



REIMAGINING MOBILE ADVERTISING



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 VERVE™

The Verve logo icon is a white stylized 'V' shape with a small dot above it, followed by the word 'VERVE' in a bold, sans-serif font and a trademark symbol.



WHAT'S THE PROBLEM WITH MOBILE ADVERTISING?



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I F*CKING HATE ADS



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3:46 PM AT&T

mobile.nytimes.com

TRAVEL SHOW JAN 9-10
JACOB R. LAVITS CENTER, N.Y.C.

The New York Times

Politics

Mandatory Union Fees Getting Hard Look by Supreme Court

Facebook Twitter



7:50 AM AT&T LTE cnn.com 82%

CNN politics

Twitter rants Iraq care

Story highlights

April brings a host of political storms, including fights over Neil Gorsuch, funding the government and reform



EXPLORE DELL GAMING

ADVERTISEMENT

An unappetizing list of looming congressional showdowns, complex, months-long legislative challenges and intractable threats to President Donald Trump's standing threaten to make the federal health care overhaul look like a small

Facebook Twitter WhatsApp Messenger Email

68% AT&T LTE

totalprosports.com Share

TOTALPROSPORTS.COM

'Instagram Model' Rachel Bush Screenshots LeBron Jumping In Her DM's

by: Black Adam Scheffer On Thursday, December 29, 2016 Like 25K

2 lessons here, Athletes will never learn and screenshots are the devil. Cleveland Cavaliers PF/SF LeBron James is a mega NBA Superstar, so anything he does or says is a big deal especially to the social media community.

While this may look innocent and LeBron technically wasn't caught saying anything derogatory that would cause his wife to question him, it's still not a good look.

'Instagram Model' or 'Hot Chick' who takes selfies in hopes of a millionaire scooping them up' Rachel Bush took a Screenshot of King James trying to make it go down in her DM's.

ADVERTISEMENT

Straight Talk wireless See how much you could save by switching to Straight Talk Wireless! LEARN MORE

MJ Calls Out "King James" Jordan Drops A Bombshell And Calls Out "King James" friendlyrivals.com

COM PLEX

Facebook 8,557 People talking

3:47 PM 43%

ected by June, will affect government workers of all kinds a sharp financial and political unions. (The ruling is unlikely to impact on unionized private businesses, as the First restricts government action and conduct.)

ADVERTISEMENT

Reddit Karma 726

★★★★★

INSTALL

GOOD

did Steve Rosenthal, a former political director, noting that growth in the labor movement few decades has been in the concerted effort trying to

Shop now!

RIGHT PERSON
RIGHT PLACE
RIGHT TIME

**YOU
ARE
HERE**

**RIGHT
PLACE**



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YOU'RE GETTING HALF THE STORY



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DATA
GUY



CREATIVE
GUY



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AT&T LTE 12:50 PM 54%

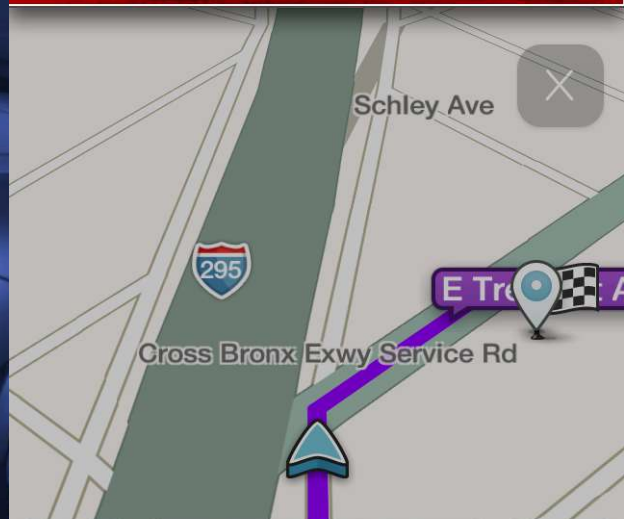
50 feet E Tremont Ave

Adds 36 min


QUIZNOS \$2⁹⁹ SMALL CLASSIC ITALIAN 

Valid at participating locations for a limited time.

 Drive There 



Schley Ave



Cross Bronx Expy Service Rd

E Tremont Ave

12:50 PM

1 min 0.1 miles



50 feet E Tremont Ave

Adds 36 min



Quiznos \$2⁹⁹ SMALL
CLASSIC ITALIAN



Valid at participating locations for a limited time.



Drive There



LOCATION
CREATIVE
CREATES
MEMORABLE
MEANINGFUL
MAGICAL
MOMENTS



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THESE MOMENTS BECOME EXPERIENCES



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“ MY PHONE IS THE PLATFORM THROUGH WHICH I CAN KEEP ALL MY MEMORIES, MY WORK, MY COMMUNICATION, MY ART, MY CONTACTS, MY RELATIONSHIPS. IT HAS ALLOWED ME ABUNDANT OPPORTUNITIES, AS WELL AS A SPACE FOR ME TO ORGANIZE MY LIFE, ALMOST LIKE MY OWN HOME. OUR PHONES ARE BECOMING EXTENSIONS OF OUR PERSONAL SPACE. ”



THE RISE OF MOBILE PRODIGIES:

MILLENNIALS, GEN Z, AND THE FUTURE OF MOBILE MARKETING



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MOBILE PRODIGIES ARE SHAPING OUR INDUSTRY

EMBRACING
THE APP ECOSYSTEM

DEMANDING INNOVATIVE CONTENT

GRANTING DATA PERMISSION WITH
RELEVANCE



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80% EXPECT TAILORED ADS

RECOGNIZING LOCATION, INTERESTS, HOBBIES AND HABITS



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HIGH IMPACT THAT MATTERS

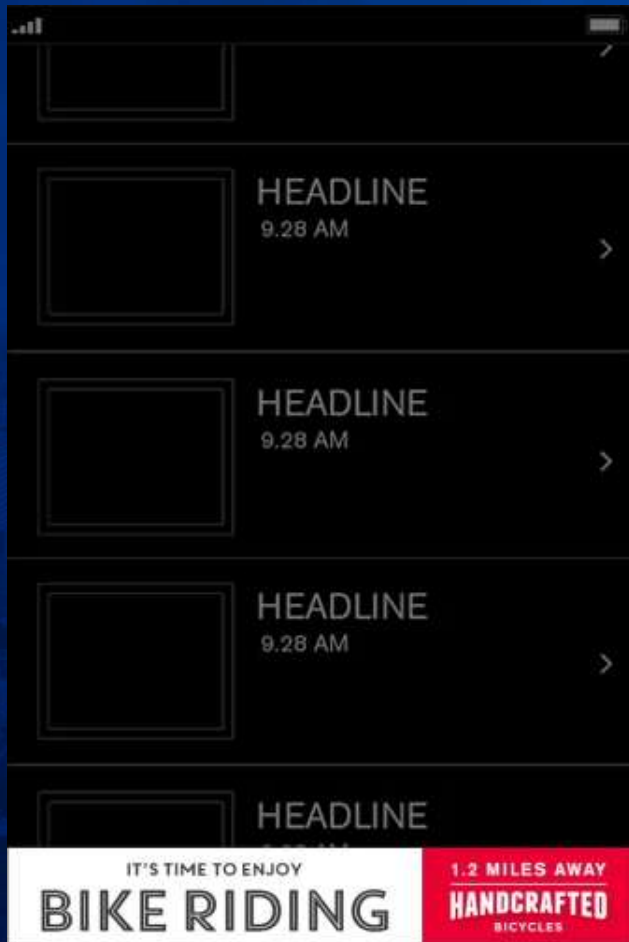


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CANOPY EXPERIENCE



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95% MAKE PURCHASES
IN-STORE BASED ON ADS SEEN ON A MOBILE DEVICE



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DRIVING BETTER ENGAGEMENT

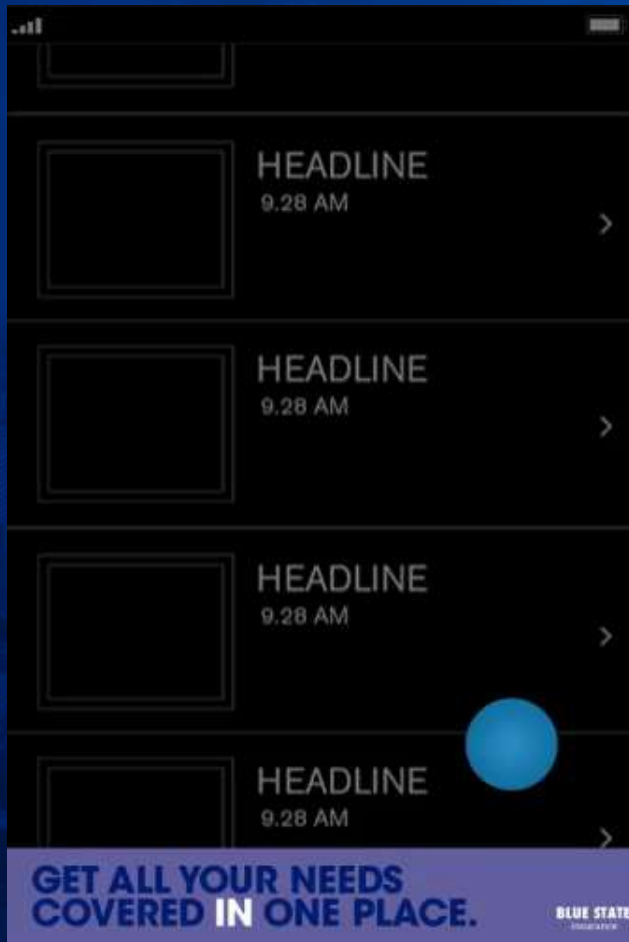


@3rdGears

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CANOPY ONSCROLL





MINIMIZE STEPS TO PURCHASE



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39% CUSTOMIZED
BASED ON PRODUCTS THEY WANT TO BUY



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46% WANT TO BE ABLE
TO SAVE AND ACCESS IT LATER



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SAVE THE EXPERIENCE



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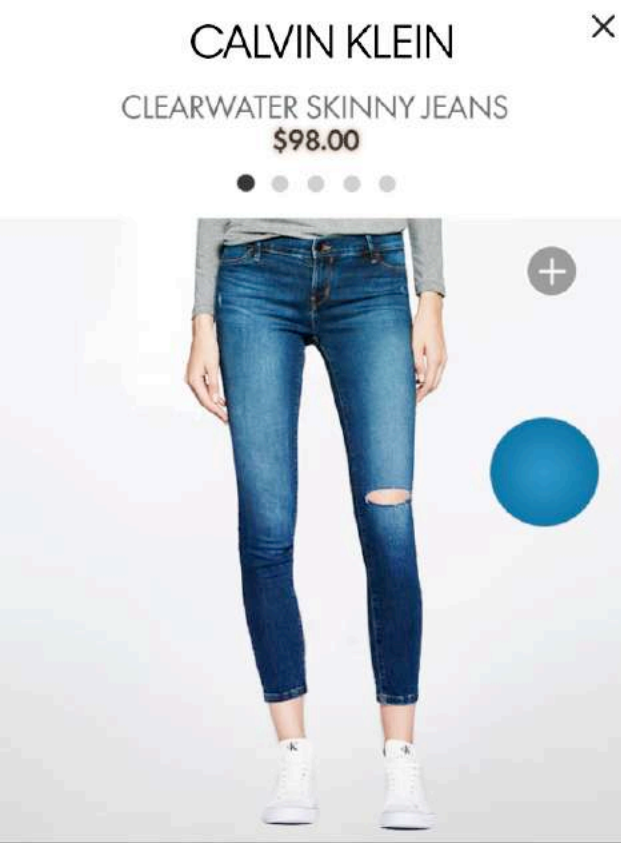


SAVE THE EXPERIENCE

CALVIN KLEIN

CLEARWATER SKINNY JEANS

\$98.00



+

ADD TO LIST



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A photograph of two young girls in school uniforms against a brick wall. The girl on the left is covering her face with her hands, appearing to be crying or distressed. The girl on the right is leaning in and hugging her, offering comfort. The entire image has a blue color overlay.

DESIGN WITH EMPATHY



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SMART RISE VIDEO



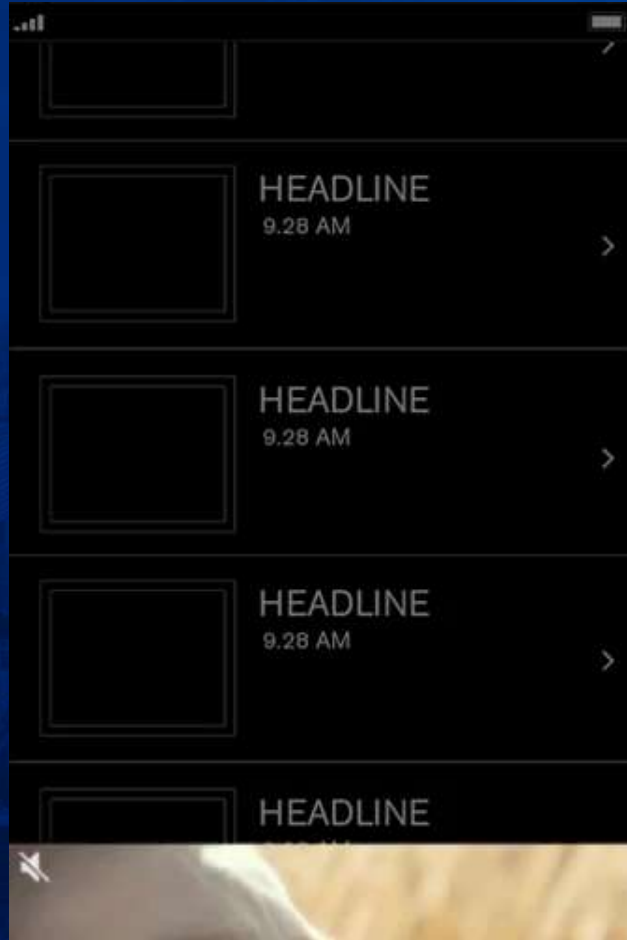
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SMARTRISE

VIDEO







OUR APPROACH TO DESIGN



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EXIT

LEARN FROM OUR MISTAKES



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SIMPLICITY GOES A LONG WAY

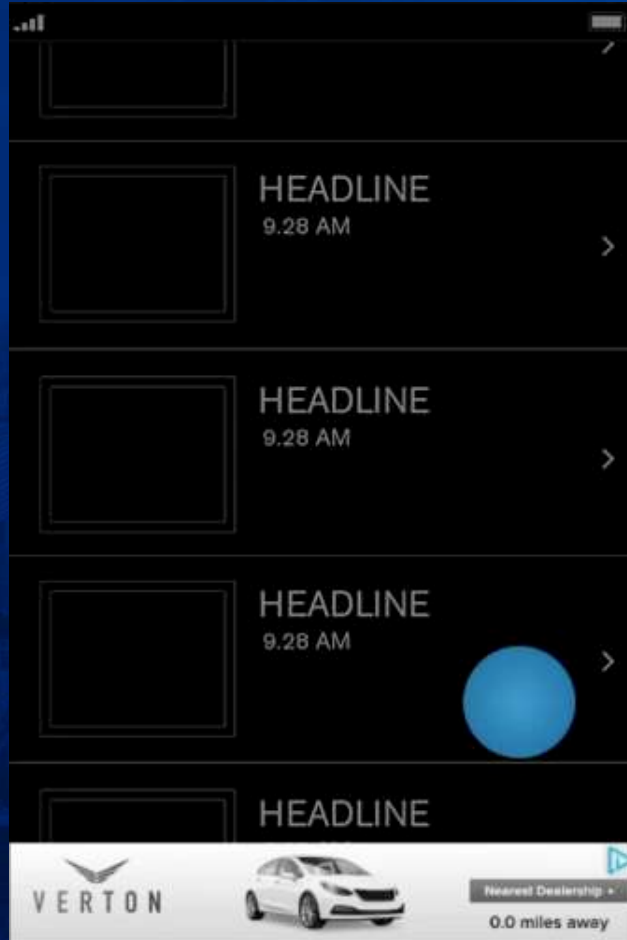


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TAP TO MAP



APP-LIKE EXPERIENCES



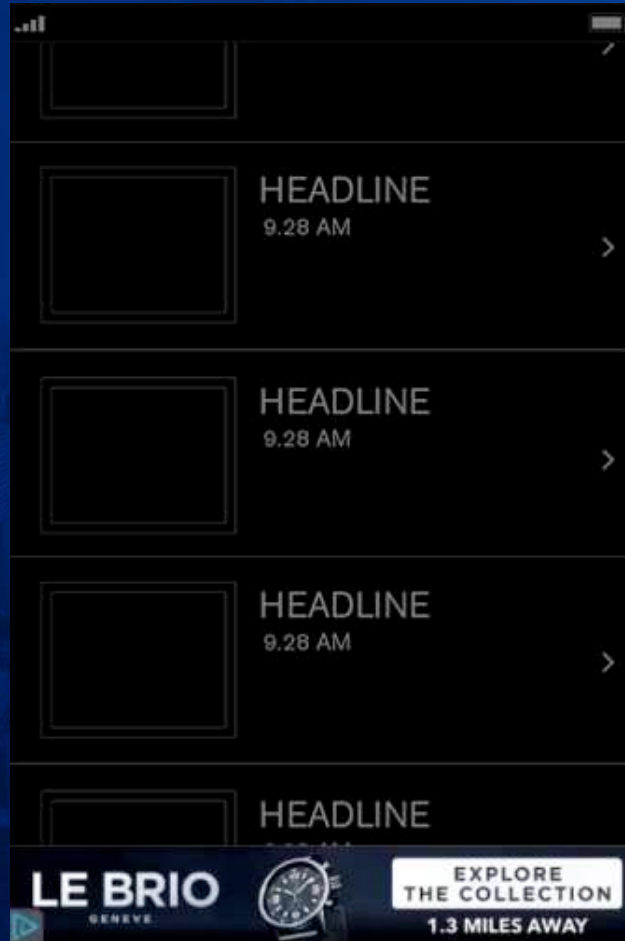
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BLUEPRINT EXPERIENCE



**8% OF INTERNET AUDIENCE
IS RESPONSIBLE FOR 85% OF THE CLICKS**

- NATURAL BORN CLICKERS – COMSCORE



CLICKS ON DESKTOP IS TAP ON MOBILE

swipe up to close



spread to close



pinch to close



2 finger tap to close



double tap to close



long press to close



swipe up to close



spread to close



pinch to close



2 finger tap to close



double tap to close



long press to close



FORD USA



MUSTANG V6 FASTBACK POWERFUL. BY DESIGN.



PICK A COLOR



Continue customizing

Like 4K



A blue-tinted image of Tom Cruise in a futuristic setting, wearing a black t-shirt. He has his hands raised, and glowing, futuristic hand devices are visible on his hands. The background is a blurred, futuristic cityscape.

WHY EVEN TOUCH TO ENGAGE?

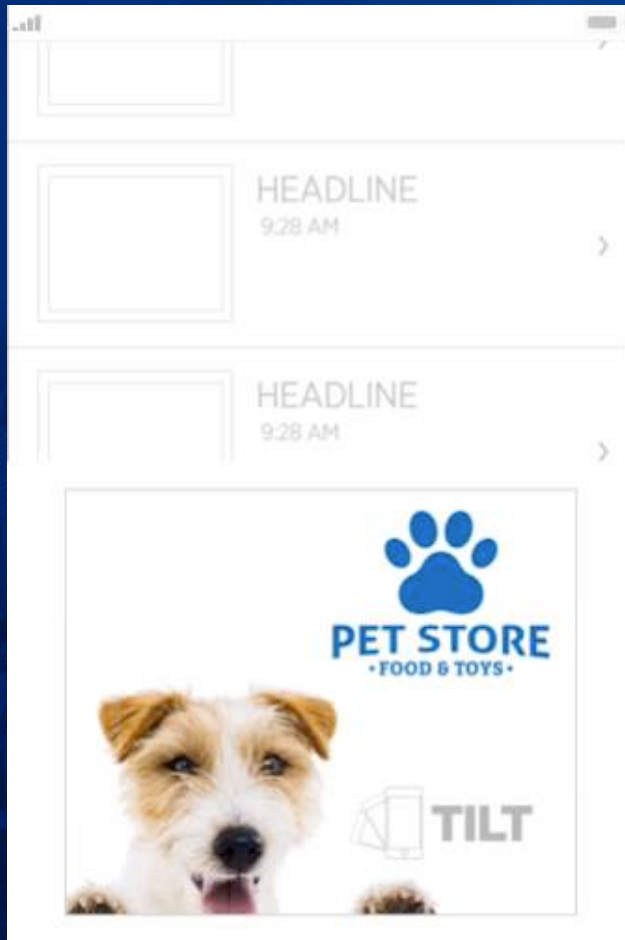


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CUBE EXPERIENCE





THESE ARE NOT ADS
THESE ARE EXPERIENCES



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A person wearing a white t-shirt and a cap is performing on stage. They are holding a microphone on a stand and pointing their right arm towards the left. The background is a dark blue stage with some smoke or light effects. The overall scene is dimly lit, focusing on the performer.

**WE ARE ALLOWING
AN ADVERTISER'S VOICE
TO BE HEARD
BY THE PEOPLE WHO CARE!**



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DATA
GUY



CREATIVE
GUY



THANK
YOU



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