



Introducing the Mobile Prodigies: Millennials and Gen Z Define the Future of Location-Based Marketing

MMA Webinar Series

November 1, 2016

Free-form Snip

Sponsored By:



MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

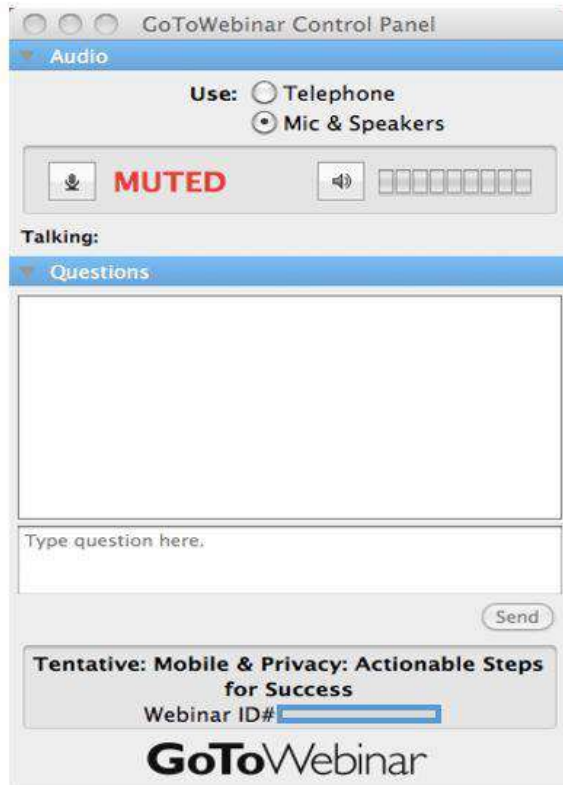
Working with partners and our members to protect the mobile marketing industry

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
Technology & Operators



Managing Your Questions



Share the Insights

#MMAWeb



Presenter



Julie Bernard
Chief Marketing Officer
Verve



Margaret Czeisler
Chief Strategy Officer
Wildness

Moderator




Erica Delorenzo
Membership
Mobile Marketing Association

THE RISE OF THE MOBILE PRODIGIES:

MILLENNIALS, GEN Z AND THE
FUTURE OF LOCATION-POWERED
MOBILE MARKETING


JULIE BERNARD
Chief Marketing Officer, VERVE

MARGARET CZEISLER
Chief Strategy Officer,
WILDNESS

wildness +  VERVE

**MOBILE
PRODIGIES –
EXPERTS WHO
HAVE NEVER
LIVED IN A WORLD
WITHOUT MOBILE;
THEIR DEVICE IS A
PART OF THEIR
PERSONAE**



wildness +  VERVE



MOBILE PRODIGIES SHAPING OUR INDUSTRY – IN FIVE IMPORTANT WAYS

MOBILE IS THEIR
FIRST, OR ONLY,
SCREEN

MOBILE ADS
SHAPE THEIR
SHOPPING

HUNGRY
FOR
NEW APPS

DEMAND
INNOVATIVE
CONTENT

GRANT
DATA FOR
RELEVANCE

MOBILE IS *NOT* THEIR SECOND SCREEN IT IS THEIR FIRST, & SOMETIMES ONLY, SCREEN

- 60% would rather lose their wallet than their phone
- Spend 46% more time on mobile than TV
- Forced to choose: **NONE** would keep TV vs. phone

MOBILE IS THEIR
FIRST, OR ONLY,
SCREEN

DEMANDING
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GRANTING
PERMISSIONS
WITH RELEVANCE

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A woman with curly hair and a headband is looking down at a smartphone. The image is overlaid with a semi-transparent pink filter. The text is in white, bold, uppercase letters.

**“MY PHONE IS THE PLATFORM
THROUGH WHICH I CAN
KEEP ALL MY MEMORIES, MY
WORK, MY COMMUNICATION,
MY ART, MY CONTACTS, MY
RELATIONSHIPS, ETC. 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.”**

MOBILE PRODIGIES ARE INFLUENCED BY ADS ON THEIR MOBILE DEVICES

- 95% make purchases in-store based on mobile ads
- Mobile is primary for 56% while at home shopping
- 61% buy in-store based on ads, every month
- 1 in 3 are driven to stores via mobile ads

DRIVING
THE APP
ECOSYSTEM

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THE APP ECOSYSTEM IS ALIVE AND VIBRANT

- 80% spend more time on apps than they did one year ago (84% for Gen Z)
- 60% download 1+ new apps each week; an average of 5-6 apps per month
- 77% say app-store browsing is a fun way to discover new sources of entertainment & utility

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“Nobody is afraid to leave behind followers or content,” “I go where there’s energy and getting there is as easy as downloading a free app.”

GREAT CREATIVE MATTERS . . . A LOT

- Universal truths: Be appealing, non-intrusive, functional, fun, imaginative
- Prodigies love new formats, enjoyable engagement
- Done right, 42% will click on an ad for more information
- Expect more than predictive personalization – expect Anticipatory Inspiration
 - Crave inspiration
 - “Know me better than I know myself”
 - Seek discovery of new products & services

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**“PINTEREST “IS MY
PORTABLE MOOD-
BOARD WHEN I AM IN
NEED OF INSPIRATION
FOR BUYING CLOTHES.”**

HI IMPACT DOES NOT MEAN INTRUSIVE

3D Cube



Smart Rise Video



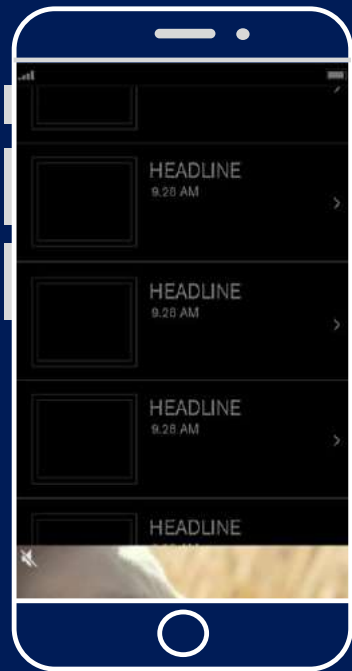
Canopy



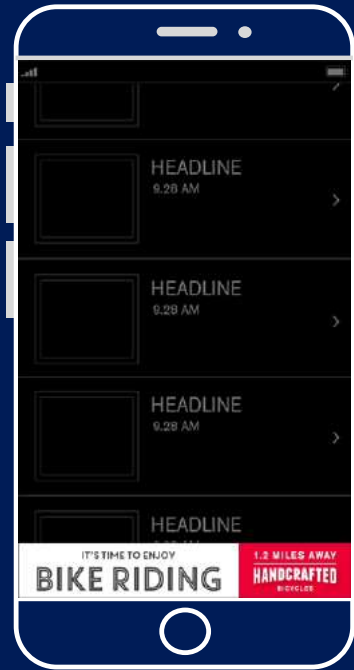
3D Cube – Leverage native device capabilities



Smart Rise Video – non intrusive 6 seconds



Canopy – breakout from the banner



PERMISSIONS ARE COMFORTABLY GRANTED WHEN BENEFITS ARE CLEAR

- 80% expect tailored ads, recognizing location, plus interests, hobbies, habits
- 77% prefer ads matched to their activity
- 71% prefer ads matched to their location
- 60% will share sensitive data (fitness, sleep, location) if ads are customized and relevant

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Verve pioneered the location-driven mobile marketing category in 2005 and remains a leader in the industry. Leveraging our comprehensive data, imaginative creative and innovative insights, we develop and execute location-based mobile strategies for both the world's top brands and those serving small businesses.

www.vervemobile.com.

Wildness is a brand solutions partner devoted to making brands relevant in youth culture. We Know Youth.

www.thewildness.com

www.vervemobile.com/prodigies/

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wildness +  VERVE

Be Inspired and Learn

MMA Webinar Series

Debunking The Myth of
Programmatic TV: A #NoFilter
Close-Up

Wed, November 9th

Top 3 Tips to Nail Native
Advertising

Thursday, November 10th

mmaglobal.com/webinars

Upcoming MMA Events



MMA Forum Istanbul
November 1, 2016



MMA Forum Singapore
November 28, 2016

mmaglobal.com/calendar/monthly

Take a Seat at the Table

MMA programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution
Analysis



Currency
Measurement



Internet of
Things



Location



Mobile
Messaging



Mobile Native
Advertising



Mobile
Programmatic



Mobile Shopper
Marketing



Mobile Video



Privacy



To join a program, contact committees@mmaglobal.com.

Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights

MOBILE MARKETING INSIGHTS
capabilities | inspiration | leadership | innovation



MMA LinkedIn Group



Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library





Thank You!