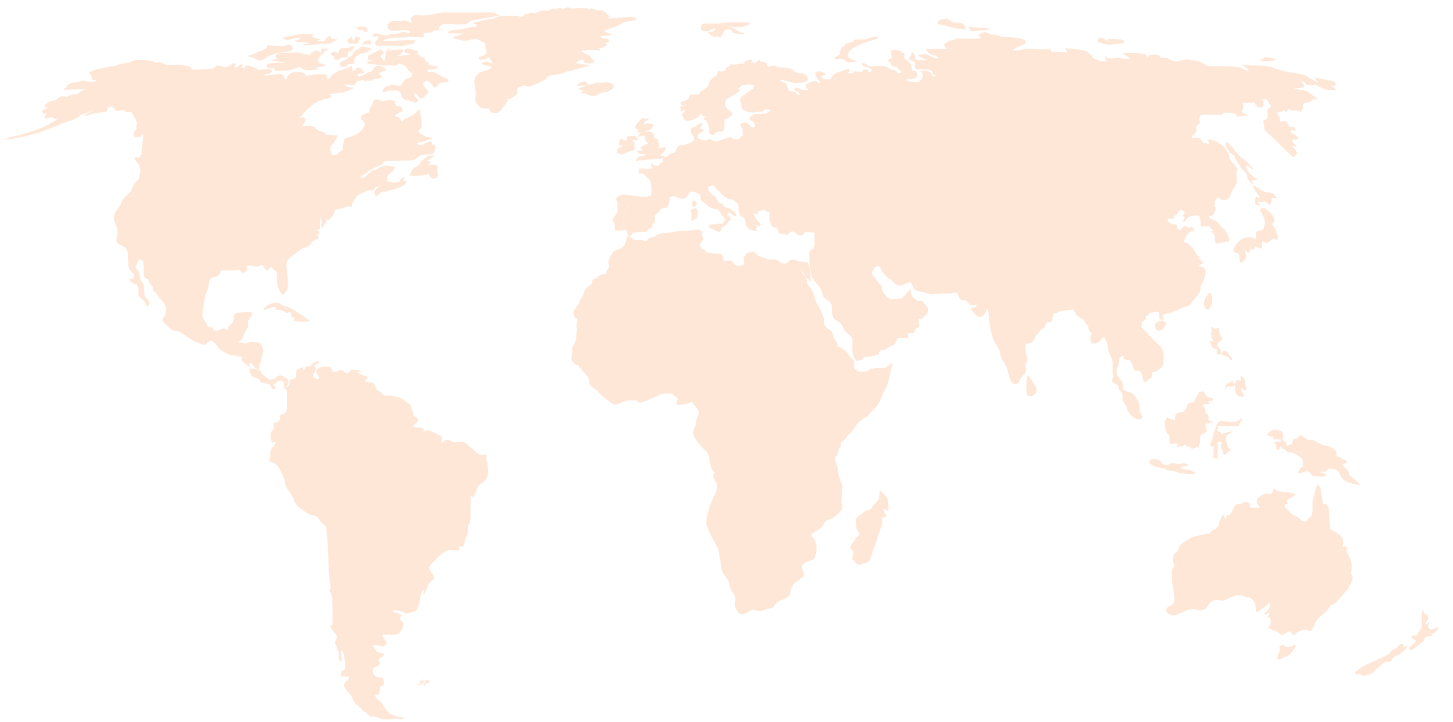
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Polls



Native Advertising
BBM's wide range of Native Ad Units can help you reach and engage with your mobile audience



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Asia Pacific (APAC)

Jasveen Kaur - Senior Regional Membership and Marketing Manager, APAC

jasveen.kaur@mmaglobal.com

India

Rohit Dadwal, Managing Director, APAC, MMA

rohit.dadwal@mmaglobal.com

Vietnam

Tam Phan Bich - Country Manager, MMA Vietnam

tam.phanbich@mmaglobal.com

China

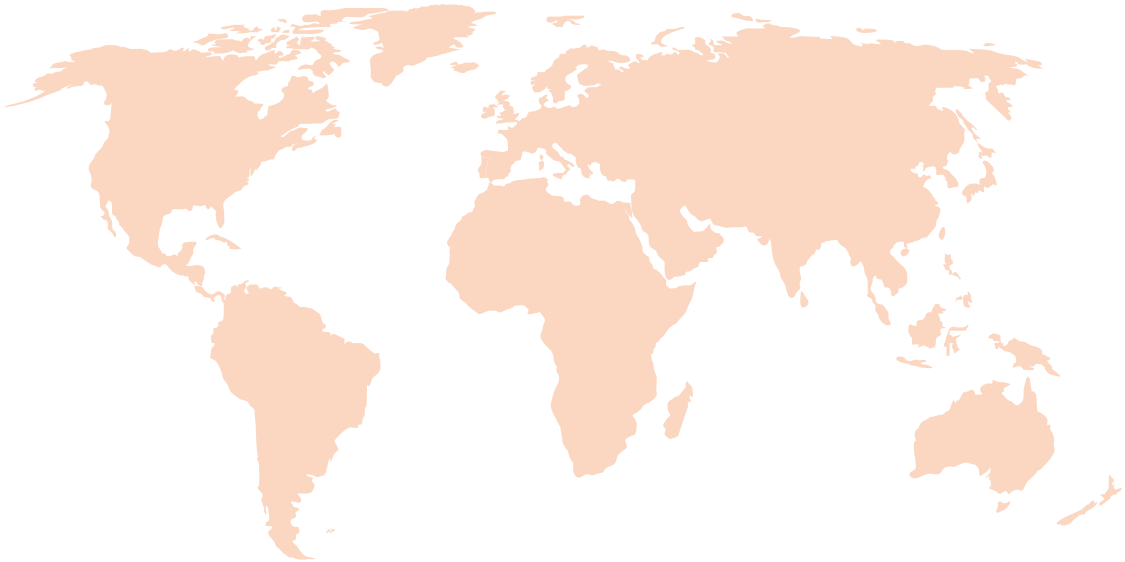
Sammi Gong - Country Manager, MMA China

sammi.gong@mmaglobal.com



Asia-Pacific Yearbook 2017

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