

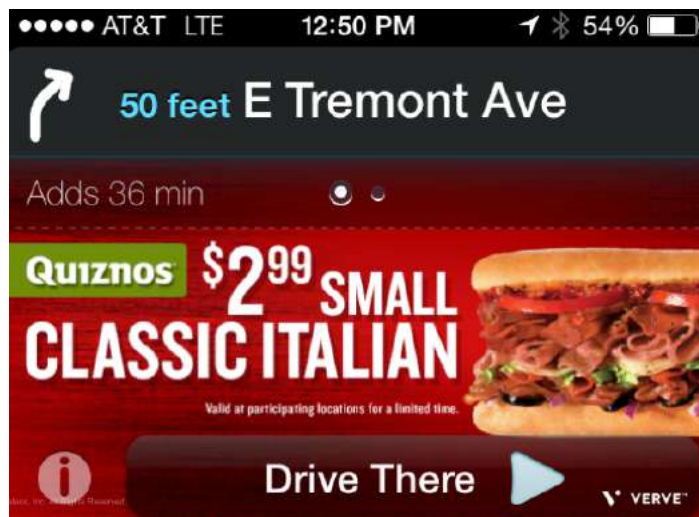
## Five Highlights from the Webinar “Great Creative Matters” From Verve

In the MMA Webinar, “Great Creative Matters”, Walter Geer, vp/creative director at Verve details the fundamental role great creative – paired with exacting use of data – plays in building mobile experiences that entice and engage users.

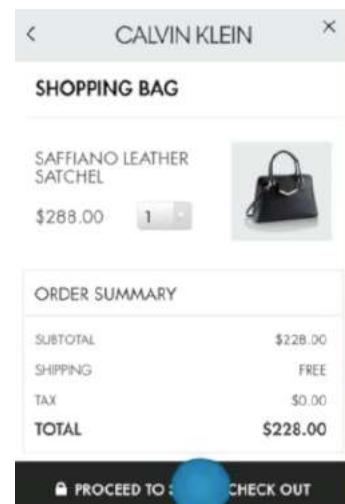
Below are five highlights from the Webinar:

1. **Instead of advertising, when it comes to mobile, you should be delivering experiences.** According to a recent survey on Mobile Prodigies (Millennials and Gen Z) by Verve, 80% said they expect tailored content. As one respondent said: “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.” Creative that doesn’t fit within this very personal world doesn’t engage the user.

2. **When talking about right person/right place/right time, be precise.** If a location-based restaurant ad served to you in a GPS app -- when you’re only .1 mile from your original destination -- suggests you drive to a restaurant chain that is 30 minutes away and that you’ve never shown an interest in visiting, that’s not precise, but poorly executed.

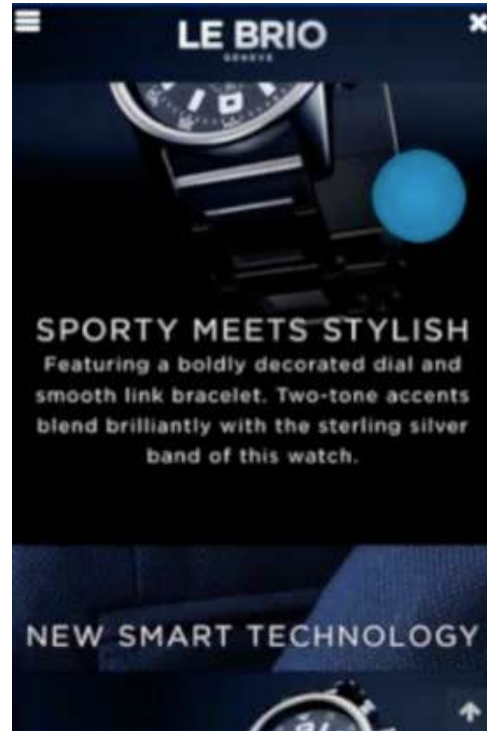


3. **Eliminate steps that make your business harder to engage with.** There are many formats, including some from Verve, which just make it simpler for your targets to engage with you. Units such as Verve’s Checkout Experience make it



possible to buy from within the ad, eliminating visits to the store website or to the store itself. Similarly, even though location is such a fundamental part of the mobile experience, many marketers don't leverage that as well as they could. One idea is to embed map functionality into the experience, rather than forcing users to go to map app to find a retailer's location.

- 4. People love mobile apps, so build app-like experiences.** The Mobile Prodigies survey highlighted something that is true throughout mobile: that people love apps. In fact, 80 percent of those surveyed spend more time on mobile apps than they did one year ago. So, if you're trying to build experiences that integrate with mobile users, one way to do that is to make ads app-like, with a "nav burger" that lets users access different parts of the ad, the ability to scroll and other app-like features. If an ad feels like an app, chances are a lot higher that someone's going to engage for a longer period of time.



- 5. Whatever you do, make sure that data and creative teams under the same roof.** As was said earlier, in mobile it's not about ads. It's about experiences – and, when you create an experience, you're essentially making it



possible for your brand to go out on stage and talk directly to the people that matter to it. However, you can't do that in an effective, precise and meaningful way unless both data and creative are working in consort to deliver these experiences.

In mobile, it's not enough to marry basic targeting and creative, if the goal is to create an engaging immersive experience. It requires re-imagining what your brand can deliver by thinking not only about the best way to reach the right person, but to do so with creative that takes into account the context of what the user is doing, and what they've expressed interest in.

To see the full presentation, click [here](#). The full archive of MMA webinars is located [here](#).