

The logo for MMA Forum India 2018 is a central, multi-faceted geometric shape composed of various shades of blue, purple, and orange. The text is centered within this shape.

**MMA FORUM
INDIA 2018
#SHAPETHEFUTURE**

Mind the Gap! Make 'mobile' work for your Brand.

Vishikh Talwar – Managing Director [South Asia] | **Meheer Thakare** – Head, Digital Solutions

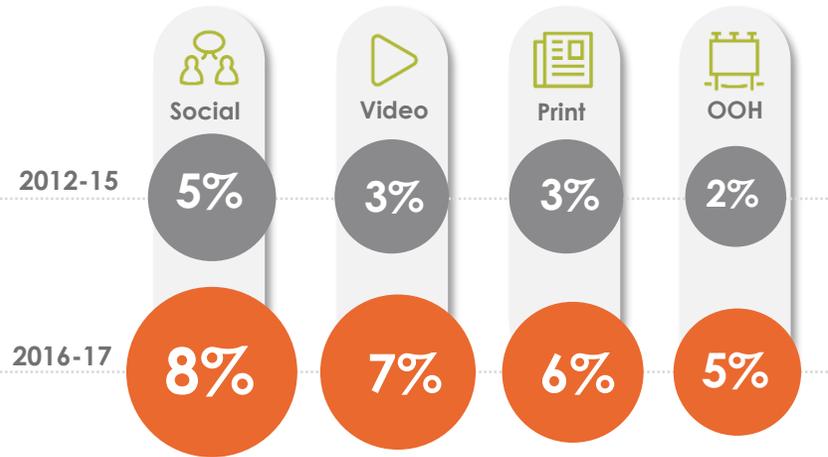
KANTAR **MILLWARD BROWN**

MMA
MOBILE MARKETING ASSOCIATION

The role 'Digital' has played in driving effective 'Advertising campaigns'

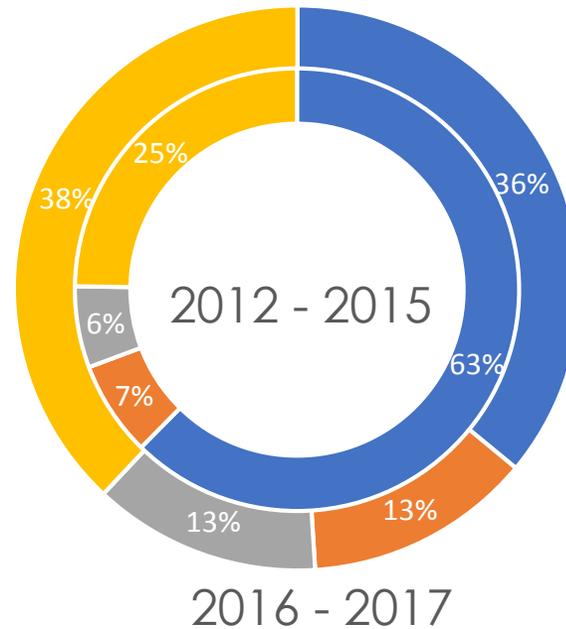
Impact on REACH

INCREMENTAL REACH OVER TV

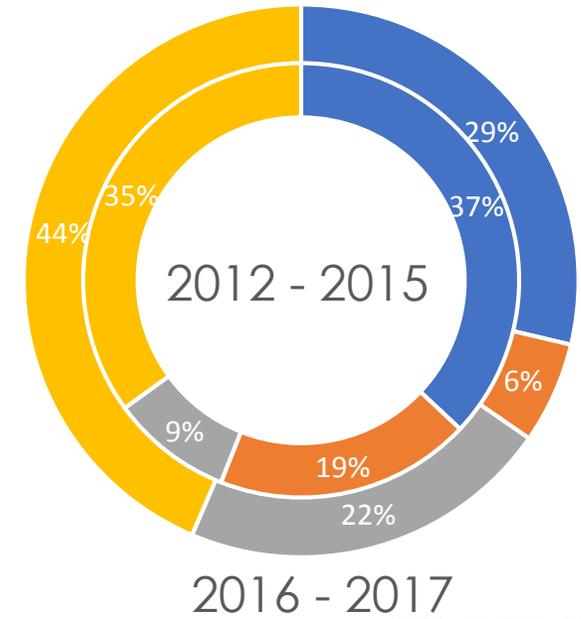


Impact on BRAND METRICS

SALIENCE



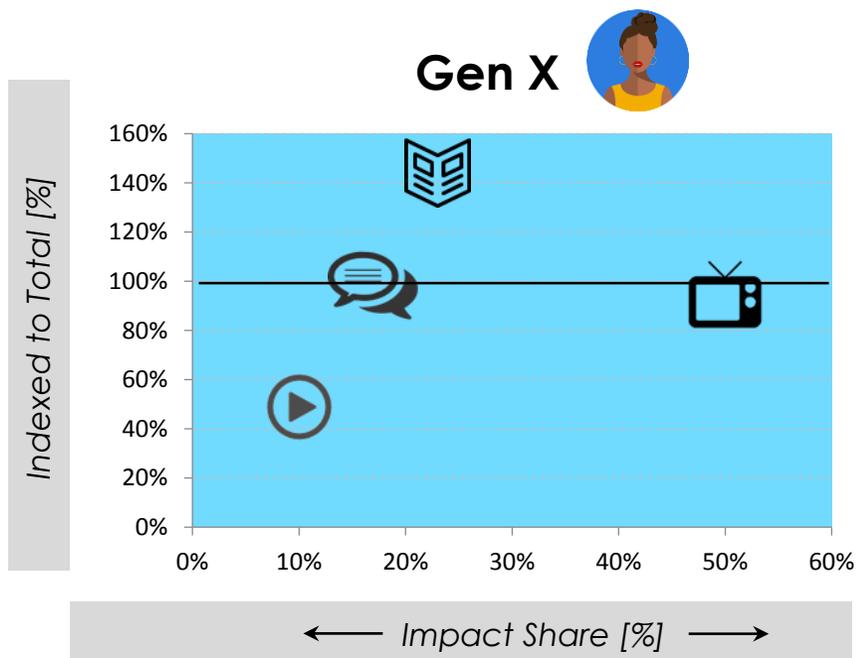
CONSIDERATION



■ TV ■ Print ■ OOH ■ Digital / Mobile



We've learnt that mobile campaigns need to be dealt with caution

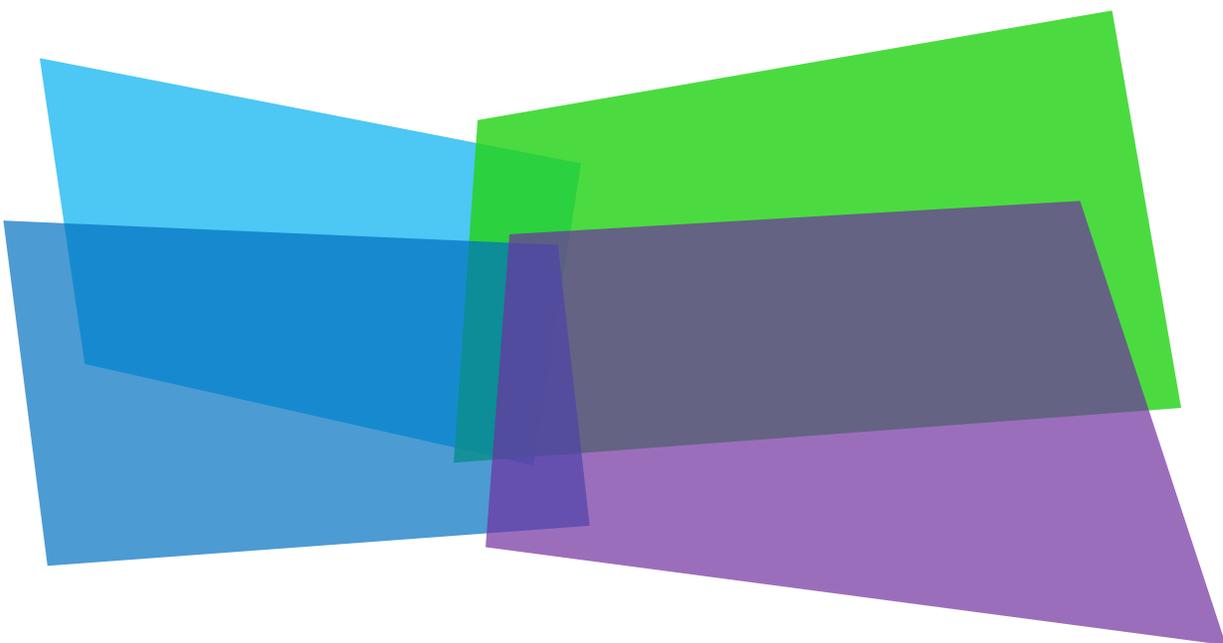


22% media buys
WASTED DUE TO
INEFFICIENT ALLOCATION

• Source: Cross Media Research, KMB



Make 'mobile' work for your Brand

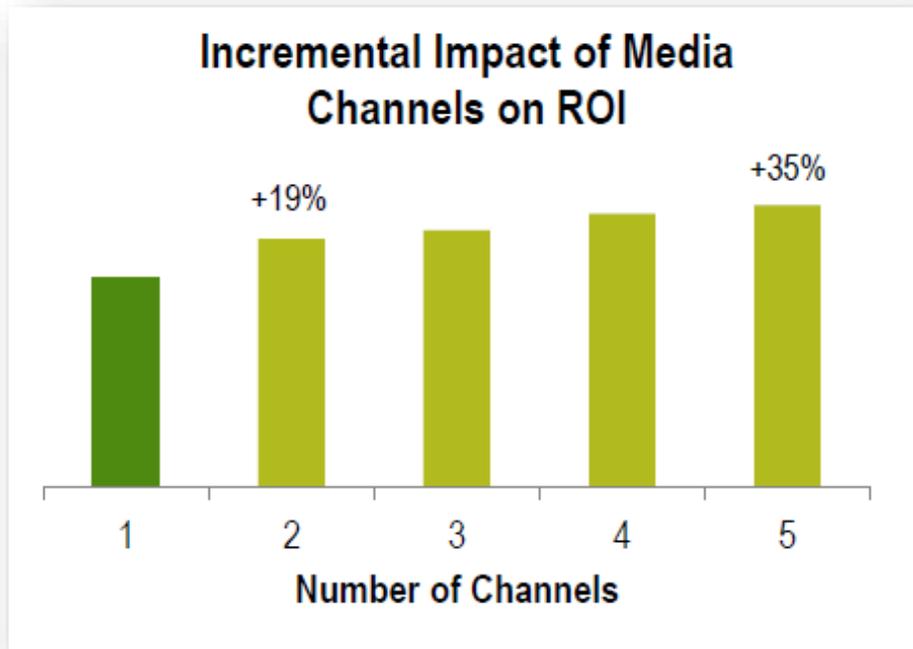


+ SMARTIES

Make 'mobile' work for your Brand

Go Multi-media

'TELEVISION' AIN'T THE HOLY GRAIL... NOR IS 'MOBILE'!



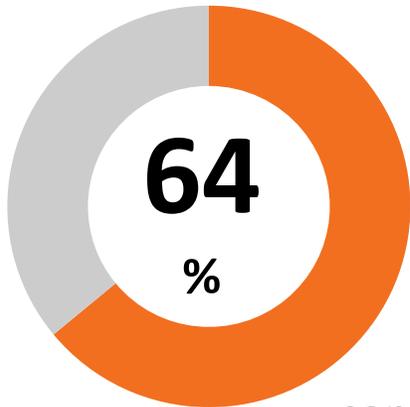
There is plenty of evidence that multichannel campaigns tend to be more efficient

Source: Ad Age's summary of the ARF's "How Advertising Works Today" (2016) which analysed 5,000 campaigns for 1,000 brands in 41 countries

GO MULTI-MEDIA

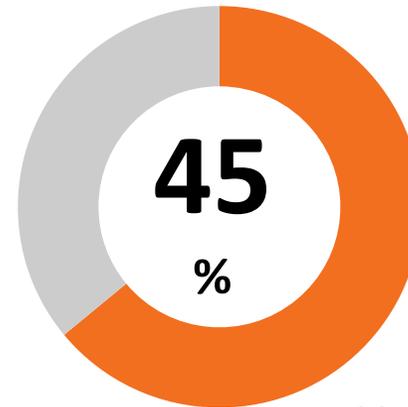
More winning campaigns deployed a multi-media strategy

SMARTIES 2017



of winning campaigns used Mobile as the only channel

SMARTIES 2018



of winning campaigns used Mobile as the only channel

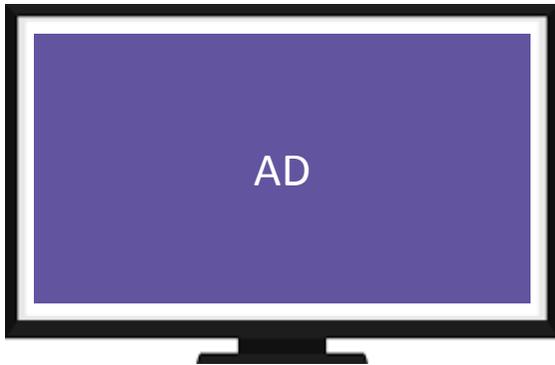
Make 'mobile' work for your Brand

Go Contextual

Go Multi-media

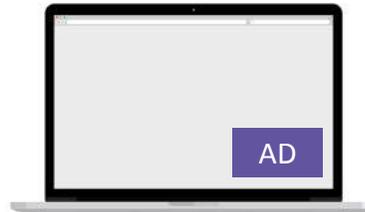
Evolution Of Content Consumption

ENTERTAINMENT



LEAN BACK

PRODUCTIVITY



LEAN FORWARD

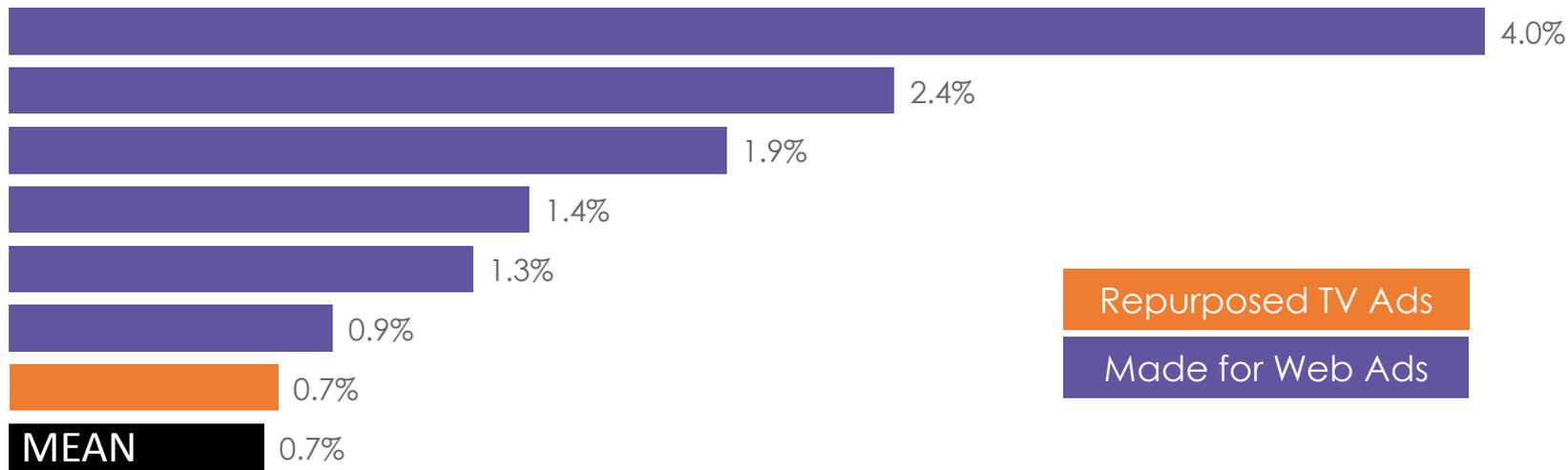
CONNECTIVITY



ON THE GO

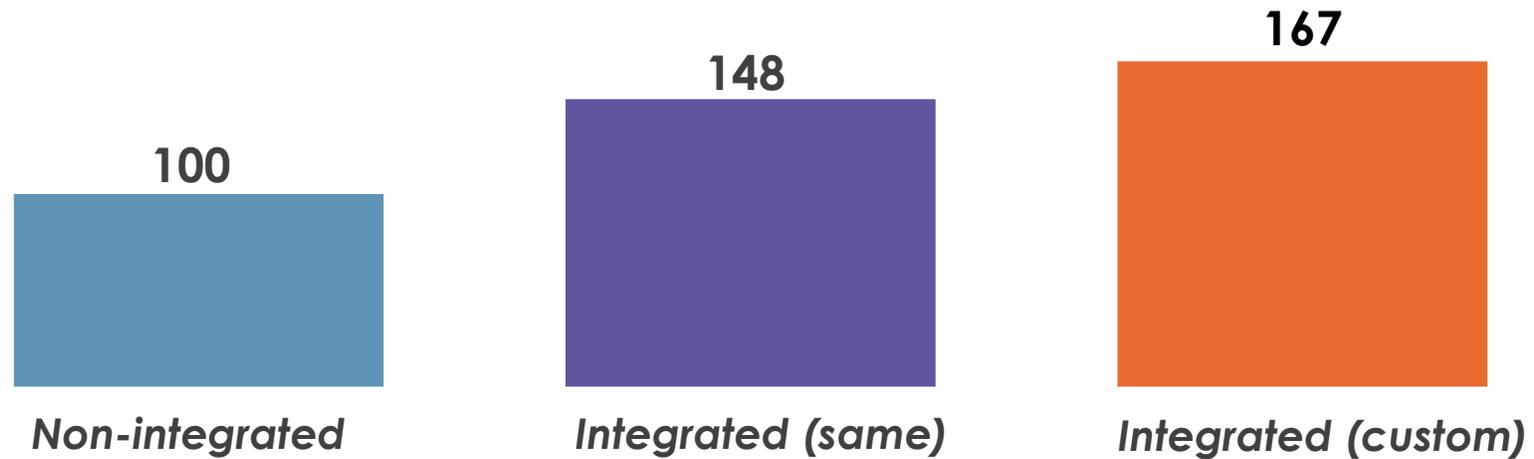
Not surprising, customized made for web creatives can be much more impactful

% IMPACT/ SPENDS [IN Rs LAC]



GO CONTEXTUAL

Integrated Campaigns drive even better Impact on the Brand



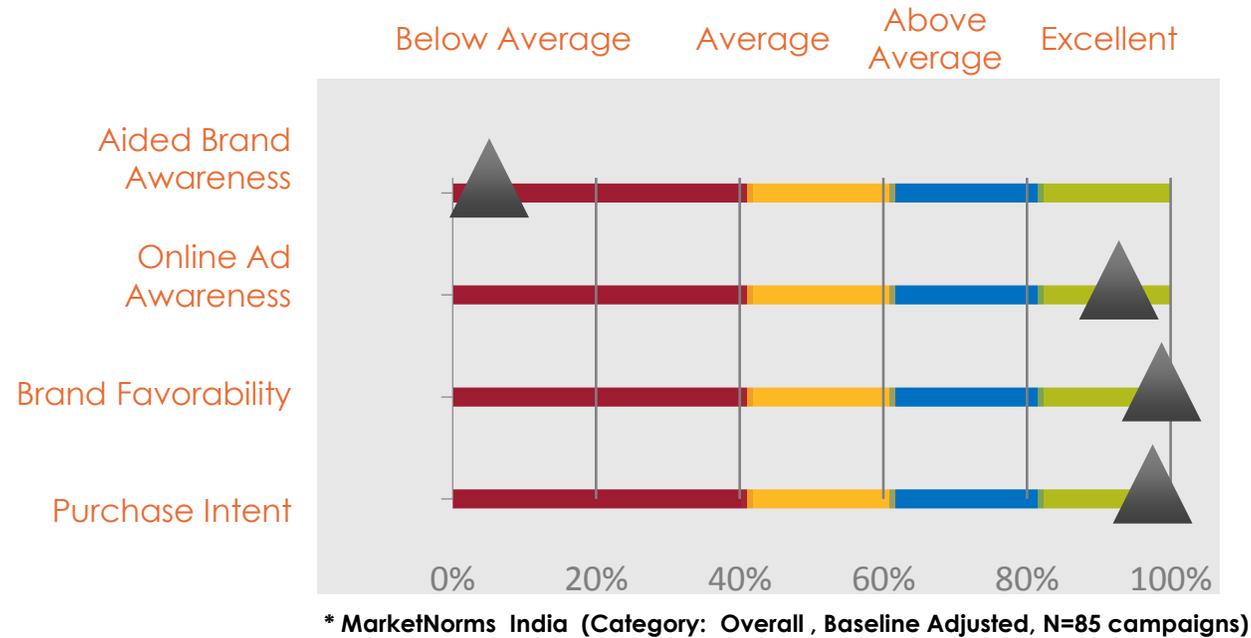
Indexed Impact of different types of cross-platform creative strategy on Equity Metrics

Source: Millward Brown contribution to The ARF's seminal research project "How Advertising Works Today" 2016; Analysis of 50 campaigns from 2011-2015; Impact shown is the aggregated effect on Association, Motivation, and Salience metrics, established through online surveys of 1,400 consumers per campaign; Performance is shown relative to index of 100 for non-unified campaigns

GO CONTEXTUAL

... and Content Marketing is a great example of going Contextual

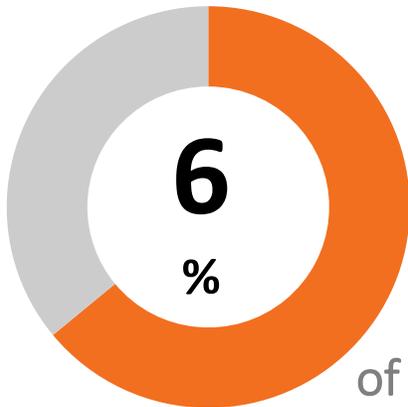
A recent example of how an auto car maker integrated into an webisode with an objective to drive consideration.



GO CONTEXTUAL

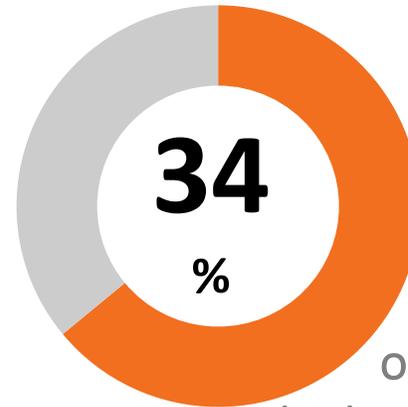
More winning campaigns deployed a native ad formats

SMARTIES 2017



of winning campaigns
deployed native ad formats

SMARTIES 2018



of winning campaigns
deployed native ad formats

Make 'mobile' work for your Brand

Go Contextual

Form Lasting Impression

Go Multi-media

Building The Winning Creative

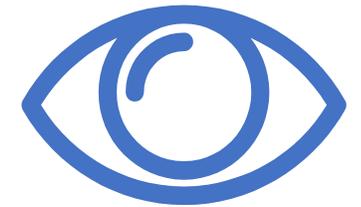
People have more to engage with, more to distract them and do more multi-tasking than ever before...



66% skip ads after 5 seconds



48% use tech to block ads



45% don't watch/ do something else

Make 'mobile' work for your Brand

Go Contextual

Form Lasting Impression

Go Multi-media

Measure it Right

How do we create great digital content that works?

Generate an emotional response



Tell a story



Consider special effects/powerful unique design



Consider music that engages people and the audience relates to



Consider humour – just make sure it's funny for your audience!



Get the length just right



Branding matters more than ever – integrate early



Avoid overloading with 'messages' - a positive impression may be enough



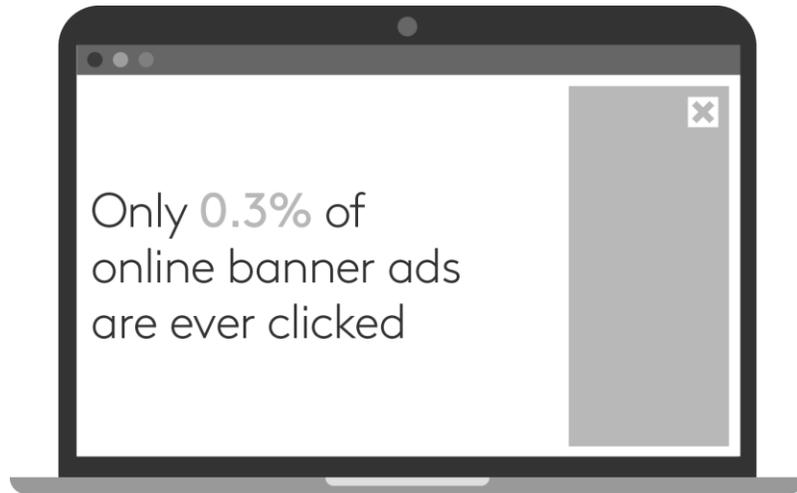
Structure your ad to engage people and ensure the skip matters less



For social content – make it work without audio



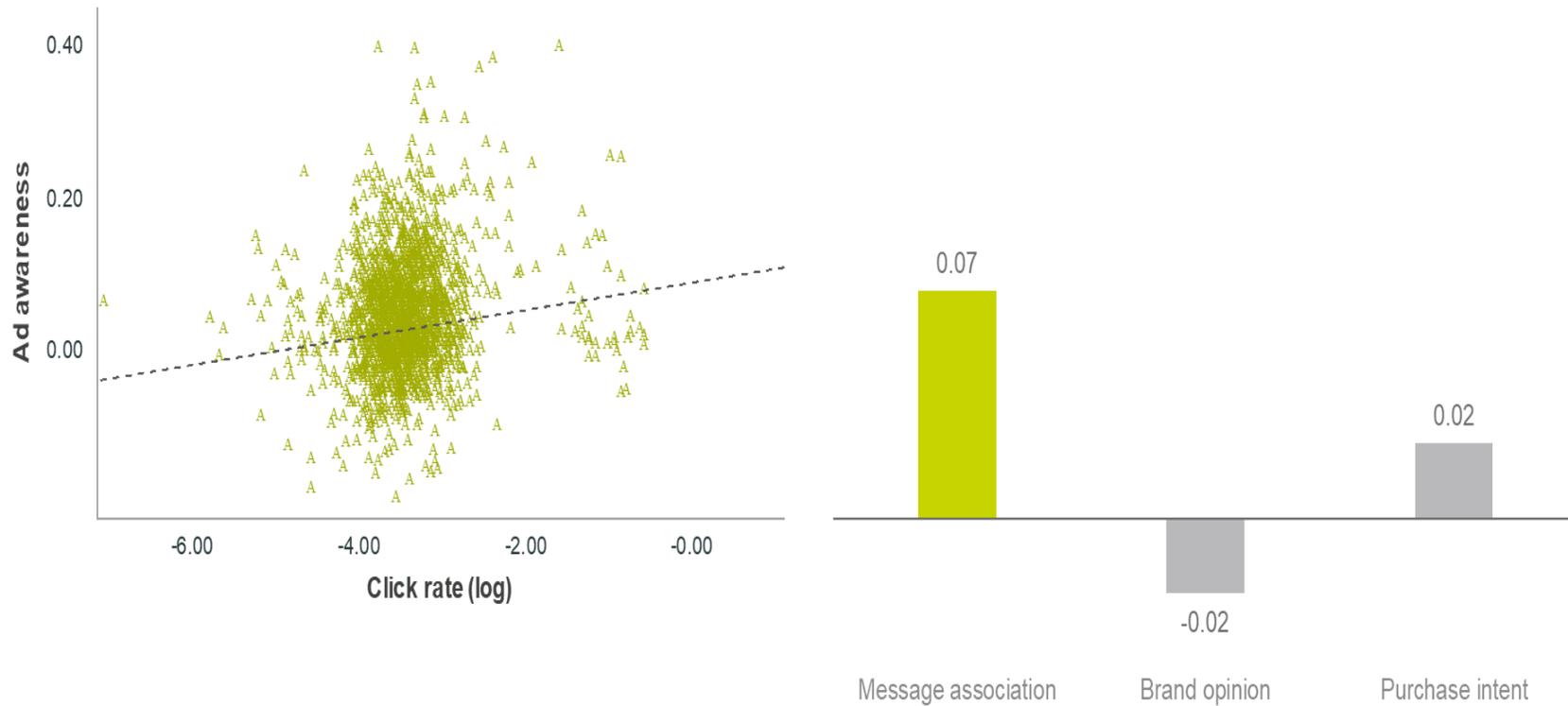
Digital has brought to reality a number of performance metrics that are easily available...



*Many of them make sense for a **PERFORMANCE** based advertising...*

...but have no real correlation to 'Brand' performance

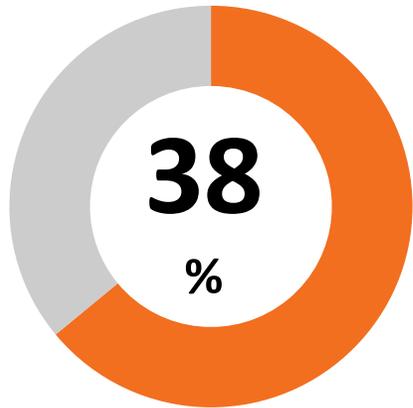
Important to measure metrics that directly attribute to campaign objectives



MEASURE WHAT MATTER

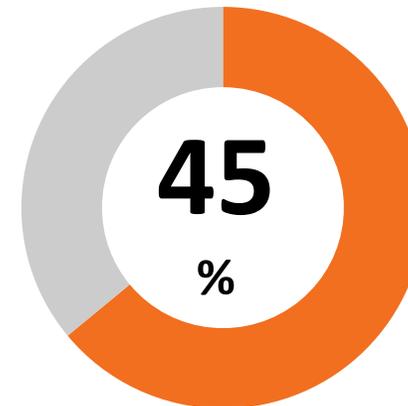
More winning campaigns deployed a relevant measurement

SMARTIES 2017



of winning
campaigns measured it right

SMARTIES 2018



of winning
campaigns measured it right

Make 'mobile' work for your Brand In Summary

Go Contextual

Form Lasting Impression

Go Multi-media

Measure it Right

The logo for the MMA Forum India 2018 is a central, multi-faceted geometric shape composed of various shades of blue, purple, and orange. The text is centered within this shape.

**MMA FORUM
INDIA 2018
#SHAPETHEFUTURE**

- End -

KANTAR **MillWARD BROWN**

MMA
MOBILE MARKETING ASSOCIATION