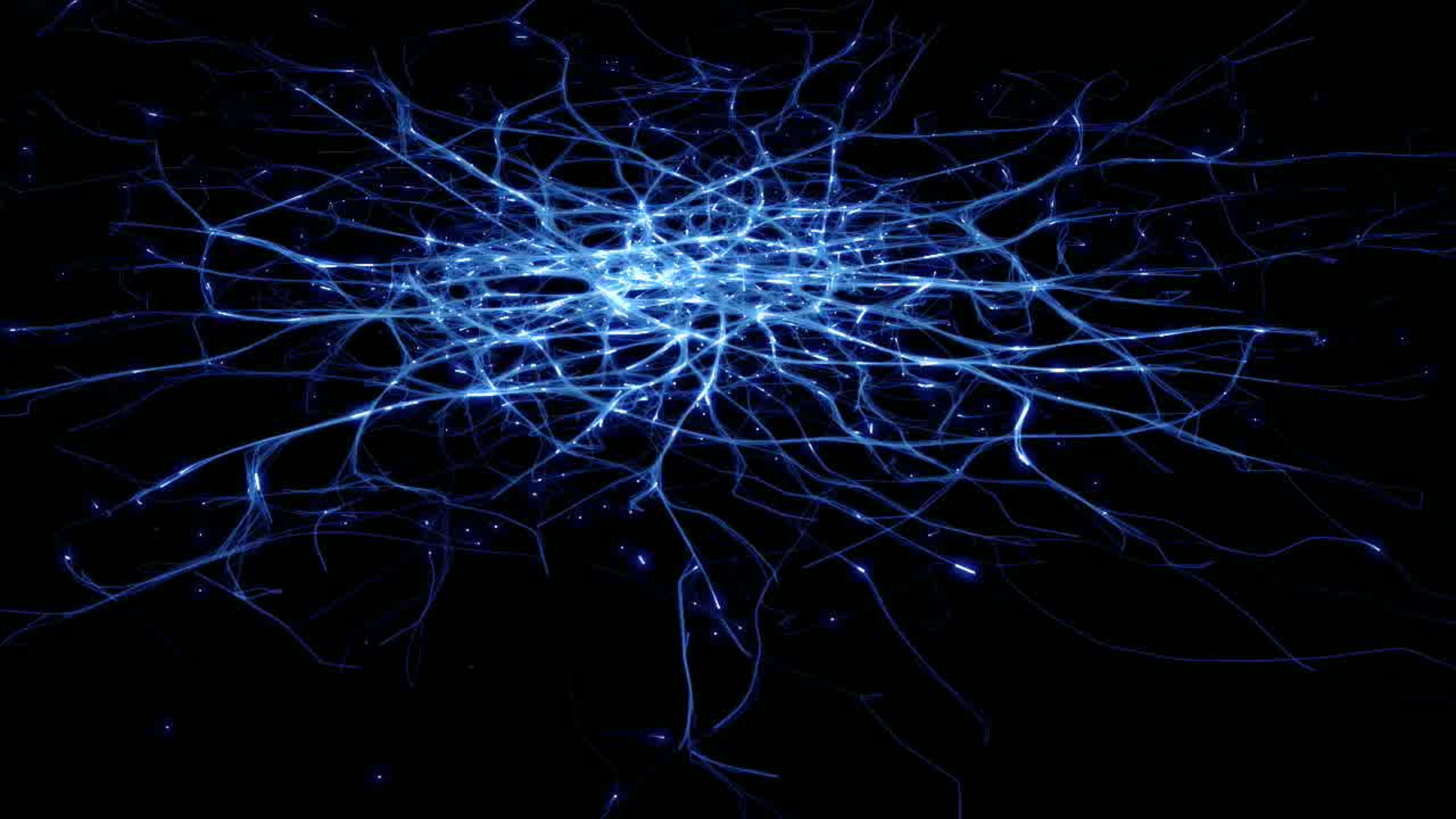




Mobility has changed advertising forever_







SURFING

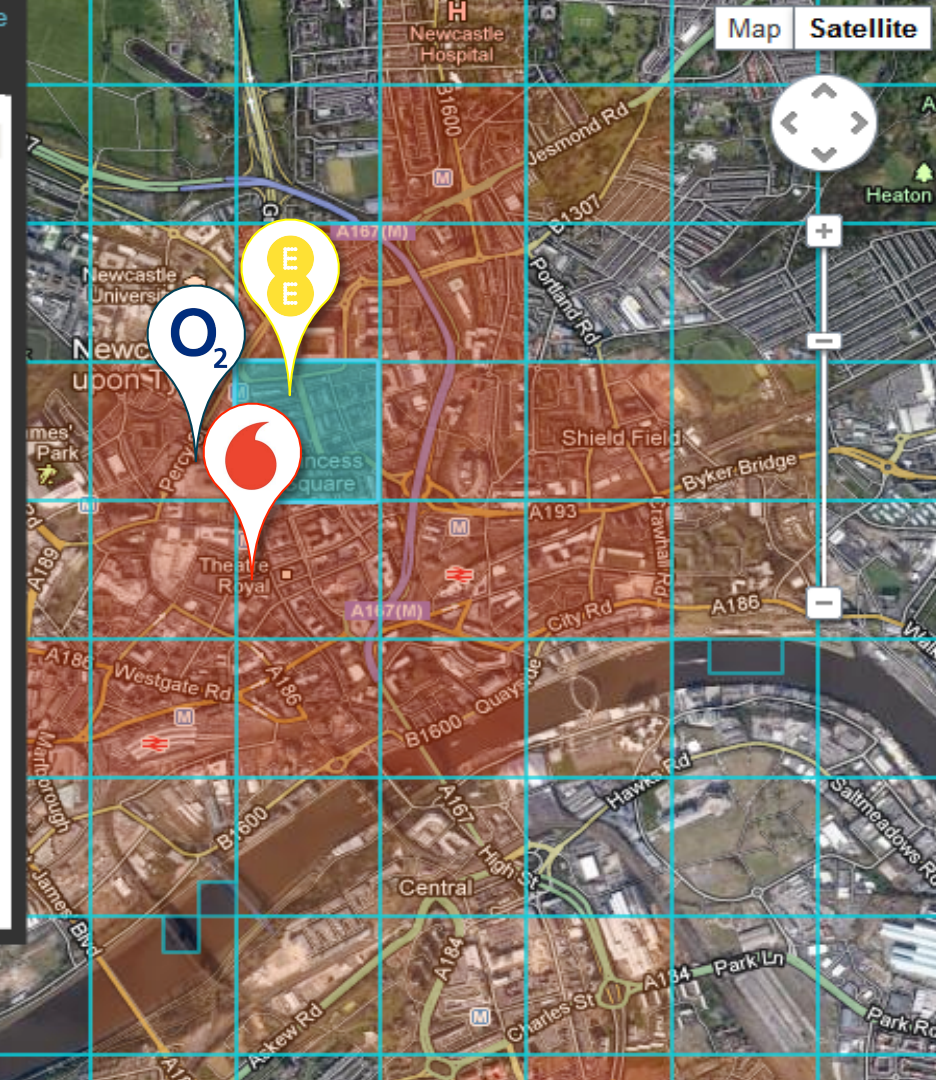
M A G A Z I N E

LOCATION MEXICO

What distinguishes surfers?







For advertisers:

Mobile's presence means it has the ability to deliver better personalisation, relevancy, engagement and effectiveness across all media channels.

The 3 truths of the Hyper-connected_



1. Always On





2. Content

Curious & impatient patients



Media meshing



3. Sharing

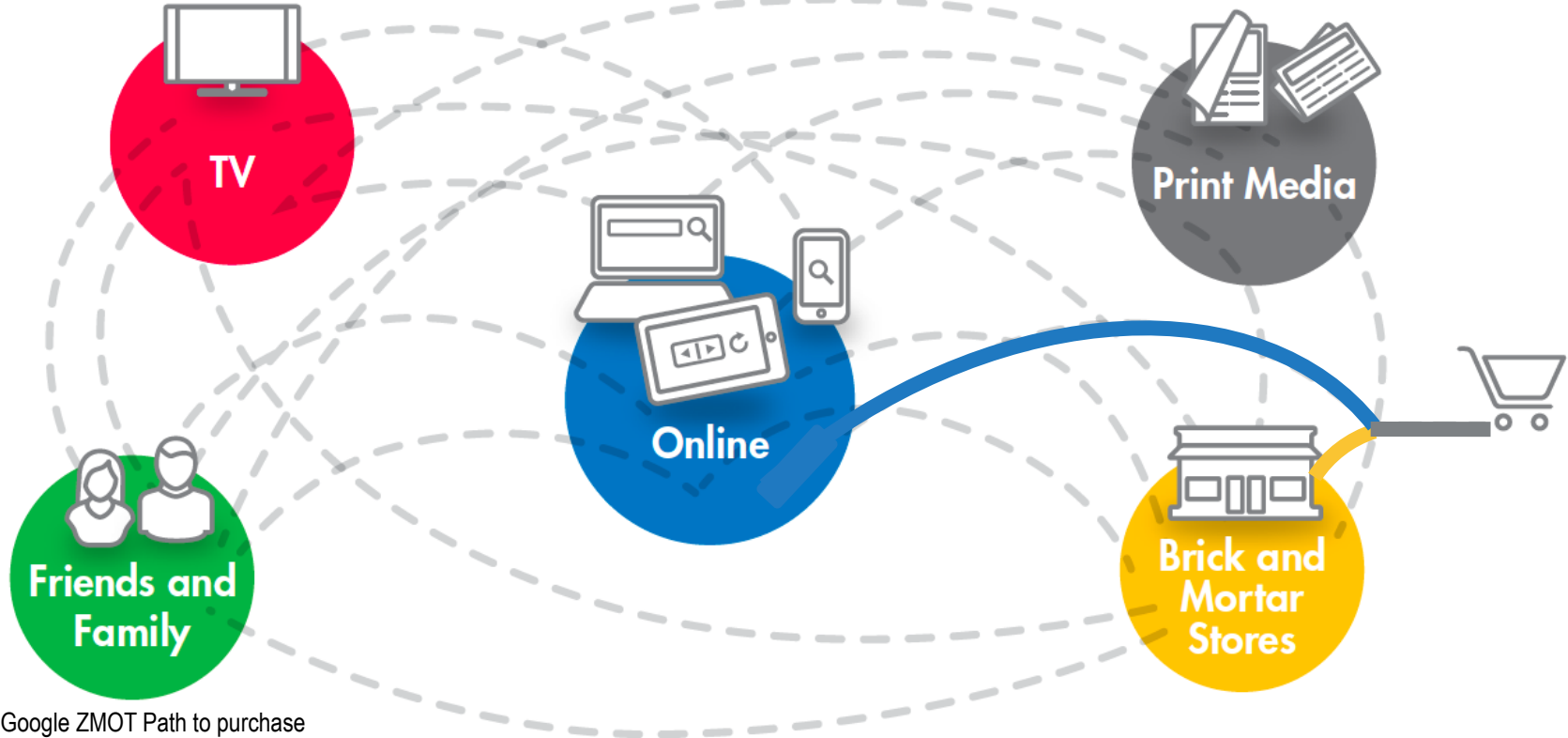


What do these 3 truths mean for advertising?

Hyper-connected want instant gratification_

Respond at that time & place.

Accelerated speed from Passive to Active buyers



INTO THE STORM

AUGUST 8

▶ WATCH TRAILER



Presence of mobile has changed the role of the major media channels_

Paid_

51% consumers most favoured ads

Cost £

£220,000

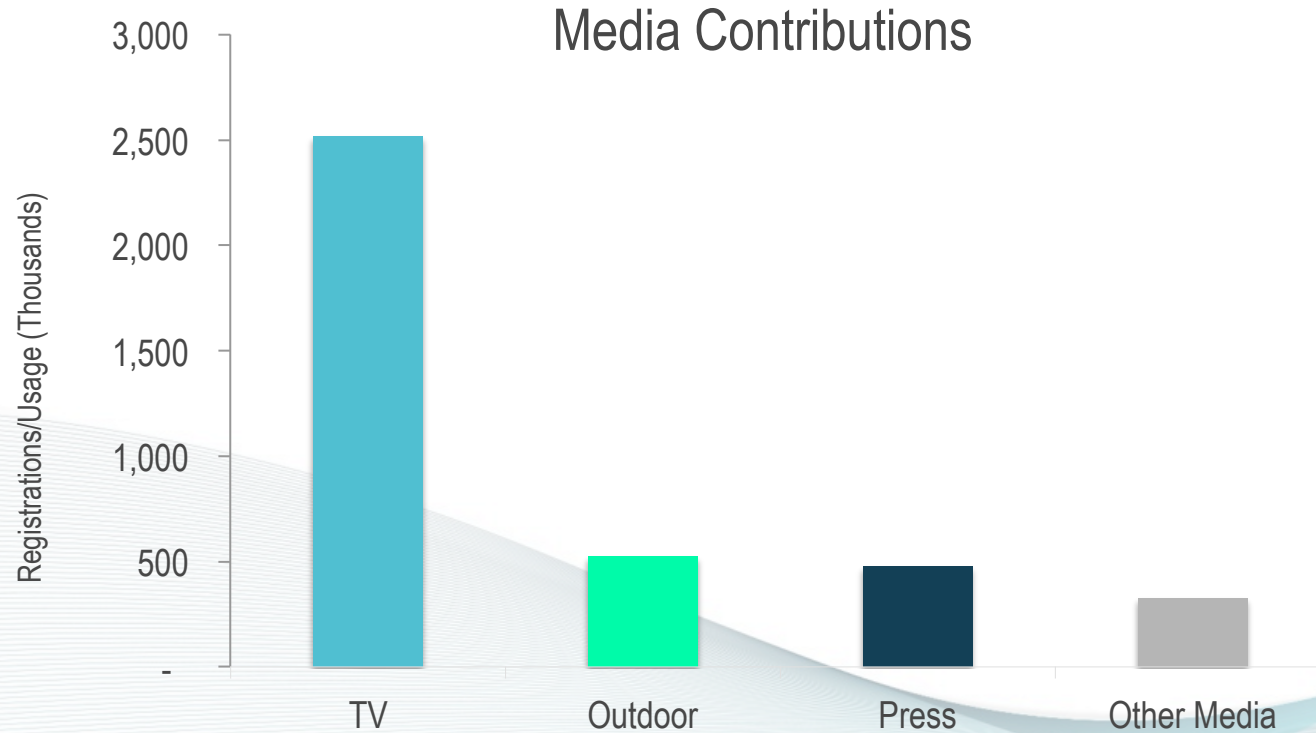
CPM £ = £22

Circulation

10,000,000

FOX

TV the most efficient channel in driving app downloads



MCL Cinema, Hong Kong



Share?





Cost £

£250,000

Circulation

5,000,000

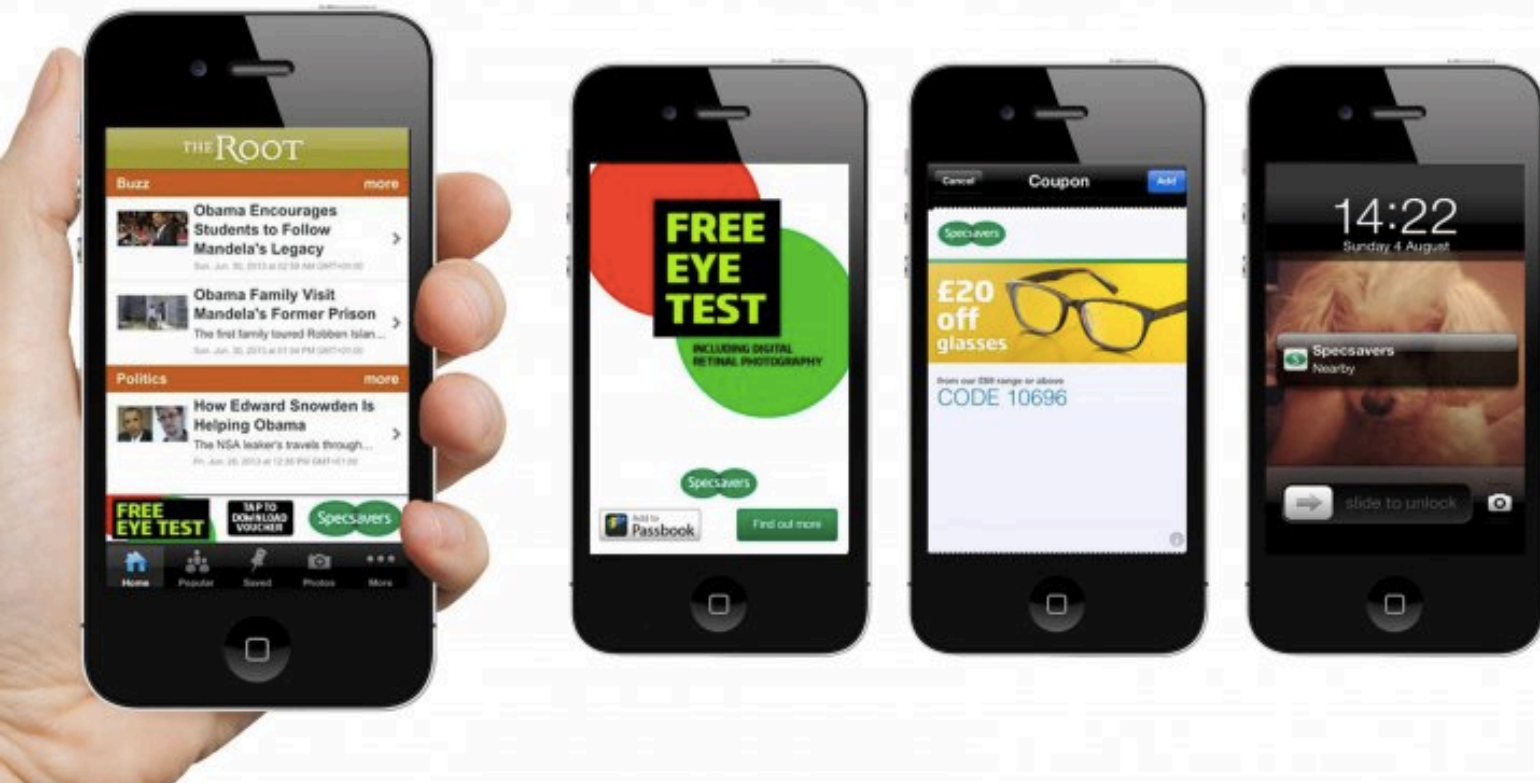
CPM £ = £50

“Outdoor audience confidently influences by
word of mouth and social media.
More mobile searches are generated by
Outdoor ads than other media.”

Source: TGI

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Maximise mobile's native features



Contextual



Location



OS Features

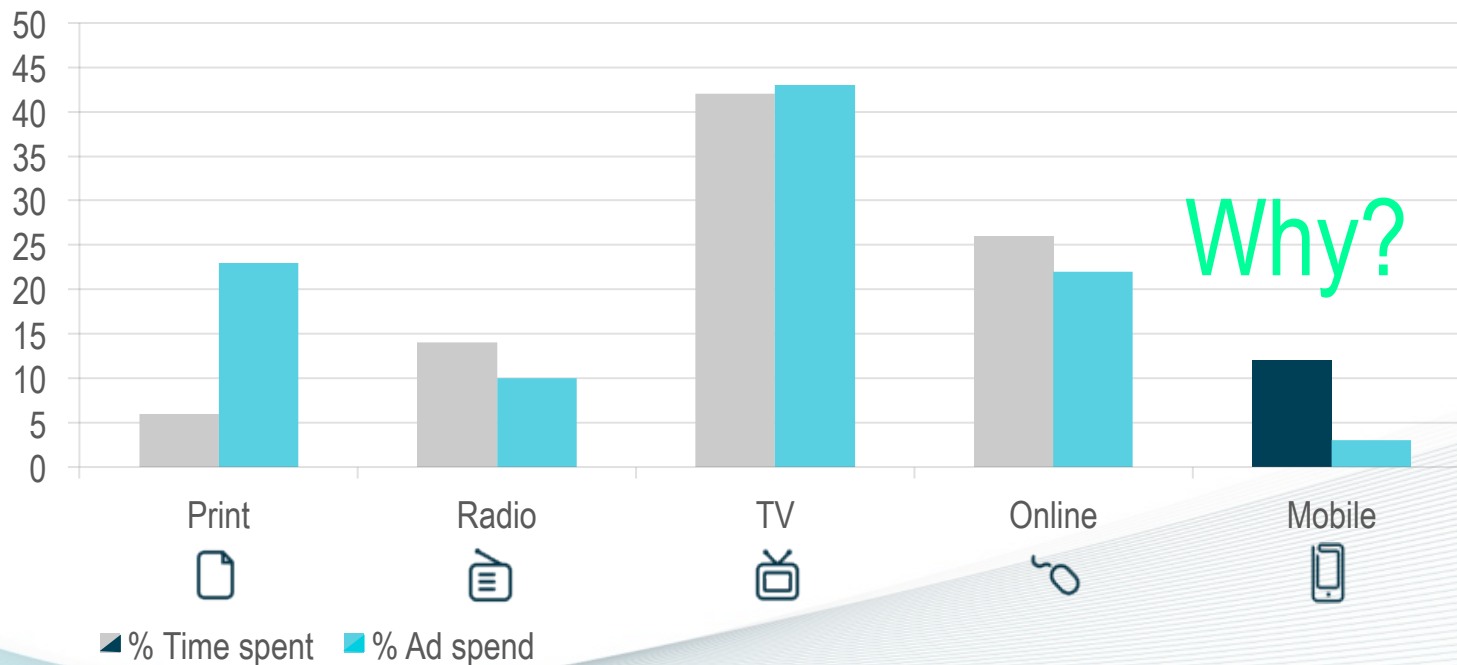


Hardware Features

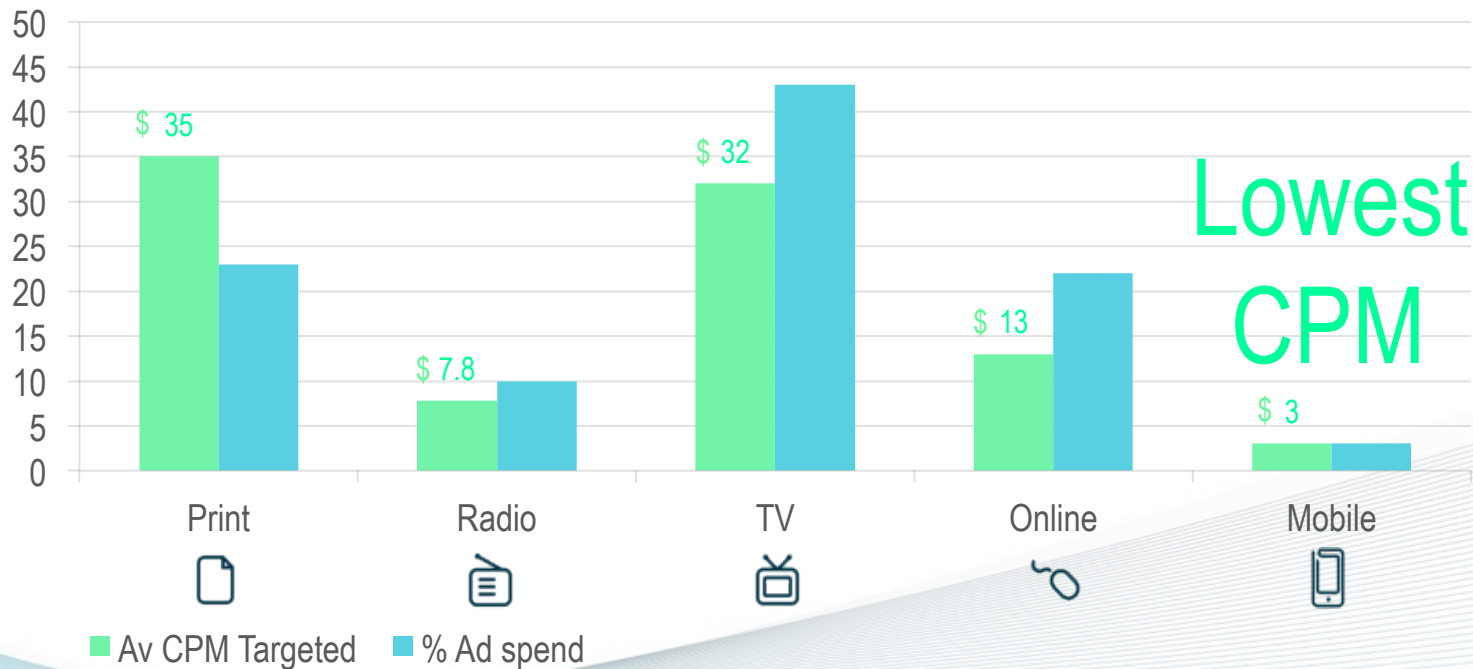
Increase of up to 559% of offers when promoted using native formats

But we have a problem_

Time Spent on Mobile not correlating with Ad Spend



Mobile's low CPM does correlate with Ad Spend



Lewis John



We learn not to buy cheap shit_

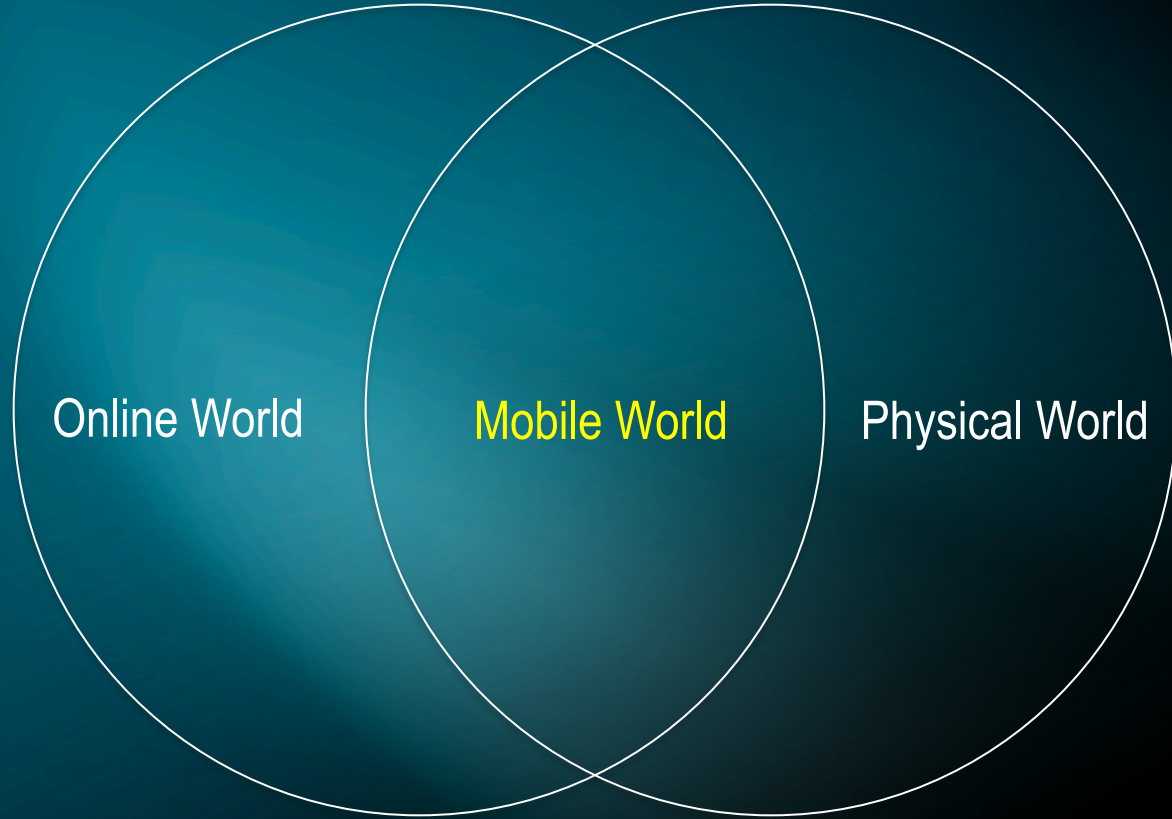
Economy
\$0.34



Luxury
\$1.02



Mobile is not just INTERNET_



Mobile banner

168 x 28 gif

Run of Network (blind)

\$0.94 CPM



Mobile Video format

30 second video

Targeted

\$80 CPM



Dark forces are at work_

31% display ads are not seen

+

0.04% average click through

+

50% all clicks accidental or bots

\$0.94 average CPM

Summary

Know your audience

Three truths of the hyper-connected

Buy quality

Conclusion

The **quality value of mobile's proximity** means it delivers better personalisation, relevancy, engagement and effectiveness across all media channels.

Thank you

 @HunterSchyff

Telefonica