



Reimagining Mobile Creative: It's Time to Exceed Consumer Expectations

MMA Webinar Series
November 17, 2016

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



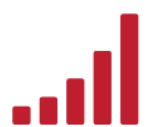
Cultivating Inspiration

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



Go Further



Unilever



Managing Your Questions



Share the Insights

#MMAWeb





Presenter



Walter Greer
Vice President &
Creative Director
Verve

Moderator



Leo Scullin
VP of Industry Programs
Mobile Marketing Association





Agenda

- Item 1
- Item 2
- Item 3
- Item 4

Be Inspired and Learn

MMA Webinar Series

**The Strange Future of Mobile- 2017
and Beyond**
Thursday, December 8th

2016 Mobile Marketing Trends
Wednesday, December 14th

mmaglobal.com/webinars

Upcoming MMA Events



MMA Forum Singapore
November 28, 2016















MMA Forum Paris
December 1, 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..

 Attribution Analysis	 Currency Measurement	 Internet of Things	 Location
 Mobile Games	 Mobile Messaging	 Mobile Native Advertising	 Mobile Programmatic
 Mobile Shopper Marketing	 Mobile Video	 Privacy	 Research Council - In Development -

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

Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights



MMA LinkedIn Group

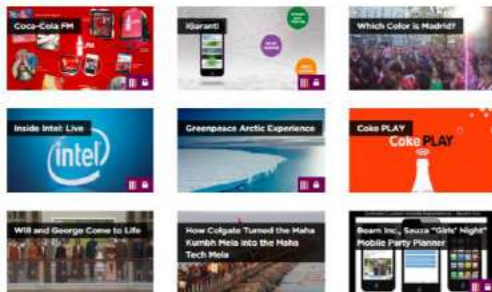


Get Social with MMA with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library





Thank You!