

The logo for MMA Forum India 2018 is a central, multi-faceted geometric shape composed of various shades of blue, purple, and orange. It is surrounded by several smaller, sharp-edged triangles in the same color palette, some pointing towards the center and others outwards, creating a dynamic, crystalline effect. The text is overlaid on the central shape in white.

MMA FORUM
INDIA 2018
#SHAPETHEFUTURE

MAPPING A PATH TO THE FUTURE

ROHIT DADWAL
MD | MMA ASIA
PACIFIC

TODAY'S AGENDA (ABOUT THE FUTURE)

1. THE PROBLEM

We thought it was just proving ROI of Mobile

2. ...BUT WE FOUND AN EVEN BIGGER PROBLEM...

Marketing measurement is out of touch

3. ...WHICH FOCUSED MMA TO DRIVE A SOLUTION

Challenge is that it's hard, and early. But still critical

4. ...BUT MARKETING ORGS AREN'T READY

So we are working on that too

IN 2011, MOBILE HAD A REAL PROBLEM

In spite of Mobile being the single greatest revolution in consumer media habits in our generation

**NO MEASUREMENT
COMPANY OR
PLATFORM WAS
ABLE TO MEASURE
THE VALUE/ROI OF
MOBILE IN THE
MARKETING MIX**

LAST YEAR (AND YEAR BEFORE), I REFERENCED....

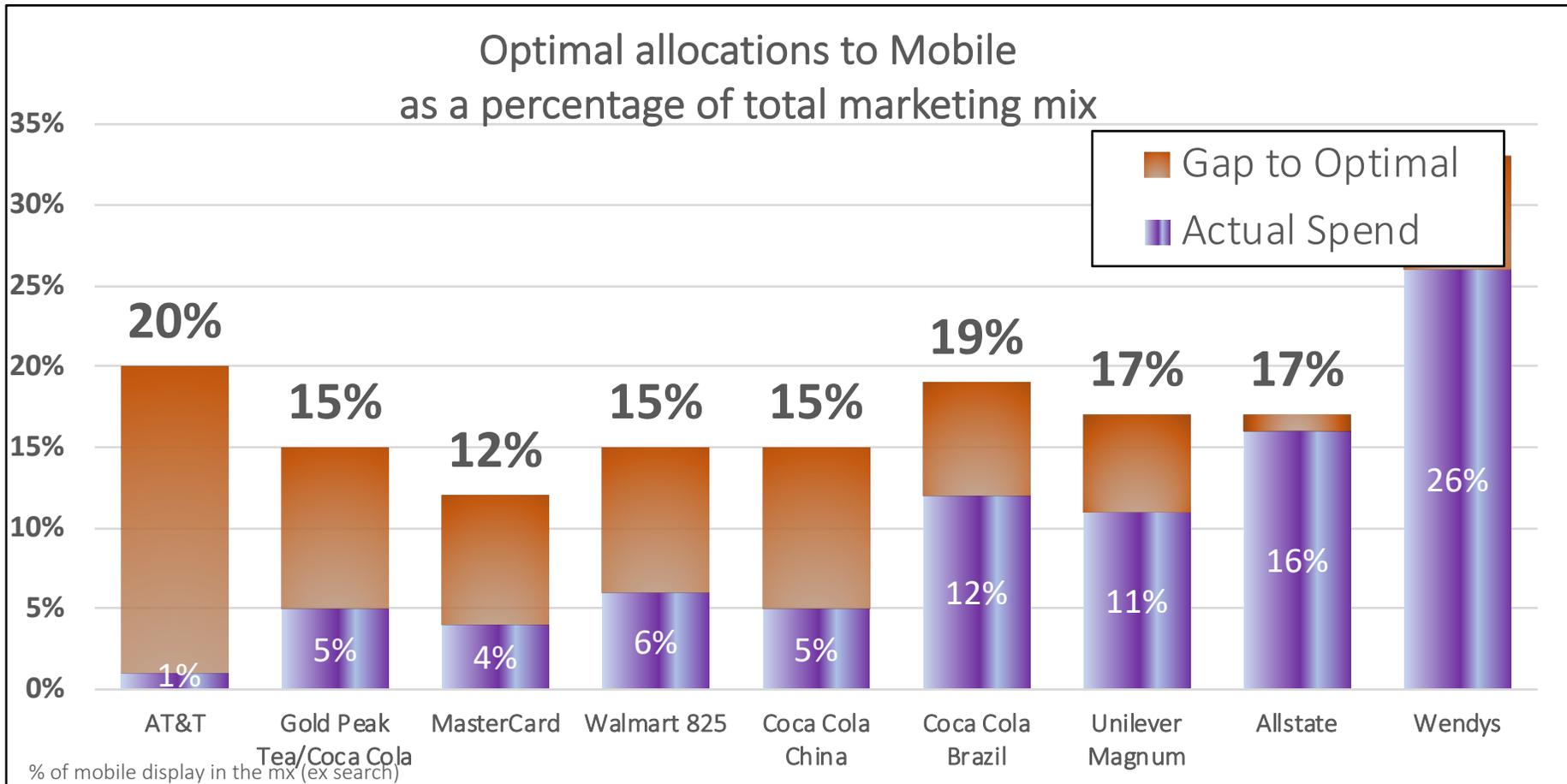
SMoX

SMoX.me = Smart Mobile Cross Marketing Effectiveness Studies

EACH CAMPAIGN MEASURED A VARIETY OF MEDIA MIXES

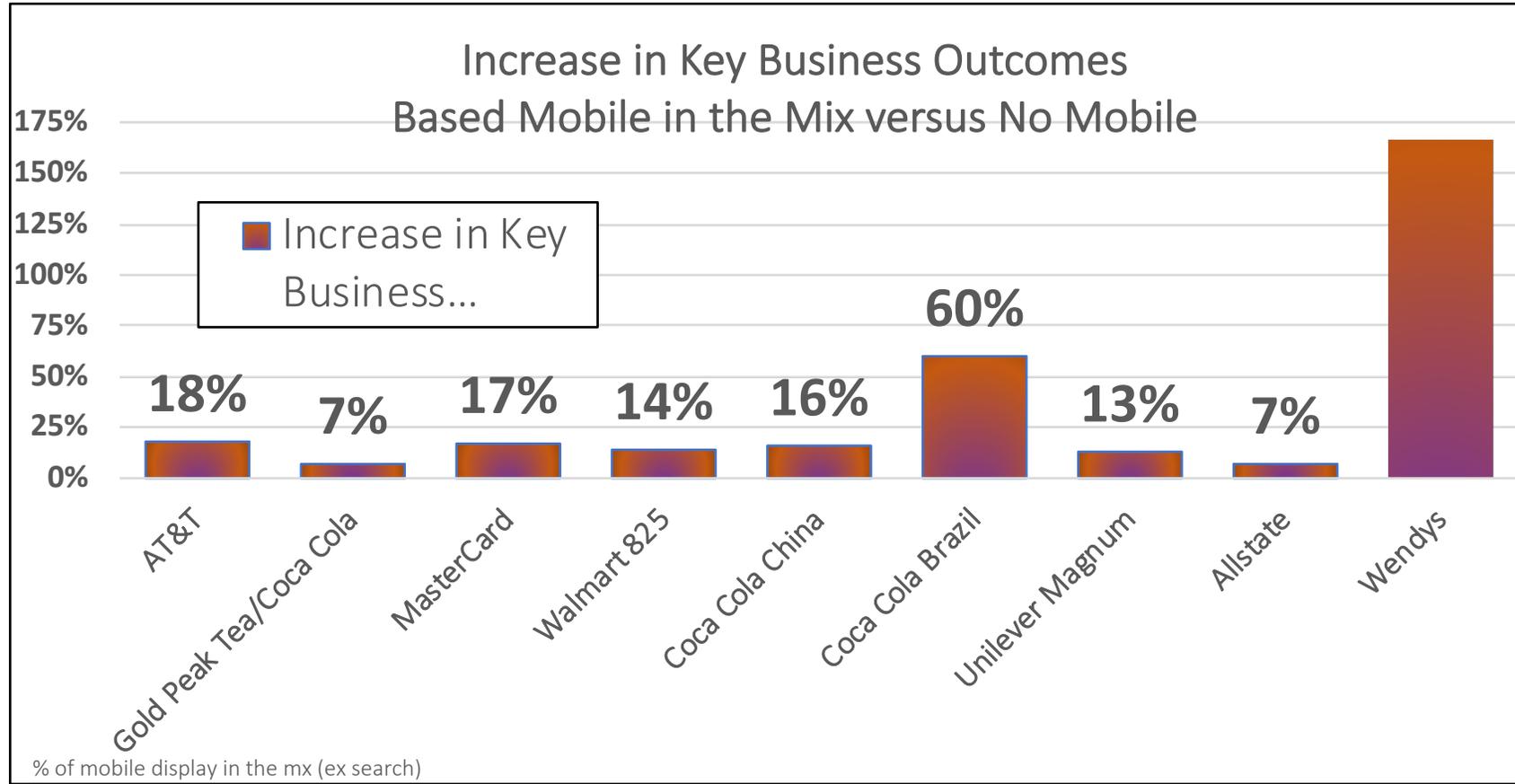
	 2014	 2015	 2015	 2015	 2016	 2016	 2016	 2016	 2017	 2017
TV										
Print										
Internet										
FSI										
Cinema										
Social										
Radio										
OOH										
Mobile	Display	Display, video, social	Display, video, native, location	Display, audio, video social	Display, video, social	Display, video, social	Display, video, social	Display, RM, Weather targeting, social, video	Display, Video, behavioral, retargeting, location, contextual	Display, Video, RM, social Contextual, location, daypart

SMOX PATTERNS IN OPTIMIZED MARKETING MIXES



MOBILE SHOULD BE 15%-20% OF TOTAL MEDIA. BUT MORE IN OTHER LESS FRAGMENTED MEDIA MARKETS LIKE INDIA

AND WHEN MOBILE IS OPTIMIZED



**GAINS ARE
NEARLY
+20% IN
BRAND
METRICS
&
+7% TO (A
CRAZY) +60%
IN SALES**

WE LEARNED A LOT FROM SMOX

**MOBILE OFFERS A
BIG OPPORTUNITY
BUT MIX STILL
REALLY MATTERS**

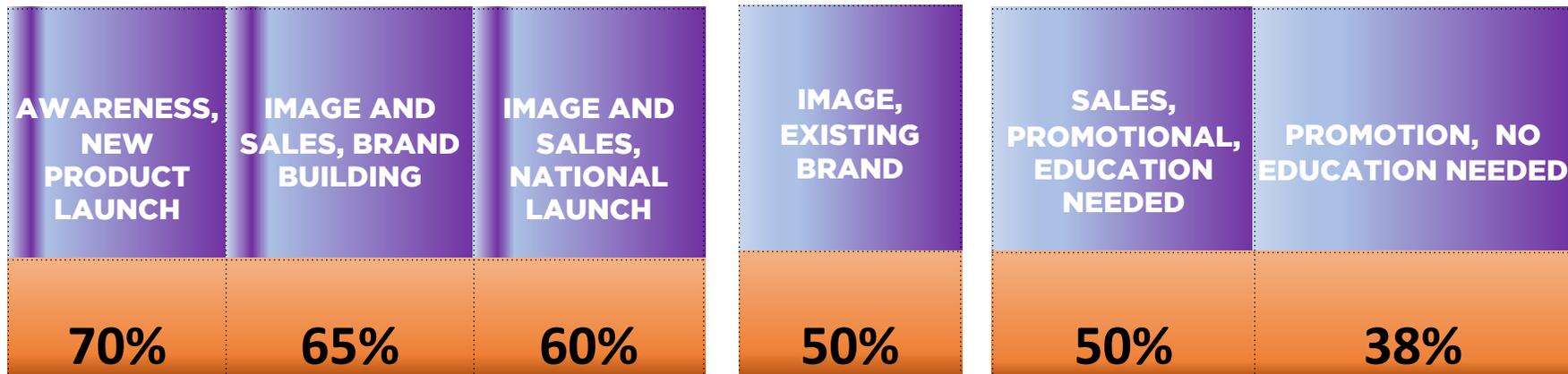
**FOR ONE...GOD IS
NOT DEAD!
TV STILL WORKS
(BUT NOT IN THE WAYS
YOU MAY HAVE
IMAGINED)**

TV (GOD) IS NOT DEAD!

70%

38%

PLUS OR MINUS, HALF OF THE MEDIA MIX SHOULD STILL GO TO TV



BUT SHORTER VIDEO IS TWICE AS VALUABLE



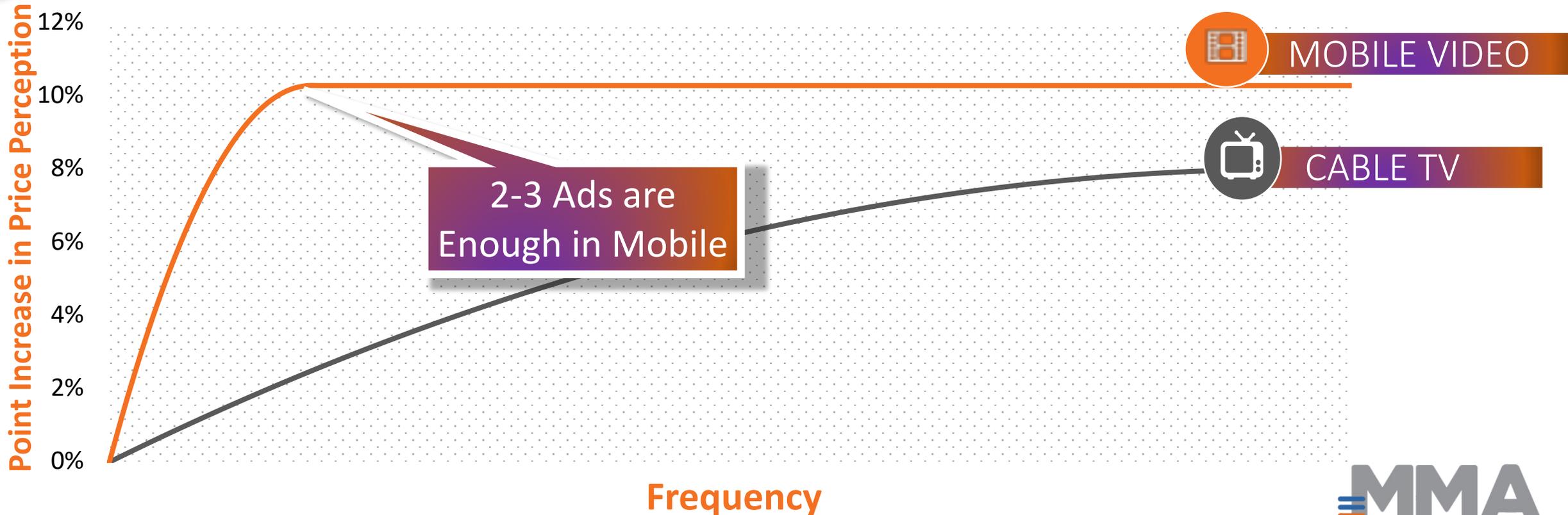
	Video	Audio
15-SECONDS 	200	118
30-SECONDS 	100	100

*Index is based on Number of people who became more likely to consider Allstate / \$ spent

AND WE DON'T NEED TO RUN NEARLY AS MUCH AS IS REQUIRED IN TV



Frequency to Lift Response Mobile Video vs. TV*



2-3 Ads are Enough in Mobile

IN ADDITION TO ALL THAT; A DISRUPTIVE TREND EMERGED

MEASURING MOBILE IS
NOT THE ISSUE. IT IS
MEASURING THE
WHOLE MARKETING
STACK, “IN ALL IT’S
PERMUTATIONS” IS
CRITICAL.

SEEMS THAT
OUR
ASSUMPTIONS
WERE BEING
RESET AND
RESHAPED

JUST LOOKING AT ADS, DOESN'T TELL US THE WHOLE STORY



**BRANDING:
AIDED AWARENESS/
\$ SPENT***

**SALES:
ROI**

200

147



**MOBILE
DISPLAY**

175

ZERO

**CAMPAIGN AVERAGE
(ACROSS ALL MEDIA)**

100

100



*Index is based on Number of people who became aware of Magnum per \$ spent.

TARGETING IMPROVES PERFORMANCE.



Allstate®

**WE'VE
CONSISTENTLY
SEEN - EVEN
LOCATION FOR
INSURANCE**

Mobile Video Targeting	Consideration / \$ Spent
+ BEHAVIORAL TARGETING	320
+ CONTEXTUAL TARGETING	191
DEMOGRAPHIC TARGETING	100

AND THEN.....



NEW DATA INTEGRATIONS MAKES NEW OPPORTUNITIES POSSIBLE

AUDIENCE & PERFORMANCE

FOOT TRAFFIC / \$ SPENT*

COMMUTER



518

COUPON USER



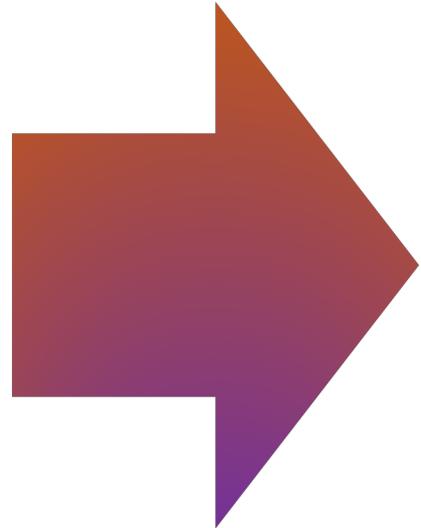
500

CAMPAIGN AVERAGE
(ACROSS ALL MEDIA)

100

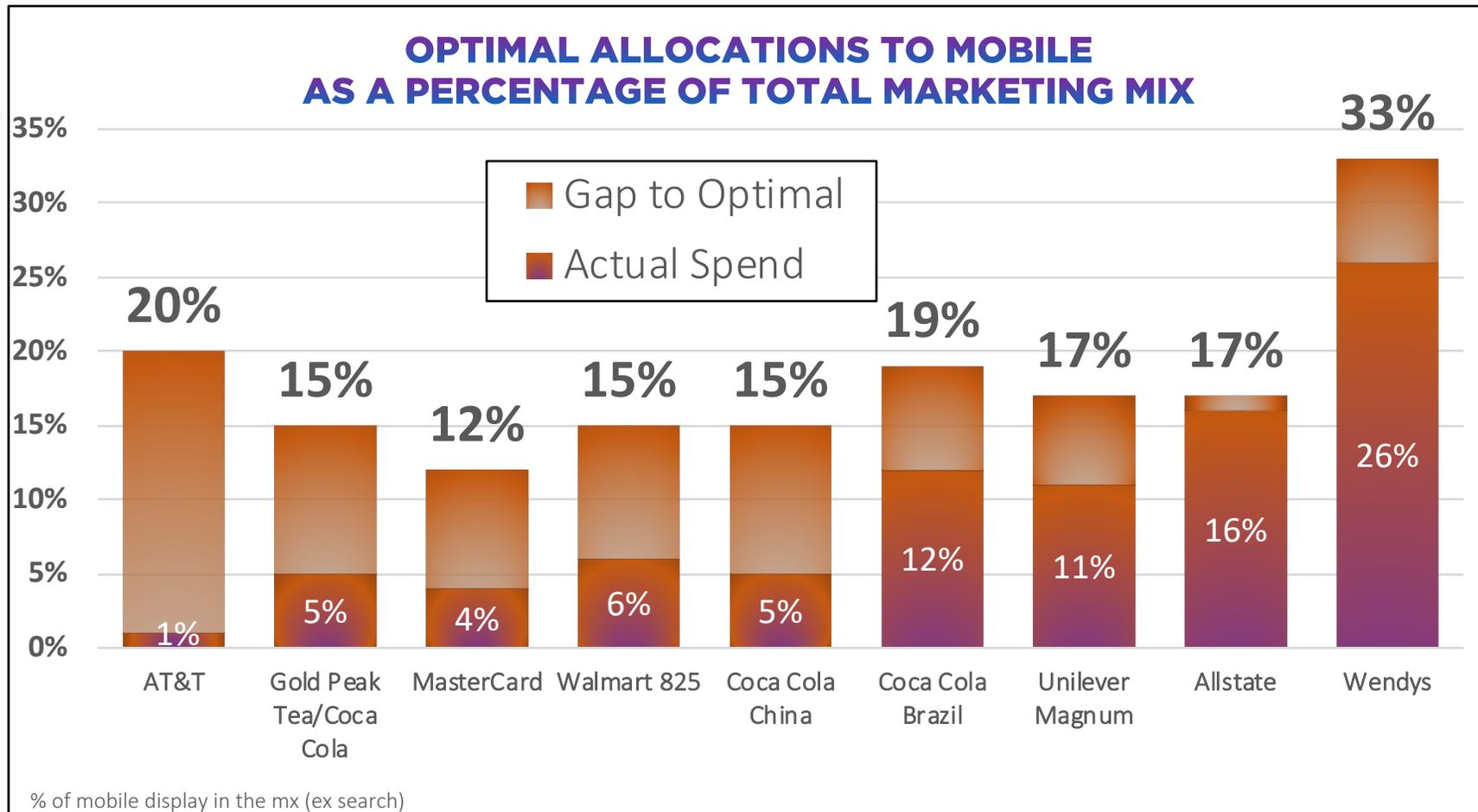
THE IMPACT OF GETTING IT RIGHT?

33%
OF THE MIX
IN MOBILE



+166%
FOOT TRAFFIC

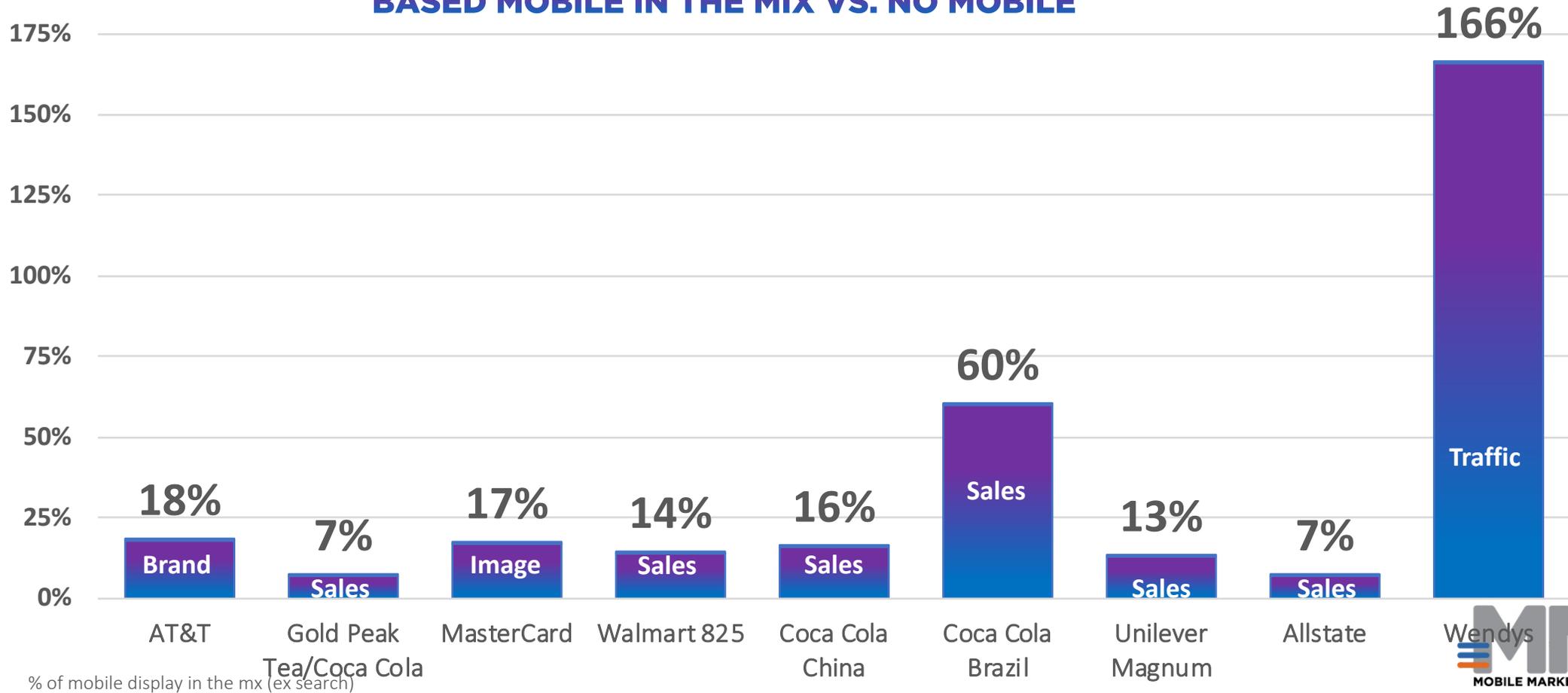
WENDY'S SET A NEW GOAL LEVEL



WHEN THE BRAND FOUND HIGHLY TARGETED, LARGE SEGMENTS THAT REALLY WORKED. LIKELY MORE HERE IN INDIA

NOW WE HAVE A NEW VISION FOR HOW HIGH, HIGH COULD BE

**INCREASE IN KEY BUSINESS OUTCOMES
BASED MOBILE IN THE MIX VS. NO MOBILE**





**“IF YOU CAN’T HAVE A
CONVERSATION ABOUT PIXELS
OR ATTRIBUTION MODELS, YOU
ARE A MARKETER OF THE
PAST.”**



**“WE ARE INCREASINGLY
WORKING TO ELIMINATE PAIN
POINTS AND MAKE IT MORE
CONVENIENT FOR OUR GUESTS
TO DO BUSINESS WITH US”**



**“THE FUTURE OF MARKETING IS
FOUR WORDS: GREAT STORIES
WELL TOLD”**



#SHAPE THE FUTURE

MMA:
**Architecting the
future while
relentlessly
delivering
today's growth**

