



**MOBILE
MARKETING
ASSOCIATION**

Asia-Pacific Yearbook 2013



**The premier global non-profit trade
association representing all players in the
mobile marketing value chain**

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Asia-Pacific Yearbook 2013





MINDSHARE: CHANGING THE FACE OF MOBILE



Table of Contents

Foreword	1
Welcome Letter	3
PART I – MOBILE MARKETING – STATE OF THE ART	
1 Mobile: The Dramatic Revolution	7
2 Why Small Screens Need Big Ideas	9
3 The Unstoppable Forces of Demography and Technology: The Case of China, Asia's Juggernaut	11
4 Mobile Ad Monetization Requires More Meaningful Metrics	13
5 Device Proliferation: Challenges and Strategies for Mobile Marketers	15
6 Pinning Hyper-Local Targeting onto the Digital Ecosystem	19
7 Shaping Your Mobile Marketing Plan	22
8 The Moment of Truth: Mobile and Consumer Purchase	25
9 Mobile and Big Data: Research Insights and Ethical Practices	27
10 Looking to Rich Mobile Video Ads? Be Ready to Move the Needle!	31
11 Display Advertising Enters a New Era	34
12 Mobile Marketing in Emerging Economies: View from South Africa	36
13 Case Study: Tigerspike Opening the Sydney Opera House to the Global Stage through Mobility	39
14 Mobile Marketing: Case Studies from Thailand	42
PART II – MOBILE MARKETING SCENARIO BY COUNTRY	
15 Country Data	49
16 Mobile Marketing in China	53
17 India: Growth of the Smartphone Market	55
18 Thailand	59
19 Vietnam	64
PART III – BOARD OF DIRECTORS – ASIA PACIFIC	
Regional Executive Committee	71
Board of Directors	72
PART IV – MMA MEMBERSHIP	
MMA Membership: A Win-Win Proposition!	77
MMA Members – APAC	81
PART V – THE 2013 SMARTIES™ AWARDS WINNERS	
Introduction	85
The 2013 Smarties™ Winners – APAC	86
The 2013 Smarties™ Winners – India	88
The 2013 Smarties™ Winners – China	90



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**MOBILE
MARKETING
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Foreword



Rahul Welde
Vice President – Media,
Unilever – Asia, Africa, Middle
East, Turkey and Russia



Deconstructing Mobile: Beyond evangelism towards education, experimentation and execution

Mobile is the closest you can get to your consumer. It is an incredibly powerful medium that has yet to be fully leveraged in marketing. The mobile marketing industry is at an important inflexion point. The opportunity that mobile presents is now widely acknowledged and better understood. There is enormous excitement, and thus the industry is poised to grow strongly. The immediate and important task is to deconstruct mobile—to move beyond evangelism, to provide specific education, to drive experimentation and to enlarge the scale and scope of execution.

A key thrust of our marketing efforts at Unilever is to reach more people in more places more often with brand experiences that improve people's lives. Mobile marketing plays an important role in unlocking the magic for our brands. Our approach to mobile is device agnostic and platform independent, engaging people in a manner that suits them best—putting people first is the mantra. The key pivots of engagement are utility and entertainment. We are embedding mobile in our capability building plans covering all marketers. We are incubating and innovating new projects with our partners, leveraging our newly formed media labs across key countries. We are driving scalable and competent executions across the world. Mobile marketing is a top priority.

The possibilities in mobile marketing are endless and more are being discovered each day. The ecosystem is complex with many more players and components than can be imagined. There is rapid change and the dynamism of the mobile marketing universe is exciting. While mobile is a powerful medium, it is nascent and thus yet to be deconstructed fully. There are a myriad of opportunities and challenges to be addressed by the various players. The journey of mobile marketing has barely begun.

The inaugural edition of the annual Yearbook is a pioneering effort by the MMA-APAC that brings together thought leaders from across the mobile universe, in this region and beyond. It addresses key issues covering a broad range of topics: from insights to creativity, from local to regional marketing, from rich media to social marketing, and finally from small screens and big market demographics to monetisation and media planning strategies.

This Yearbook will improve the understanding of practitioners, enable adoption of best practices, and accelerate the industry overall.

There has never been a more exciting time in marketing. It is Mobile time!

Are you ready to launch your first mobile marketing campaign?

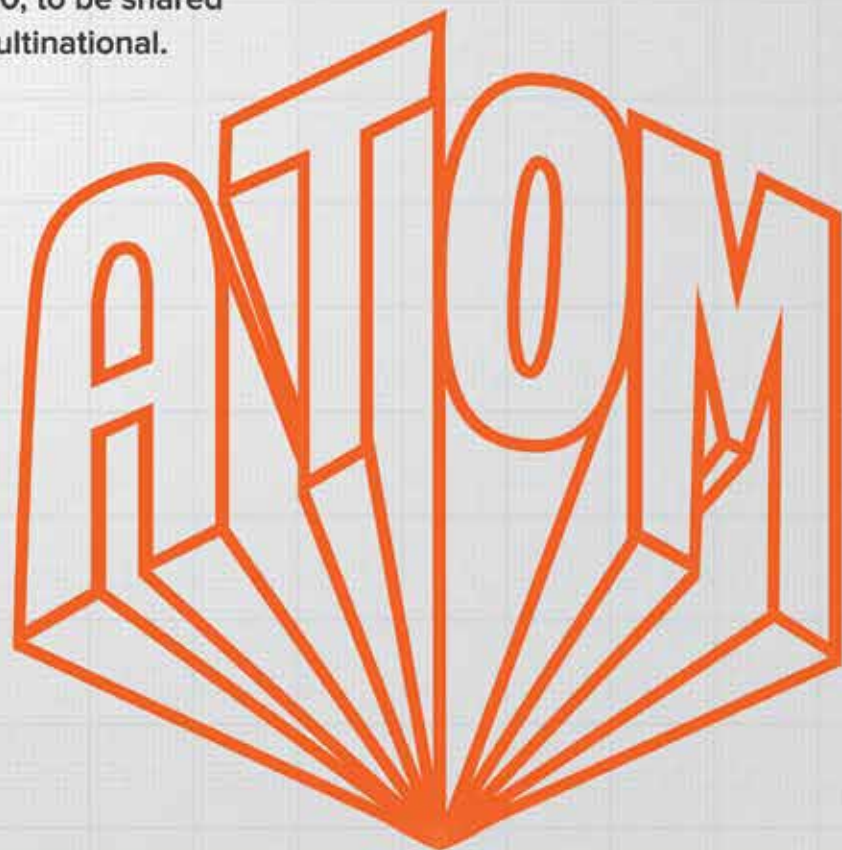
ATOM is a programme designed by Mobext to encourage innovation for first-time investors in mobile.

For every dollar that you spend on your first mobile marketing campaign, Mobext will pledge the same amount to spend on services like hosting, media placement, PR, UX design, and other essentials. While we invest in your idea, you are investing in your company's future as the world becomes increasingly mobile.

Mobext has pledged a total of US\$500,000, to be shared among businesses big or small, local or multinational. Sign-up now and be part of the program.



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Welcome Letter



Rohit Dadwal
Managing Director, Mobile
Marketing Association APAC



Mobile has completely disrupted the media landscape. Almost everyone agrees that mobile has the potential to become the holy grail of marketing. A great deal of time has been spent in exploring mobile and understanding how to leverage it.

Mobile as a channel offers an unprecedented level of access to consumers and allows for engagement at almost every stage in the purchase funnel. There has never before been such opportunity for marketers. Understanding mobile, creating a strategy for the medium, taking into account the behaviour of the new, tech-savvy digital-equipped consumer of the future, capitalising on brand awareness, and conversion is what everyone in the industry is looking to do next.

It is with this in mind that we embarked on a project to put together a reference guide for the mobile marketing industry. With this annual project, we hope to be able to provide a valuable, objective, and comprehensive resource for marketers, agency media planners, and C-level executives on key issues related to mobile marketing. This year's edition includes updates on the growth of the mobile marketing industry, a market analysis of key Asian markets, data on advertising spends, and handpicked mobile marketing case studies from our members. The material here is something that you can keep on your desk as a handy guide or pull up on your tablet or smartphone to share with clients and prospects.

I'd like to thank all those who have contributed their expertise and have been instrumental in helping us put this together. Collaboration is a critical factor for the growth of the mobile advertising industry and with your feedback and participation, we can make the 2014 edition even better and more valuable. Over the years, I hope that the Yearbook can evolve into a tracker—a compendium on the state of the mobile marketing industry, the data, the trends and, most importantly, the results.

Happy reading!



Asia-Pacific Yearbook 2013

Part I

Mobile Marketing – State of the Art



1 Mobile The Dramatic Revolution



Barney Loehnis
*Head of Digital Strategy &
Mobile, Asia Pacific, Ogilvy*

The mobile revolution has been in full drive for the past decade with transformational impact in almost every sphere of life—but just not yet in marketing.

After a decade of trying to push mobile marketing towards the mainstream, I finally understand that there will be no “ah ha” moment for mobile marketing and no tipping point in media investment.

The mobile device has already transformed our lives and society. It has changed the way we interact with our loved ones; the way we do business and the way that core functions in society life health, education and commerce are now evolving. But marketers are more stubborn; the edifices of our huge organisations apparently stun us into inaction.

The level of active investment is shockingly low when mobile has overtaken every other media in terms of time spent using the device. Mobile dominates social media usage and increasingly eCommerce, e.g. in China 30% of TaoBao sales are via mobile.

The numbers get bigger and bigger, and we are way past the tipping point of consumer adoption and usage. Marketers lag far behind, using old ways of thinking for their planning. The fact is that everybody’s marketing is being consumed via mobile, it is just that only some marketers are “optimising that experience”.

Mobile is the antithesis of marketing and advertising. On the one hand it is personal, intimate and private—something worthy only for close and bonded relationships, a far cry from mass media communications. On the other hand, mobile is about the consumers’ needs—it is about consumer control, single minded, needs based and functional actions—so it is about pull communications, not push.

The biggest mobile opportunity for brands is not in marketing, but in providing access to services, to commerce, transactions and customer service; and of course through these services and platforms to build their reputation and brand. The opportunity therefore is about putting some substance into the brand, and letting their service delight customers, and drive sales because the business is DOING things right. It is serving the needs of consumers.

Even mobile search is as much about “serving” the needs of consumers as it is about media budget allocation; it is about the courtesy of placing the right information at the right time in the right format. That requires forethought, diligence, attention to detail and anticipation of your customer’s needs: and these are the qualities of good service (and I cannot deny the same go for good media planning).

Digital is about interaction. Social about conversation. Mobility is about behaviour.

The fundamental power of digital is to be able to drive an interaction (a sales, a like, a share) and take the consumer from one context into another—so good digital revolves around the seamless journey across multiple real world and digital channels. That in turn depends on understanding how to use data.

Doing good social is more about understanding what drives and interests other people. At best, good social is about finding creative ways to fuel interaction through brilliant content or simply by finding common interests and bringing a fresh perspective to them.

Mobile, in contrast, is about understanding behaviour and needs in a very specific context. Mobile brings old school skills of service and need anticipation back

Barney Loehnis is Head of Digital, Asia Pacific in Ogilvy & Mather. He had also been Head of Isobar in Asia, working with clients like P&G, adidas, Philips and Pernod Ricard and had run Warner Bros Digital across EMEA. Barney started his career developing digital services and eCommerce for one of the UK’s largest retailers. Barney is also the Chairman Emeritus of the MMA.

to the forefront. It begins to place more communications in the realm of customer service, and less to drive awareness—a well timed and unexpected message can delight customers, help car owners improve the reliability of their cars, and furnish mothers wanting to understand ingredients.

So marketers need to get better at understanding consumer behaviour differently, not in research statistics—but as in “situations and scenarios” and not from the vague swathes of the traditional marketing funnel from Awareness to Loyalty. Instead, marketers need to think of their mobilised consumer by dramatising very specific moments of interaction that relate to time and place and need state.

For example: when they search for “infant formula ingredients” what lies behind that specific request? Are they in a shop needing reassurance, or are they sitting in a doctor’s waiting room? Or, when hotel guests land at an airport and power up their phones to look for the licence plate number of the car that will collect them, could we not be texting them that information pro-actively?

Mobile requires beautifully observed interactions between the brand and consumer that are far more precise than normal communications. They must relate to specific needs and moments: if you loose the focus on a specific need, there will be no impact. As the Chinese saying goes: If you chase two monkeys, both will escape. Focus on the scenario and go for it.

There are three peripheral fields of thinking that should act as catalysts to better mobile planning.

The first catalyst to good mobile is Dramaturgy—creating imaginary interplay between the brand and consumer that is “theatrical” in nature. To do this, Ervin Goffman, who first coined the phrase in 1903s, said we need to imagine ourselves “as directors observing what goes on in the theatre of everyday life.” The most liberating aspect of mobile marketing is its ability to dramatise the relationship between brands and consumers.

The second catalyst for good mobile is Behavioural Economics: we know people make decisions based on a mixture of rational, emotional, and social judgments—and often the underlying decision criteria change over time. The basis of choosing an air ticket several months ahead of flying is normally price driven, very rational. All the way up to a few days ahead of flying price is still the key criteria: but as the day approaches, consumers begins to visualise the potential discomfort of a long and crowded flight. Quite rapidly their decision criteria becomes emotional—they create justifications for why comfort over prices should be the right choice. A well timed message to the consumer 12 hours before the flight offering the chance to upgrade for \$200 might delight the customer, deliver a \$200 profit and create a free seat in economy the airline can resell.

The final catalyst is Service Design—this is how the brand should operationalise its multiple service and communication channels to service consumers better. How to integrate call centres, customer service, concierge and knowledge experts so the full impact of a brands resources are aligned to where and when consumers want to interact. Mobility gives brands an opportunity to play out a performance or service in a totally new environment—to be omnipresent, but only appearing when needed.

Mobility offers marketers the ability to start to close some of the gaping holes in the consumer journey. If brands are not attentive to this new journey then they risk losing considerable engagement with consumers at a critical point.

It is time that marketers became better dramatists. Better at using communications to serve specific mobile interactions and bond the brand with the consumer across the whole consumer journey.

“All the world’s a stage, and all the men and women merely players: They have their exits and their entrances; and one man in his time plays many parts...”

2 Why Small Screens Need Big Ideas



Graham Kelly
Regional Executive Creative
Director, Isobar APAC

The good news is, more and more brands are starting to embrace mobile. The bad news is, most brands are still using it badly.

Let me give you an example of annoyingly bad mobile marketing. When I was working in India, I was impressed to see that a car brand was running a major campaign featuring QR codes. Expensive print ads in the Times of India invited readers to download “the mobile experience” via the QR code. So I dutifully fired up the Barcode Reader, took aim and then... well, I waited. About 8 minutes. And I had a fast 3G connection courtesy of Vodaphone. The pay-off for my patience was to be subjected to a crappily compressed version of a crap TV commercial.

So what should have been an opportunity to do some highly effective targeted, advertising ends up as the phone equivalent of junk mail—but even more unwelcome.

Now, let me draw your attention to another campaign based around QR Codes. This is from Korea, for a chain of supermarkets. The campaign is called “Sunny Sale” and centres on a specially-designed sundial placed outside the stores. The shadow forms a QR code which then delivers targeted offers to the user: but only around 12 noon, which is when sales are normally at their lowest.

The difference between the two was not merely that one was a print idea, and the other was outdoor. Rather, one was based on a strong idea, and the other was just an irritating gimmick.

This sums up where mobile is right now. We are still being subjected to lots of mindless stuff, but increasingly we are also seeing live coals amongst the ashes.

SMS: Going back to basics

Poor old SMS. It is the red-headed stepchild of mobile. Unloved and relegated to the fringes while all those cute Apps hog the marketing limelight.

And that is precisely why it deserves a bit more love. Sure, at first glance it does not seem at all promising to creatives. Limited fonts. Zero eye candy. But with a bit of thought there are plenty of creative opportunities. I found this out myself, with the first notable SMS campaign I did, over 10 years ago at Ogilvy. This was the God Campaign, on behalf of a network of churches that wanted to make God a bit more approachable.

Interesting brief.

For starters it was permission-based—you had to opt in to get the messages and you could unsubscribe at any time. Moreover, the campaign used the medium creatively, some messages were tailored to specific days and times, like “Thank me it’s Friday”.

The result? Over 25% subscription rate, and more than 14,000 subscribers.

One key learning was the desire for dialogue. Every time a message went out we received on aver-

Figure 2.1
Sundial QR Code



Graham Kelly's digital work has been awarded at shows such as the One Show Interactive, Cannes Cyberlions, Clio Interactive and Communication Arts. He was previously at OgilvyOne India and TBWA. He is a regular speaker at key advertising events, such as The Asia Pacific Advertising Festival, AdAsia, The Media Spikes and The One Show.

age responses from 10% of the subscribers.

I think we often forget the potential of SMS as a way of starting, sustaining and strengthening relationships between brands and consumers. This is particularly relevant in markets where smartphone penetration is still low. Your audience may not yet be able to install fancy Apps: but they can all get your SMS's.

What about the sexier stuff?

The time-honoured principle of basing your creative on a simple, powerful idea holds true when your campaign incorporates AR, QR Codes, NFC, and all those other acronyms that make up the mobile alphabet soup.

Without strong thinking to underpin the work, the technology is destined to be used as a gimmick. This is a view shared by the consumer and the award show juries. The Sunny Sale QR Code campaign I cited earlier is a great example. Shoppers loved it and so did the award judges.

Similarly, take this year's Cannes Mobile Lions. One of my favourites is the Scrabble WiFi campaign. The incentive of free WiFi is a nice hook to help snare participants. But the way you earn access—by turning it into a Scrabble challenge—is very clever. (This campaign is also a good example of how almost anything

Figure 2.2
Scrabble WiFi

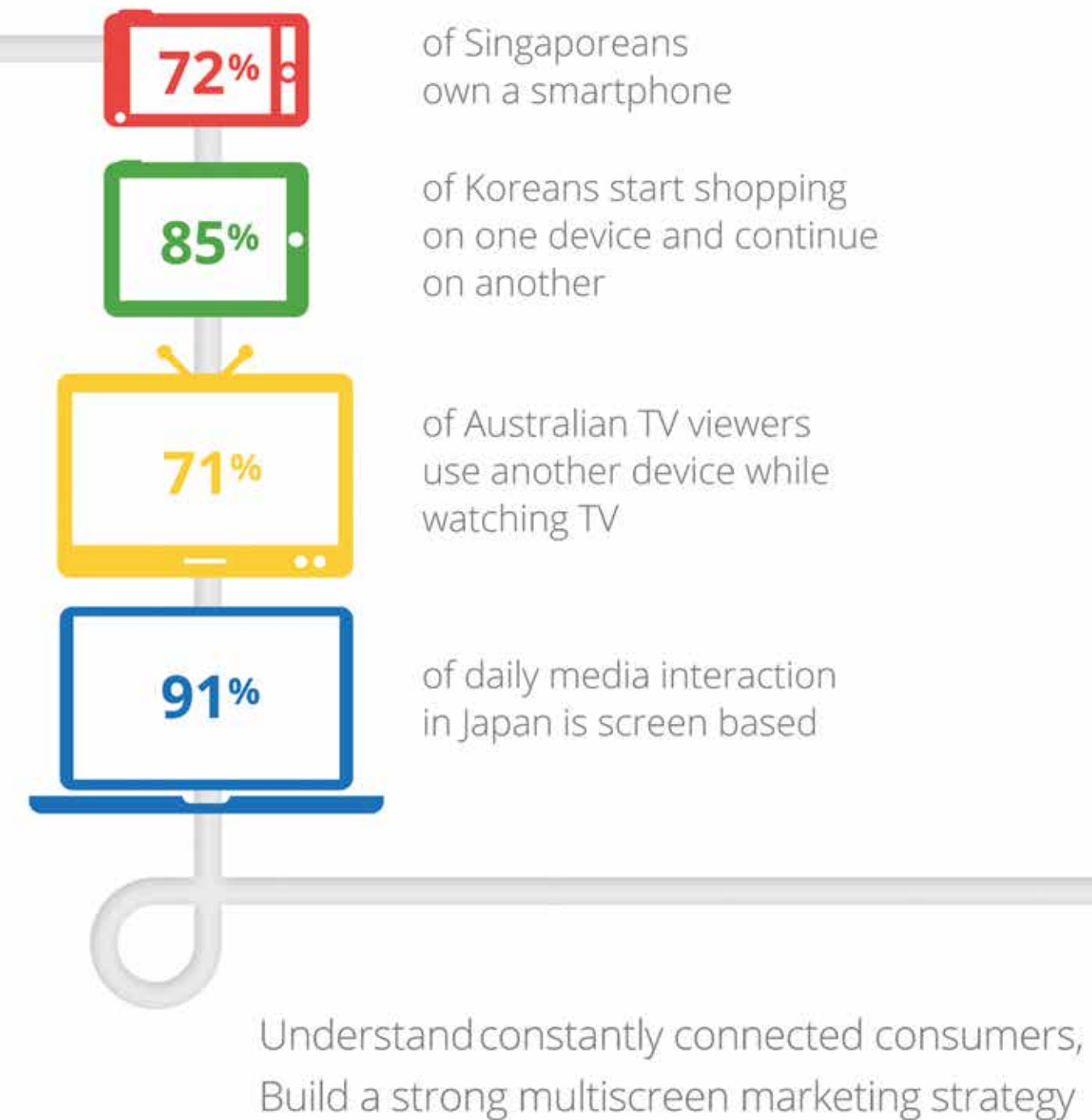


can be turned into a media channel, even a log-in.)

There is no doubt that mobile marketing is going from strength to strength in terms of client expenditure. Which makes it all the more important that we don't neglect the role of creativity and big ideas. The creative community needs to play a more active role in the industry, as the mobile agenda still tends to be dominated by technologists.

Put another way, we are all going to be exposed to increasing volumes of mobile marketing. So let us at least try and do it imaginatively.

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The Unstoppable Forces of Demography and Technology

The Case of China, Asia's Juggernaut

Wander Meijer
CEO, Brandtone Asia

Asia's economic growth of the past fifty years has been fuelled by population growth and driven by technological progress. In previous decades, large growing populations were regarded as a threat and a burden, but are now seen as an opportunity.

Growth is the engine of our global economy: it is the pursuit of businesses and the ambition of countless people. Economic growth is about hope and desire; the hope that our children have better lives than us and the desire to accumulate wealth. Growth *per se* however, is not necessarily a good thing; it has to be balanced in order to be sustainable. This is apparent for the middle classes in Beijing, Mumbai and Jakarta gridlocked in horrific traffic jams every day, but even more for the millions in the slums. Can technology help them and their countries by more than just having more children?

Table 3.1

Most populous countries in 2010 and 2050

2010		2050	
Country	Population (millions)	Country	Population (millions)
China	1,338	India	1,748
India	1,189	China	1,437
United States	310	United States	423
Indonesia	235	Pakistan	335
Brazil	193	Nigeria	326
Pakistan	185	Indonesia	309
Bangladesh	164	Bangladesh	222
Nigeria	158	Brazil	215
Russia	142	Ethiopia	174
Japan	127	Congo, Dem. Rep.	166

Source: UN data

Wander Meijer has 20+ years marketing and management experience in Europe, Asia and Latin America. He spent most of his career at marketing research company TNS where he was Global Head International Research from 2011-2013. Prior to this global role, Wander was TNS' CEO for Latin America from 2007-2011 and CEO for East Asia. Early 2013, Wander joined Brandtone, the world's leading mobile marketing company, where he is responsible for establishing offices in India, China and Indonesia and rolling out other Asian markets in 2014.

Large populations offer great growth opportunities, but only if combined with extensive investment in education and health, something China has done like no other large developing nation. Technological innovation and adoption is a key driver to sustain developing economies growth rates: it has been estimated that every 10% increase in mobile phone penetration adds 0.6% to economic growth. Mobile phones combine the forces of demography and technology.

Growth and Sustainability

Economists and China watchers are surprised with China's slowing growth rates, causing knock-on effects in world stock markets. Are they ignorant of the logic of big numbers—or is it simply wishful thinking that China can keep growing at +8% per annum? It is utterly logical that China's growth is decelerating: it has been growing at double digits for 30 years, from a very low base of US\$ 150 per year per capita in 1981 to \$5,500 thirty years later. Growing 20% from \$150 to \$180 is easier than growing 10% from \$5500 to \$6050. Today's average Chinese citizen will consume 38 times (!) more than their parents did in their lifetimes, but this exponential increase and China's double digit growth is unsustainable.

At a much bigger scale, China is following Japan, South Korea, Hong Kong and Taiwan. These economies experienced accelerated wealth and economic growth in the 1970s and 1980s, when their populations had a large number of working-age people with relatively fewer dependents. About one third of East Asia's major economic growth between 1965 and 1990 was due to this *demographic dividend*, the productivity spurt that followed government investment in health and education.

In the future, a large, a well-educated population using new technologies will become the key driver of economic growth as the population growth rate slows, simultaneously transforming a production dominated economy into a more consumer-led growth economy. China was built by brute force, i.e. the hard work of hundreds of millions labourers; now it has to sustain its growth by technology, of which mobile is the most precise instrument.

Technology Statistics and New Mobile Services

The adoption and proliferation of mobile phones and services continues to amaze; every presentation on mobile opens with some new incredible Big Number statistics. These illustrate Asia's unstoppable mobile growth: Asia accounts for two-thirds of the world's mobile revenue growth and 42% of the world's mobile revenue, more than North America and Europe combined.

China has already 1.1 billion mobile phone subscribers and mobile phone penetration is predicted to reach 120% in 2013. The opportunity to grab new customers is limited, so telecom operators need to find new revenue streams beyond voice and traditional data (SMS, MMS). Take up of accelerated 3G and, in the near future LTE, by mobile subscribers driving new revenue streams is desired.

Estimates of smartphone penetration vary substantially across research consultancies such as Forrester (35% in 2012), TNS (64% in 2013) and Nielsen (60% in Q1 2013 for 20 cities). These studies do not typically cover rural areas or lower social economic sectors and are not national representative. According to IDC, 60 million smartphones were shipped in China in Q4 2012 and with prices lower than US\$ 100 for the cheapest smart phone; sales will only accelerate, especially amongst the 16-30 age range.

Another measurement and indication for usage of smart phones is 3G penetration, which is 22%, according to publications from China Unicom, China Mobile and China Telecom in early 2013. This is arguably the most important statistic. We estimate that the national average is approximately 25% penetration, higher in the urban

and more affluent in the east and substantially lower in the rural and the poorest in the western regions.

Pre-paid payment is common in China; most mobile users prefer capped data allowance and do not opt for any data package. Convenience and cost efficiencies of using multiple numbers are key benefits of dual SIM card handsets in China. Consumers in China are still relying primarily on voice calling rather than data-based communication methods. However the youth (16-30 year olds) are already beginning to show decrease in use of voice, similar to the trend seen in developed markets. The trend has accelerated by the use of the app *WeChat (Weixin)*, which has now 400 million users, especially by China's youth.

Voice calls and SMS still dominate in China; however internet browsing is particularly strong and growing fast. Data-based communication features such as IM and social networking are gaining momentum, and there is latent demand for advanced speech to text and video calling ability.

With a strong group-buying culture already developed in China, the mobile platform is a natural progression for many consumers. There is considerable room for growth in this area, where consumers are driven not only by the desire to save money and get a bargain, but also because it is an exciting process. Mobile marketing campaigns need to capitalise on this: successful campaigns use both SMS as a ubiquitous channel across feature-phones and smartphones.

Table 2

Growth of most populous countries from 1981 to 2011

Country	1981	2011	Growth	Growth per year
	\$ US per capita per year			
China	168	5,417	3,224%	12.3%
Brazil	1,410	12,789	907%	7.6%
India	281	1,514	539%	5.8%
Indonesia	641	3,511	548%	5.8%
Japan	10,215	45,870	449%	5.1%
United States	13,600	48,328	355%	4.3%
Bangladesh	229	761	323%	4.1%
South Africa	2,771	8,078	292%	3.6%
Nigeria	885	1,521	172%	1.8%



Mobile Ad Monetisation Requires More Meaningful Metrics

Joe Nguyen

SVP APAC, comScore Inc.

“Fish where the fish are” sounds like simple, common-sense advice. This is essentially what digital marketing advocates and mobile evangelists have been preaching with regard to mobile content and advertising.

Mobile Advertising: Ripe with Opportunities

What the digital marketing community is saying is true: the “fish” are indeed on their mobile devices, and they use them often. In fact, there are about 1.5 billion smartphone users around the globe, and that number is growing about 30 percent each year. An explosion in the demand for apps and online video, a social media revolution, faster mobile networks and affordable smartphones have ushered us into a new media paradigm where all media are going digital. Smartphones and tablets are completely reshaping the way consumers connect with content and experience media, with audiences fragmenting even further as attention gets shared across platforms.

One might wonder, then, why this increase in the number of people using mobile devices and the immense amount of time spent on them is not spurring a larger ad spend in the mobile space. Mobile has been called “the ultimate advertising media” by some, and for good reason: It offers mass and one-to-one marketing at the same time, provides multiple layers of targeting such as real-time location, and can take advantage of new technologies like QR codes and augmented reality.

While marketers are undoubtedly excited about the possibilities when it comes to mobile advertising—particularly with in-app ads—mobile measurement is in many respects still in its infancy. On the advertising

side, marketers understandably want some assurance that the dollars they are investing in the medium are helping them reach the eyeballs they want and need. In order to track these roving eyeballs, it is important to find out where they are.

Holistic reporting

Phones getting bigger and tablets smaller is blurring the mobile and tablet classification. The pace at which new devices and operating systems appear on the market is baffling. This array of choices offers users a seamless digital experience across devices and platforms, where content is available anytime and anyplace. The key to a holistic view of digital media consumption lies in using census-level digital data to bind together different media platforms into a unified view of the digital consumer.

While panels will continue to provide quality person-based estimates, it is the digital census data that will help solve the cross-platform audience overlap puzzle. comScore’s innovative approach to this problem has created the industry’s first-ever unduplicated multi-platform measurement system that successfully traverses four different screens.

Defining the Right Metrics for Mobile Measurement

As many leaders in the mobile measurement space have said, there is no “one size fits all” approach, but this lack of accepted measurement standards may be stunting the growth of mobile advertising. Rather than to rely on vanity metrics that may not be meaningful, mobile measurement should attempt to align with accepted metrics in other media channels.

Below are five meaningful metrics that marketers should be considering when planning a mobile advertising buy.

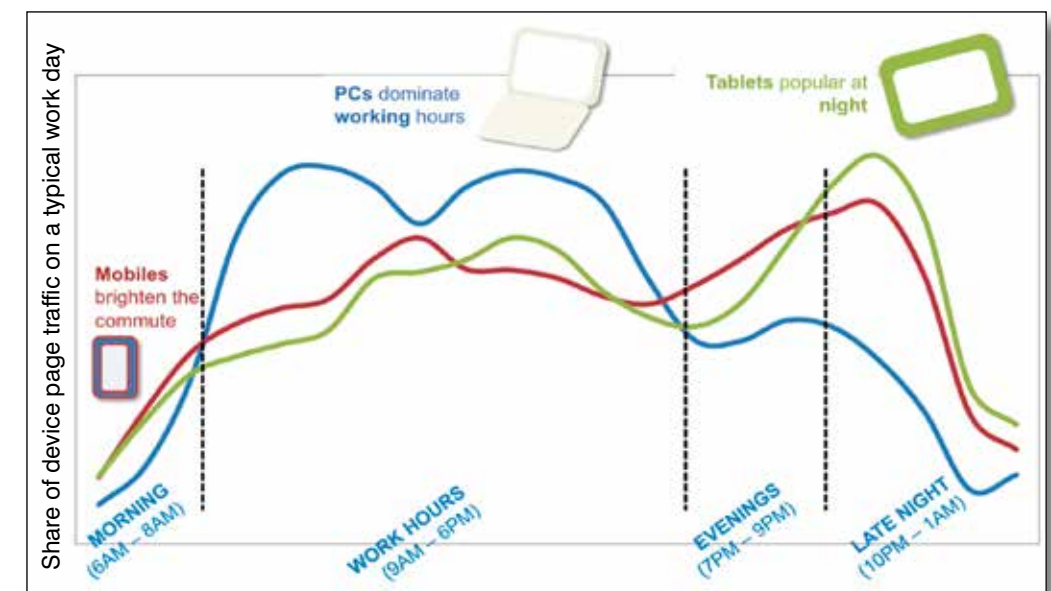
- ◆ **Active Visitors Trumps Number of Downloads.** Many companies that develop apps proclaim their growth by boasting about the number of downloads of their apps. But in reality, a download does not account for how often an individual actually uses that app. Metrics that focus on the frequency of use can actually be used to give advertisers a sense of how often their ads have a chance of being viewed.
- ◆ **Engagement is Key.** In addition to actually being active on a given app, it is critical to know how much time people are spending on particular apps or in content categories. For example, usage varies greatly depending on the content category, with mobile users typically spending long periods of time on social networking, music and gaming apps. Higher engagement means more opportunities for advertisers.
- ◆ **Demographics Still Matter.** While the targeting landscape is certainly evolving, demographics continue to be fundamental to large-scale media buys. However, mobile analytics frequently lack the descriptive information about users that is so important to marketers. The ability to append meaningful demographic data to mobile audiences can help put mobile into the consideration set for more of these marketers.
- ◆ **Dayparts Differ.** What times of day do visitors engage with different platforms? Smartphones tend to be go-to devices in the early

mornings, while desktop PCs rule our working hours and the popularity of tablets peaks at night (see Fig. 1). The better that publishers and marketers understand usage patterns when it comes to apps and mobile content, the more effectively they will be able to sell and purchase advertising to run on the right platforms at the right times.

- ◆ **“Mobile-Only” Visitors Need to be Counted.** Looking at an advertising buy holistically across platforms is critical, particularly because in some cases, users access content almost exclusively via their mobile devices and rarely visit that same brand or service through their desktop computers. The average Top 100 U.S. digital media property extends its desktop audience by 40% when accounting for its mobile-only users. By failing to account for these incremental audiences, marketers are missing opportunities to reach their target audiences through the platforms they are already frequenting.

These are fundamental issues that are being addressed in advanced digital markets. The advertising fishing boats will come—with their dollars—in our direction as more of these questions get answered.

Figure 4.1
Cross Platform Digital Consumption in Southeast Asia



Source: comScore Essentials, July 2013, Singapore

Joe Nguyen is the Vice President, Southeast Asia & India at comScore, Inc., a global Internet research provider. He is on the Advisory Board of ad:tech Singapore and on the Leadership Council of the IAB Southeast Asia – Singapore Chapter. He is the co-founder of Web Wednesday Singapore.



Device Proliferation

Challenges and Strategies for Mobile Marketers

The Tigerspike Team

The explosion of 'consumer-led' mobile devices has changed how we communicate like never before. Increased device proliferation has made it even more challenging for mobile marketers to develop cohesive mobile campaigns.

Personal media (mobile and tablet devices) are changing the way we live and are enabling organisations to transform their businesses, forming closer relationships with their customers and increasing efficiencies amongst employees. Organisations must develop a tailored and targeted mobile strategy to increase awareness, engagement and drive real results.

Key Considerations When Developing a Mobile Strategy

To start with, there are three key considerations when you embark on your mobile strategy, covering the audience, goals and experience.

- ◆ Know your audience
Identify which devices and platforms your customers are using to maximise your mobile presence. Tailor your mobile strategy to platforms, devices, usage and context.
- ◆ Define key objectives
Your mobile strategy must be in line with your overall business objectives. Your mobile presence must complement your current marketing mix and clear KPIs should be established that can be measured against business metrics.
- ◆ Ensure a unique user experience
The design, ease of use, speed and utility of an app will help it stand out in an overcrowded marketplace. Applications and mobile sites must have

a consumer centric user experience to give your business a competitive advantage.

Key Platforms, Market Share and Functionality

The key platforms to consider in the current market place include Apple iOS, Google Android, RIM BlackBerry, Microsoft Windows and Symbian. The Android platform (which works with multiple manufacturer devices) is increasing its lead in the market with nearly 75% of smartphone sales in the market, a 17.5% increase on a year ago. iOS sales market share stands at 18.2%, with BlackBerry and Microsoft providing 3% and 2.9% of sales respectively. Gartner released global sales figures for 2013 showing Samsung as selling 30.8% smartphone market share to users in the 1st Quarter 2013, followed by Apple with 18.2%, LG with 4.8%, Huawei Technologies on 4.4% and ZTE with 3.8% with other non-specified manufacturers making up the remaining 37.9%.

Figure 5.1
Device proliferation



Tigerspike is a global Personal Media technology company, specialising in consulting, user experience and enterprise grade middleware. Its Kallide methodology enables consistently outstanding user experiences. The company has offices in seven cities and is in the Forbes top 100 companies to watch.

It is important to review which platforms consumers are using now and what they will be using in the next 12–24 months.

Smartphones: New devices have revolutionised how we communicate and how we conduct business. The largest demographic of smartphone user is between the age of 25 to 34, with market penetration diminishing with age; however this market is expanding opening up the opportunities and functionality.

Portability: Smartphones are predominantly used on the go for instant information and communication. Think of context and location when delivering your message.

Connectivity: Smartphones are generally always connected allowing user's immediate access to real-time information online. However when there is no connectivity, technical smarts must be incorporated into the solution to ensure users are not disappointed. First impressions are everything.

Screen Size: The screen size limits the amount of features and functions your mobile solution can contain. Ensure you develop a campaign solution for your target audience's device or platform.

Tablets: offer a unique "lean-back" experience for the users catering for activities that facilitate content discovery and media consumption while sidestepping the limitations of smartphones' small screen size.

Hybrid Devices: Smaller tablet devices can be considered as a connector, offering the convenience of a smartphone with the practicality of a notebook.

Tablet Choice: Apple launched the iPad in 2010 and gained a clear lead on competition since, with 39.6% of the market share, followed by Samsung with 17.9% and ASUS with 5.5% (Forbes, 2013).

Platform Choice: Key Differentiators

Businesses must analyse their target market before choosing a platform and shape their mobile solution around their consumers' needs. The key players are iOS and Android and other smaller players include Windows, BlackBerry and Symbian.

Smartphone sales by operating system in 1Q, 2013

	iOS	Android	Blackberry	Windows
1Q 2012	22.5%	56.9%	6.8%	1.9%
1Q 2013	18.2%	74.4%	3.0%	2.9%

Source: Gartner, May 2013

Tablet sales by operating system in 1Q, 2013

	iOS	Android	Windows
1Q 2012	58.1%	39.4%	1.0%
1Q 2013	39.6%	56.5%	3.3%

Source: IDC, May 2013

iOS

Apple continues to be a popular platform choice and is expected to maintain a healthy share of the smartphone market and dominate the tablet market (Gartner, 2012). iOS is most popular in the US.

Key considerations

- ◆ iOS users tend to upgrade to the latest OS, 94% of Apple users are using iOS6 according to Apple.¹
- ◆ Compulsory two-week review process with Apple that must be included in your campaign schedule.
- ◆ Opportunity to create iOS Universal Application for iPhone and iPad.

Android

There are several manufacturers for the Android platform including Samsung, HTC and Motorola. According to Gartner, Android is dominating the mobile market and will continue to do so through 2016. Android has a 70% market share in Europe.

Key considerations

- ◆ Larger user base than iOS but users are split across platform versions. The latest statistics detail the main split between Gingerbread (34.1%), Ice Cream Sandwich (23.3%) and Jelly Bean (32.3%).²
- ◆ Open nature of the platform leading to security concerns

Figure 5.2

The Economist on mobile



- ◆ Monetisation options not as flexible as iOS
- ◆ Partnerships opportunities between device manufacturers & content owners.

Case Studies: Insights and Drivers

1. The Economist – multiplatform development driving subscriptions and transforming traditional business models

With falling print subscriptions, the challenge for TigerSpike was to create a solution that delivered content across multiple platforms catering to the different media consumption requirements of different platforms. Through combining technology and design expertise, a unique and immersive reading experience was created.

Key features that helped drive digital subscribers included:

- ◆ The editor's highlights attracted new readers by offering a preview of each weekly edition.
- ◆ The offline reading functionality enabled users to download editions automatically, facilitating the discovery of content when offline and not connected.
- ◆ The audio feature allows users to listen word-for-word recordings of articles and become an unplanned key feature used by users on the go.
- ◆ The feedback functionality was placed front and centre enabling The Economist to gain invaluable

product insights shaping future updates and features.

A huge success resulted with increased circulation: over 123,000 digital subscribers and a rise in pre-tax profits of almost 9%, giving the Economist a strategic advantage. It took The Economist 20 years to get 1.3 million subscribers, but it took 20 weeks to get 2 million downloads, transforming their traditional business model.

2. Transforming the daily news experience at 7 News

Yahoo! 7 is one of the most comprehensive and engaging online destinations for Australian consumers. The challenge was to deliver a personalised and integrated news experience across multiple platforms. Both iOS and Android applications were developed in order to create customised content.

What made it unique and engaging?

- ◆ Breaking news was a main feature that drove users to the latest national and international stories.
- ◆ Enabling personalisation and favourites offered users a customisable favourites section.
- ◆ Social sharing allowed users to share news via social media, magnifying the voice of 7 News.

The app was a finalist for the 2012 Australian Interactive Media Industry Association Awards for Best News App, and two months after launch, it remained the No.1 free app in the App store Charts. This solution gave 7NEWS a platform to engage with users on the go and transforming the daily news experience of Australia's most watched news service.

3. Art Series Hotels (ASH) – increasing access through a mobile site solution

With 18% of ASH website traffic coming from mobile devices, the challenge was to deliver a simple booking process, designed specifically for mobile on all platforms. Key audience engaging features include:

- ◆ Hotel rate and booking functionality allowing the user to search, compare and easily book on the go.
- ◆ Contextual information allowing users to explore and discover unique features and information for each of the ASH hotels in their locations.



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- ◆ Trip Advisor and Social Media integration allowing ASH to build their networks, encourage peer review and amplify the voice of ASH in a competitive hospitality industry.

The mobile site delivers an elegant user interface that is intuitive and offers a unique point of difference in the highly competitive market, transforming the boutique hotel industry through an intuitive mobile concierge and booking service driving revenue for ASH.

4. NSW Registration – iPhone Application aiding registration renewal

The NSW Government's Roads and Maritime Services (RMS) needed to offer their customers a secure mobile version of their online car registration process to efficiently and quickly renew their vehicles registration on the go. The solution provided:

- ◆ Mobile vehicle registration renewal by entering the billing number of NSW Certificate of Registration to securely renew vehicle's registration, decreasing the need to go to a registration office.
- ◆ Free registration checks by entering the plate number of any NSW registered vehicle to view registration status. This also became a heavily used feature for prospects buying new vehicles.
- ◆ Registration renewal notifications reminded users when their next registration renewal is due.

Already 20% of renewals are being completed via the app that had previously been completed at a registry office. RMS achieved their key objectives of securely transforming the online vehicle renewal process, whilst moving customers to this new mobile channel, thus creating positive brand sentiment.

Key Takeaways for Mobile Strategy Success

- ◆ **Knowing your audience** will help your strategy succeed.
- ◆ The Personal media landscape is **rapidly evolving**, so be proactive.
- ◆ User experience is everything and should be central to any mobile strategy.
- ◆ Mobile strategy **must be a part of your companies' overall digital strategy**. Consider it an opportunity to create a more personal channel with your audience. It is another opportunity to connect with your audience and should be consistent with your overall message.
- ◆ Tigerspike predicts **that iOS is set to dominate the tablet market and Android will increasingly dominate the smartphone market**. Both iOS and Android should be considered as key routes for your business.
- ◆ Always think of your consumer's journey and engagement with your organisation and how devices play a part in that discovery. Are devices used simultaneously or sequentially?
- ◆ Consumers now consume content in a multi-platform, multi-device world and it is important to identify how mobility is a part of your overall digital strategy. It is essential to develop high quality mobile solutions that really add value to your customers and ultimately your bottom line.

Notes

1. <https://developer.apple.com/devcenter/ios/checklist/>
2. <http://developer.android.com/about/dashboards/index.html>

6 Pinning Hyper-Local Targeting onto the Digital Ecosystem



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Imagine this scenario: It has been a long day at work and an investment banker is geared up to de-stress with a few colleagues by heading to a bar. He wishes to scout for a local bar in the area he has not been to before. He looks through a pub locator app on his mobile device. As the app loads, a banner ad on social drinking appears displaying a message "Respect a mate's right to say "Yeah Nah" and ease up on the drink." He reflects and considers his mates who are driving in particular.

This is just one example on how hyper-local mobile advertising works displaying relevant ads to consumers by coinciding with the consumer's location and psychographics. Brands can offer tailored advertisements to their consumers, even deciding the smallest detail about their target audience that fall within an age range of 20 to 30.

When it comes to hyper-local, it can be defined as online news or content services pertaining to a town, village, single postcode or other small, geographically defined community. In the world of mobile marketing, it would refer to targeting consumers on the go through their mobile device and sending them relevant banner ads be it via standard, dynamic or rich media format. This is based on a specific geographical location they are in, which is outlined by a geo fence with a specific call to action to initiate a follow up response from the consumer receiving the banner ad.

There are a few variations to how the call to action can be formulated—click to locate map, click to call, click to download. Figure 6.1 describes how hyper-local targeting is utilised as a banner ad campaign.

In reference to the role local plays in Social Local/ Location Mobile marketing (SoLoMo), the integration

of social, local and mobile platforms allows for the exploitation of the ubiquity of mobile devices and social media to enable merchants to deliver permission based deals to connected consumers within their immediate vicinity.

That said, it must be reinforced that hyper local targeting is only one part of the bigger picture when it comes to the ecosystem of the mobile marketing and for reaching your target audience to deliver a successful marketing campaign. As such, it is usually seen as an enhancement for determining the success of a campaign and not as a sole driving platform.

Hyper-local targeting and geo-location marketing are still in the nascent stages when it comes to campaign adoption and execution. That said, advertisers are gradually learning to understand the benefits of utilising this platform as a part of their mobile marketing campaign initiatives.

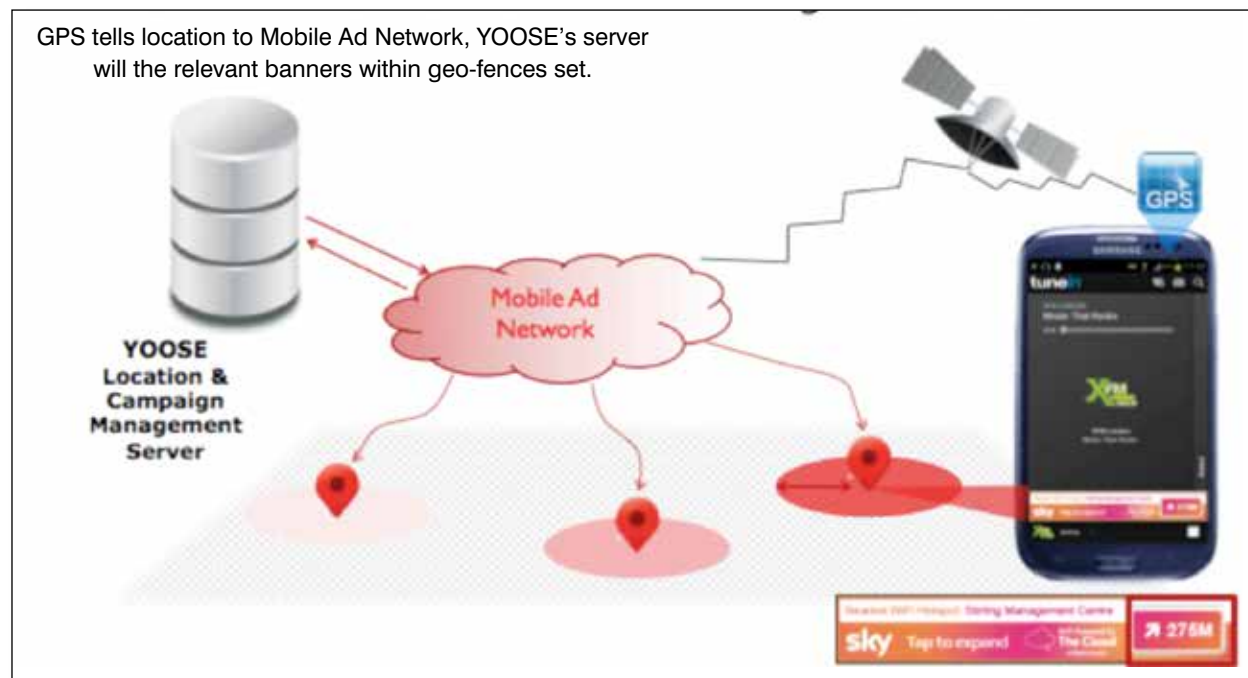
A key element to focus on with hyper-local targeting is geo fencing. A geo-fence is a virtual perimeter for a real-world geographic area. It can be a radius around a store. Competitive geo-fencing is one tactic that brands are using. By using hyper-local mobile marketing to reach consumers who are near a competitor's location, it is very possible to reach a click-through rate that is one and half times higher than a basic geo-fencing campaign.

As with all phases of technology adoption and execution, hyper-local advertising does come with its own set of challenges. For advertisers, the purchase of advertising and measurement of ROI is definitely challenging when it comes to targeting smaller audiences of scale, which is what hyper-local has to deliver.

Another common challenge advertisers face would

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Figure 6.1
Mobile hyper-locality



be dealing with what can be deemed as dirty data, more clearly defined as complex algorithms and inconsistent standards that get passed off as data.

For consumers, getting advertising in a way that provides a demand-based connection to something they are searching for but instead are misdirected or provided with non relevant overly broad offers, will prove to reap negative repercussions. From a publisher's standpoint, there is a heightened importance of getting to a viable marketplace where there are buyers for particular hyper-local inventory by location, and quality ads for the people going to their sites.

Defining the geographical area to target poses another challenge as this can result in very few impressions being served: there may not be that many addressable mobile devices entering such a narrowly-defined area.

Another prominent challenge to take note of is POS integration. Even if solutions exist to close the loop from mobile/ digital to offline / POS, it does not scale. The inability to scale is an issue of hyper-local, as it means not reaching enough consumers at the targeted geo-fences.

Despite these challenges, it is undeniable that mobile has a hand in the other steps of the purchase mod-

el, such as capturing the consumers' attention, getting them interested in your product or service, and cultivating desire: thus increasing purchasing intent.

One of the reasons hyper-local mobile marketing is thriving well in today's world is due to the growing customer pool and increasing mobile usage. For any location based service or app to sustain itself beyond being a socially important amateur pursuit, it must cover its costs.

Unlike traditional advertising, where marketers cannot reach their target audience at the right time in the right geographical location, the benefits of hyper-local marketing are being recognised by advertisers—thus increasing its potential growth in market share in the upcoming years.

In terms of cost benefits, it can be said that a lot of hyper-local platforms are relatively cheaper with fewer upfront costs than a big TV ad. This proves to be an advantage for small-sized businesses that are keen on engaging with online mediums of marketing but have a limitation on the budget set for online marketing.

By utilising hyper-local targeting, merchants have a higher chance of targeting relevant consumers within the desired vicinity directly, thus resulting in an increase of new customer generation to their stores.

Furthermore, smaller businesses cannot afford to risk uncertain profit margins—unlike multinational brands that do have a larger budget to work with.

The outcome of spending on marketing channels as a test and trial method does not reap the severity it would have with smaller business that hold onto a much smaller marketing budget. Hyper-local seems to be showing these merchants that they do work, thus resulting in an increase of usage—especially around smaller businesses.

There is also a growing trend of advertisers—especially the “big” brands—getting on the bandwagon for location based services and geo-location targeting. As such, it is important for thought leaders like YOOSE, who are key players in the location based services realm, to take on the role of educating advertisers and partners of the benefits, challenges and best practices of hyper-local targeting.

When it comes to measurement, hyper-local mobile marketing has metrics that brands can track such as reach, clicks and downloads with the added advantage of reporting by location. Due to the fact that hyper-local advertising reaches a specific audience rather than casting a wide net, it can increase new customer traffic.

Going through the over view of hyper-local tar-

geting and advertising, it is essential to review best practices to further emphasise the growing importance of this niche area in mobile marketing. Even if an advertiser taps into all the benefits, one vital question that brands must ask when executing a marketing campaign is what the value proposition is. Consumers will want to gain something of value in return for telling brands their physical location. Hence, what can be offered in exchange for what consumers consider to be personal details?

Secondly, ensuring the mobile ad is relevant to your targeted consumer is pertinent and can very well decide the success of your mobile marketing campaign. And what exactly does ‘relevant’ mean? In this case, ‘relevant’ means connecting to the right audience at the right time and place.

When YOOSE was pioneered in 2008, we decided to understand and to stimulate location based activity across the digital and mobile industry. There was a lot of assertion and very little hard evidence about its potential. Today, leveraging on the existing technologies and the mobile ecosystem, YOOSE's global hyper-local ad network would like to see more start-ups and publishers who could provide hyper-local advertising. This will help reach out to their consumers on the hyper-local level at scale for sizable results.



Shaping Your Mobile Marketing Plan

David Chun

Managing Director, Tapjoy
China

It is vital for businesses to reach potential customers

on their mobile devices. A recent study conducted by Magid shows that consumers spend an average of 14 hours a week on mobile devices—or more than half a day. Consumers who use mobile devices have said they are receptive to the right advertising with the right approach. A recent Forrester study found that nearly 50% of consumers want to see ads relevant to their personal interests or location.

However, many businesses have not figured out that approach on mobile quite yet, where antiquated practices are the norm. According to the same Forrester study, not only are most mobile ads irrelevant, but they are also interruptive. Our own experience confirms that to be true: banner ads are usually too small to catch a consumer's attention, while pop-up ads are more aggravating than helpful.

At Tapjoy, we have an innovative model that offers consumers the option to engage with the advertising most relevant to them, while at the same time, respecting the relationship with the consumer and offering them incentives for their time and engagement. We believe the same principles that propel our model hold true for many areas of mobile marketing. Here are six “Rs” to keep in mind as you shape your mobile marketing plan.

1. *Respect the device*

Each mobile device is used differently. Tablets are better for media like reading books, watching HD video and playing games. Smartphones are more portable and a better option for tasks like organising data and contacts or listening to music during a run. Given this context, marketers and ad-

vertisers need to think about how each customer will receive advertising on their devices. It is also critical to understand that a mobile device offers a completely different experience than a desktop browser. When creating a campaign or content for mobile, keep in mind how users will access it and how it will look on each device, who you want to reach and what you are trying to accomplish.

2. *Relationship with the user*

Although consumers are spending huge amounts of time on their mobile devices, not all of that time is appropriate for marketing to intrude. Obviously, trying to reach consumers while they are talking on the phone or texting is especially disruptive. But even pop-up or display ads are frequently cited as disruptive and annoying. A better option is building a relationship with consumers so they receive only advertising they want or agree to view. For example, Tapjoy features a Marketplace where users can select which ads they want to view rather than being forced to watch a pre-selected ad. Brands like GMC have seen recall and engagement increase when allowing users to choose to watch and engage with their advertising. The payoff is even better when customers are rewarded for engaging with advertising.

3. *Real time*

Marketers can now communicate with consumers immediately. Focus groups examining ads are a thing of the past; social media mobile devices allow businesses to determine if something is working almost immediately. One of the biggest benefits to mobile is agility; new strategies can be

tested without draining marketing budgets. Unlike billboards or TV ads, where big budgets are invested up front and results measured later, mobile campaigns can be implemented, tested and refined in real time. Mobile offers quick return on results. Try new and different approaches until you find the sweet spot for brand objectives and do not be afraid to change and incorporate based on what users are telling you.

4. *Resourcefulness*

Mobile marketing is not just about being creative. It is also about user value and engagement. Unlike TV ads that thrive on shock value alone (anyone remember all the crazy ads from the dot.com days?) mobile devices are used for more than just entertainment. Mobile ads need to offer something of value beyond a creative concept, a reason for customers to care about a company. Many brands have partnered with companies such as Tapjoy that combine creative ads with in-app currency and incentives that customers can use for things like gaming apps. This encourages customers to engage with brands.

5. *Real results*

A recent study by ComScore showed that three in 10 mobile display ads are never seen. One of the biggest advantages to mobile is that marketers can demand accountability. Unlike traditional metrics

that measure only an estimated number of viewers (such as CPM), advertising platforms like ours allows advertisers to pay based on performance, using cost-per-engagement or cost-per-view measurements. This offers true insight into actual return on investment and campaign impact. Data is king on mobile, so be sure to measure results on all of your campaigns, and stick with what works (and ditch what does not).

6. *Relax*

Do not expect things to change immediately (although it is certainly possible that they will). Take a deep breath and get creative about integrating your brand into mobile advertising. With the surge of mobile activity and crunch of new devices, many companies are starting to act before they think. However, the biggest mistake marketers can make—aside from avoiding mobile—is losing brand identity. While getting in early is a huge advantage, the key to longevity and success is developing ad content that best uses mobile while retaining your identity and core messages.

There are definitely hurdles and obstacles to changing, but mobile offers opportunity and value to marketers in return. By remembering these “six Rs” mobile marketers can continue to build their brand in the mobile space while respecting the people who matter most: customers.

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The Moment of Truth Mobile and Consumer Purchase



Lai Kok-Fung
CEO, BuzzCity

By the time they make a purchase, consumers will have read reviews, compared prices and asked around—most likely with their mobiles. Merchants must look at the whole customer journey to determine where best to target their mobile efforts, and the suitable content strategy for this.

Consumers use their phones (and increasingly, tablets) as part of the purchasing process, even if they make the final purchase 'on site' at brick-n-mortar outlets. To some degree, consumers are not behaving differently than they have been for years (perceiving a need, seeking information, assessing value, buying, consuming & evaluating). What has changed is where they collect information that leads to their decisions and eventually share their experience.

A repeated pattern (from several of our recent studies) shows the consumer use of mobile devices to research, compare prices and/or make purchases. Mobiles have become an important channel for many types of business (& not just mobile content business) and are a vital element of the customer journey.

Merchants must look at the whole customer journey to determine where best to target their mobile efforts. Clearly mobile as a channel is a multiple touch point for engagement, (perhaps via SMS), information (mobile site), transaction (application) and support (voice).

What does this mean? Here are examples of campaigns that have taken the customer purchasing process into account.

Stimulus

A stimulus can be any of the following: social, commercial, non-commercial, physical. A prospective

consumer may be exposed to any or all of these types of stimuli. If a person is sufficiently stimulated, he or she will go on to the next step in the decision process. While many needs are triggered by social events or seasons, marketers often stimulate need through advertising. Are your advertisements (e.g., TV, radio, print) stimulating shoppers to seek your products out?

Awareness

When someone is beginning to think about a need and to identify solutions, it is essential for a marketer to be 'there' at the time. For the most part, 'there' means being in a business registry, yellow pages or a digital presence. To this end, mobile sites are increasingly necessary.

Here, a content strategy is important and in the case of mobiles can determine if you should choose SMS, mobile sites or applications for delivery. Highly personalised products (e.g. dental care) are well suited for opt-in SMS alerts that create awareness of need (e.g. for an upcoming dental appointment).

Information Search

There are several ways to make an impact here. You can publish product information on your site or perhaps on comparison sites. For many small businesses (e.g. plumbers) online classifieds or personal pages on social networks appear to work well (without having to build a site).

Many major brands have also taken to creating mobile sites to share information about specific products (e.g. new cellphone model).

Here, retailers with online catalogues usually do a good job of assisting the consumer on their purchas-

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www.buzzcity.com

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Table 8.1

Mobile marketing and purchase roadmap

What consumers are looking for	What consumers experience	How consumers participate
Product information / comparison	Information retrieval	Feedback , Opinion Ratings, reviews, likes
Answers to FAQs	Usability	Comments across multiple channels / media
Content across multiple channels / media	Aesthetics	
	Transactions	

ing journey with precise product information on their websites and mobile sites.

Alternative Evaluation

At this stage, consumers consider specific information related to specifications, cost and brand.

Some advertisers adopt an approach that addresses this stage of the purchasing cycle with an information campaign, although many also choose to work with product comparison sites.

Purchase Decision

Where needs are triggered by social events or seasons, these are usually met with scheduled attempts to seal the deal with special offers or discounts when it is time to make a purchasing decision. Loyalty programmes tend to send opt-in emails and in many cases SMS alerts for subscribing customers.

In all these above steps, the content strategy influences how you will use social media, comparison shopping and search engine marketing in order to be 'there' when a customer first becomes aware of their need.

By the time they make a purchase, they will have read reviews, compared prices and asked around, most likely with their mobiles as a key tool.

That "zero moment of truth" (ZMOT) (encompassing most of the above steps), where marketers have to compete for shoppers' attention online long before a purchase decision is made, will probably converge on a mobile device.

Purchase

(a.k.a. The First Moment of Truth – the 'make or break' moment at the first encounter with a product)

1. Not all transactions need to happen on mobile. Many consumers prefer to make online bookings and pay on site.
2. On the other hand, some may choose mobile payment systems as many more services are enabled for transaction.
3. In any case, merchants will need to be familiar with consumer preferences to tailor their campaigns. (e.g. Vodafone subscribers may get 10% off the way VISA card users might get a discount too)

Post Purchase evaluation

(a.k.a. The Second Moment of Truth – the buyer's experience of the product)

Merchants also need to understand the effect of mobile devices on other channels. Not only do customers want to use apps and websites, they now have the power to send queries by email, post to social media and call your contact centre—all from a single, easy to use device.

Summary

It is important for mobile marketers to create a consistent experience across all channels, including mobile, if they want to retain customers and grow revenues. Table 1 summarises the key factors in content strategy for mobile marketing.

9 Mobile and Big Data Research Insights and Ethical Practices



Stephen Jenke

Worldwide Head, Data Collection; Kantar Operations

Mobile is integral to the digital world we now live in.

The numbers are staggering in terms of adoption of mobile devices in the last few years and it is happening almost everywhere across the planet. Asia is leading the growth of mobiles and represents potentially the biggest opportunity for manufacturers, marketers, the media, retailers and the research industry.

Mobile has now overtaken desktops in terms of number of users. Mobile penetration across the Asia-Pacific is at over 89.7%; mobile broadband diffusion is less but growing (Figure 9.1).

It is important from a mobile marketing perspective to focus on smartphone penetration versus total mobile users (which includes feature phones). What is driving mobile use is the Internet and ability to access all traditional media in all forms. Who would have imagined ten years ago that we could access almost everything we want by way of media on a mobile device!

The smartphone is changing the way customers in-

teract with most organisations: they interact with companies via dedicated Facebook and Twitter, they interact in the way they buy things now and generally in how they behave, especially in the path to purchasing and online retailing. The whole area of 'show rooming' where a person wants to look at a product, goes into a store, looks at the product and then buys online is having a massive effect on the retail trade.

Mobile is growing as a medium to market to consumers although the percentage is still relatively small compared with total media spend. But there is growing commitment to increase that percentage (with the latest Google-Mondelez deal an example of committing a bigger slice of marketing budget: Mondelez are to commit 10% of their marketing budget to mobile marketing).

Mobile and Big Data

There is a lot of interest in Big Data thanks to the drive to track and analyse vast volumes of data with mobile

at the access core. In this digital world, the mobile device is a trusted link for marketing, media, retailing and interaction at many different levels— a vital organ that each consumer possesses. This trust is a key to appreciate and not abuse when engaging with a potential customer, stakeholder or prospective user.

With the ability to connect vast amounts of transaction data from a mobile subscriber with their

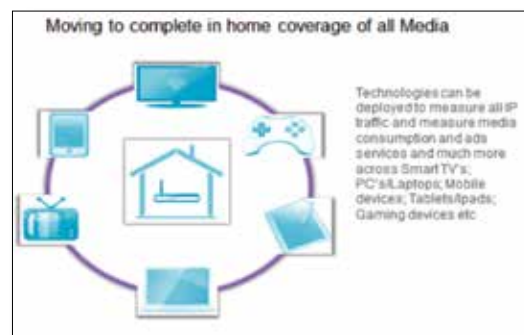
Figure 9.1
Mobile penetration

	Global	Developed nations	Developing nations	Africa	Arab States	Asia & Pacific	CIS	Europe	The Americas
Mobile cellular subscript. (millions)	6,835m	1,600m	5,235m	545m	396m	3,547m	476m	790m	1,048m
Per 100 people	96.2%	128.2%	89.4%	63.5%	105.1%	89.7%	169.8%	126.5%	109.4%
Fixed telephone lines (millions)	1,171m	520m	652m	12m	35m	515m	72m	243m	272m
Per 100 people	16.5	41.6%	11.1%	1.4%	9.3%	12.9%	25.7%	29.0%	28.4%
Active mobile broadband subscriptions (millions)	2,096m	934m	1,162m	93m	71m	895m	129m	422m	460m
Per 100 people	29.5%	74.8%	19.8%	10.9%	18.9%	22.4%	46.0%	67.5%	48.0%
Mobile broadband growth CAGR 2010-2013 (millions)	40%	N/A	N/A	82%	55%	22%	27%	33%	28%
Fixed broadband subscriptions (millions)	696m	340m	357m	3m	12m	303m	38m	168m	164m
per 100 people	9.8%	27.2%	6.2%	0.3%	3.3%	7.6%	13.5%	27.0%	17.1%

Source: International Telecommunication Union (February 2012)

Stephen Jenke is Worldwide Head of Data Collection with Kantar Operations – part of WPP Group. He has held senior management roles in Asia Pacific region and Europe. He previously worked for United Nations, MRA, Stochastic Marketing, Millward Brown and TNS.

Figure 9.2
Home media



consumer behaviour, including interaction with social media and retailing, we can model and predict potential changes in the way consumers use and interact with services.

We are now able to track their media behaviour via passive monitoring, thus adding to the amount of different data sets that can all be linked.

We see mobile research topping the list on most surveys that have been conducted in the last couple of years, as an area of fastest growth.

Research is supporting our understanding of how the mobile world is unfolding and in collecting actual behaviour, as well as asking specifically targeted surveys to a mobile user; we are thus continually generating richer data and insights.

Ad testing research is taking place on mobile devices, and all forms of digital interaction are measured as part of media analysis. A key finding to date has been the number of devices that are being used or accessed at any one time—multi-tasking is here for all gender and ages.

Annual studies like TNS Mobile Life provide insights into what is happening with mobile devices across everyday lives of consumers across many countries, and the impact it is having on other entities such as telecom networks.

There are four core methods or ways that researchers can get data from a consumer via mobile devices that then provide insights, as summarised in Figure 9.3.

Data Collection and Research

Active data collection is obtained via three core means—SMS, browser, apps—and each has its

Figure 9.3
The Mobile Data world



mentioned previously as well as interact via social media and generate more data interactively. However there are limitations to what survey types and phones that can be used (see Figure 9.4).

Therefore, there are lots of opportunities in how we can use mobile devices to collect data, including from groups that can be difficult to reach by other means. For example, recent research has shown that younger people are not engaging with panels for online CAWI surveys when sent an email to go to complete a web browser based survey; this calls for a more hybrid approach going forward. The added benefit of mobile data collection is that we can also collect data about the respondent's mobile usage and integrate that data.

Mobile opens up a whole range of research opportunities. To derive consistent insights and avoid technological biases, researchers need to pay particular attention to respondent identity, handset functionality and respondent engagement.

There is definitely a skew in who is currently responding to various types of surveys between younger and older audiences, and all the segments in between. When we are relying on a self-completion methodology, we have to ensure we know who is taking the survey—this is the responsibility of the panel or sample provider.

Currently, many mobile users in emerging economies are only using feature phones, though smartphones are now appearing. Another consideration in reaching mobile users and especially those with smartphones is that there are different operating systems, different browser applications, and different screen sizes; plus, Flash technology does not work on most new operating systems.

strengths and limitations. Passive collection of data that does not require surveys is changing the way research is done.

We are able to use data integration and fusing of data as

Specifically adjusting survey content and layout according to screen size is possible but there are many aspects of data consistency to consider alongside the usability side of things. Currently, there are

apps that can impact the battery life of a smartphone and so cause undue issues with an end respondent or panellist. Further, getting a panellist or respondent to download an app requires good engagement and explaining the benefits, while at the same time ensuring the right incentives are in place.

Research Quality and Ethics

This is also a bigger issue for the industry at large—long interviews have been experiencing declining public participation for a number of years. Generally, response rates have been falling and perhaps long excessive interviews are the main cause.

Other issues also arise with respect to data quality and interviewee concentration or fatigue. The latest feedback from a number of surveys across the industry is that 8–10 minutes is the maximum length that a respondent should be asked to do a survey on a mobile device.

More research is needed in this space and the length and engagement can vary, but the first and foremost consideration is always the respondent. We can do this in stages, which we call bite sized chunks. We can also link other data and so do not have to ask all questions, i.e. store demographic and other diagnostics.

Gamification is about better engagement and there is much interest and research taking place on how this can be used in data collection. Initial work has shown improved engagement with big reductions in dropout due to a more engaging survey; one recent test saw a 50% reduction in response rates.

Figure 9.4
Data collection means

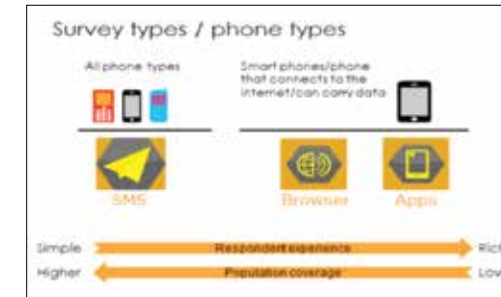
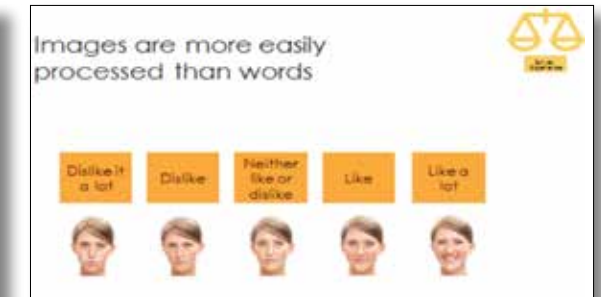


Figure 9.5
Visual surveys methods



It is important to make the experience better: remember what younger people are doing also on their mobile phones—playing games. Images are making research surveys more interesting and easier to follow. It aligns with other interactions of a mobile user, especially a smartphone user on apps.

Data is being collected and treated in real time, and with richer data thanks to mobile devices' capacity to collect information (geolocation, camera, audio/video recording). Researchers should remember to allow for cultural differences as not everyone has the same interpretation of visual representation.

There are other activities that can now be performed on mobile devices as part of a survey, e.g. capturing images, doing videos, capturing biometrics, scanning bar codes. Mobile also allows us to capture actual behaviour versus asking someone to remember a past experience.

As with all other research, we have to maintain the required privacy and the trust with research participants. Researchers should be transparent in what they are asking a respondent to do. If in doubt, it is important to get consent; and not enter private online spaces unless invited. The guidelines of the ESOMAR Code on Market and Social Research (www.esomar.org) are a useful resource in this regard. If we lose the trust of our respondents, we researchers will no longer have a profession! And that must be considered by marketers as well.

After all, the future is only going to get more engaging and exciting, though more complex!

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Looking to Rich Mobile Video Ads? Be Ready to Move the Needle!



Meera Chopra
Global Head & VP of
Advertising Sales for Vuclip

Recent trends show that consumers are increasingly spending more time on their mobile phones, be it for news, weather reports, social media or watching soap operas and movie clips on the go. Mobile video drives 66 percent of all global data traffic; data traffic from Asia Pacific alone is expected to grow at a 76 percent compound annual growth rate. In addition, improvement in the quality of networks, reduction in prices of data plans and better handsets will only drive the demand for mobile video further.

Marketers understand the importance of engaging consumers through mobile and recognise the mobile video consumption trend on a global scale and in Asia-Pacific. According to eMarketer, by 2016, ad spending in Asia (including banners, video, and rich media) will reach \$6 billion.

Change in Consumer Behaviour

The numbers speak for themselves, but what is even more interesting is how this huge shift is impacting consumer behaviour:

Shift from prime time to real time

Prime time—that time of day when you can reach the most consumers watching the same content, is a thing of the past. It is now all about *real time*. Consumers are in the driver's seat watching what they want, when they want it and your marketing strategy must reflect this.

Consumer preferences now show micro-cultures rather than a macro-culture

Mobile video world offers consumers a lot of choices. Consumers are no more bound by a limited number of television channels but they tune into mobile chan-

nels that perfectly align with their interests. Mobile has empowered the consumers like never before: it is no more about generic content being pushed to mass audiences but specific content that they have chosen for themselves and is available in real time.

Human networks have overtaken media networks

Consumers are no longer the passive receivers of entertainment as in case of television. They are connected, they have a voice and they are making it heard. It is no longer about media networks; it is about *human* networks. More than 65% of mobile video discovery is through sharing. And people make purchasing decisions based on friends' recommendations. If you are not tapping into the viral, engaging, highly personalised world of mobile video, you are missing a huge opportunity.

Change the Game

With an understanding of the new, evolving world of mobile in place, the next consideration is how to think about your specific campaign. For marketers looking to reach the Asia-Pacific audience via mobile video advertising, here are a few best practices to consider.

Be Original

Push the needle and do something that has never been done before. Take for instance Flipkart ads which used humor to engage viewers in a way that transcends demographic boundaries or Vodafone's sequence of zoozoo ads during the Indian Premier League to highlight all that Vodafone mobile internet offers. People are more likely to re-watch or share such a video ad, especially if it brightens their day.

Based in Delhi, Meera Chopra runs Vuclip's global Ad business. She was previously National Sales Head with Times Internet Ltd., and has a decade of experience with leading media houses such as Networkplay and Komli Media.

Fevicol used humor to create commercials that were well received by consumers. You, too, can capture the hearts and mindshare of mobile device owners—by being original.

Design for mobile

Do not think of mobile as an extension of the web. User behaviour is different on mobile, and users respond better to mobile than they do on the web. They also remember more. In 2011, Rhythm New Media reported that mobile video retention rates are superior to desktop retention rates: after 60 seconds, 81 percent of its mobile ad network remembered a mobile video and only 55 percent who saw the video online remembered it.

Context is critical

Be sure to tailor your communications to a location, handset, or device so that your core audience can view them.

Keep it short and fresh

Fifteen-second videos are the ideal duration. Remember, consumers gravitate towards clips rather than long-form video content on mobile. Since the grazing consumer tires quickly, plan multiple creative refreshes to your mobile video ad and space them out carefully.

Use your data

Be sure to use data segmentation, data analytics, and consumer insights gathered by quick exit survey polls to help predict what will improve popularity—and increase viral potential—for your users.

When it comes to mobile video advertising, the more engaging, shareable, and interactive mobile videos are, the better the user experience for consumers. And the better they will communicate your message. Consumer brands like Dove have benefited from this powerful combination through well-executed video ads that went viral on a global scale. And so can you, as these two case profiles further illustrate.

2. Cadbury Dairy Milk India Campaign: A Mobile-First Treat

Objective Cadbury wanted to promote Cadbury Dairy Milk chocolate bars in India, especially among youth.

Strategy Cadbury selected Vuclip for its popularity among the youth as a mobile video destination and an innovative ad unit, Click2Vid that optimises the creative for all devices and can play the video ad directly, without the need for an intermediate landing page.

Cadbury promoted the Ad TVC by showcasing the video as featured video (Ad as content) and Click2Vid banners targeting Vuclip's India traffic. This campaign was launched on mobile first, and then after seven days of mobile campaign it was run on TV.

Results This three-week campaign resulted in:

- More than 350,000 views for the ad promoted as content on Vuclip
- 650,000 views of the ad through Click2Vid banners.



Case Profiles

1. Nokia Lumia Trendify Campaign: A Trend-Setter in Mobile

Objective Nokia set out to promote awareness of Nokia Lumia's "Trendify" campaign that was aimed at urban youth. Today this demographic is connected on social media platforms 24x7. Because of this, they are often sparking trends in sharing, following and liking through social platforms. Nokia's objective was finding a way to connect to this group on a relevant and highly engaging platform.

Strategy At the time Vuclip had 45 million global users on mobile (now this number is 80 million) with 57% in the age group 18-25, and was easily the platform of choice for Nokia. For three weeks, Vuclip tailored its social "Share" link to read "Trendify," so users could trend videos to m.trendify.in with a single click. The campaign encouraged viewers to start trends by sharing mobile videos of their choice that expressed their individual preferences.

Results The campaign resonated extremely well with viewers with:

- 17,808,204 Trendifies on Facebook
- 2,508,353 Trendifies on Twitter
- The Trendify branding was exposed through 68 million video views.





Display Advertising Enters a New Era

Robert Woolfrey

Managing Director, Southeast Asia, Millennial Media

Display advertising has entered a new exciting era, and programmatic buying is a hot topic.

Defined as the 'automation of the buying and selling of desktop display, video, and mobile ads using real-time-bidding,' programmatic buying has been advocated by industry experts and futurists for many years. However, many marketers have yet to understand what it could mean for them and the industry at large.

In a 2012 Forrester Research Report on 'The Future of Media Buying,' Joanna O'Connell and Michael Greene claimed programmatic buying as the future of the industry, asserting that media planners and buyers who "do not start engaging in programmatic buying will be in serious jeopardy of losing their jobs by becoming obsolete."

Since that time, we can see that media buying technology and operations have undergone a dramatic transformation, seeing marketers replacing traditional marketing tactics with programmatic media buying. According to Forrester, this includes "transparent, real-time biddable media and audience targeting that gives interactive marketing professionals what they crave: improved targeting, less waste, more efficiency, and better results."

But how does it work?

One of the key technologies underpinning programmatic buying is Real-Time Bidding (RTB), which as the Interactive Advertising Bureau (IAB) points out, is a "buying mechanism based on data and algorithms that allows media buyers to evaluate and purchase ad inventory on an impression-by-impression basis."

This means that rather than just buying a space on a site, RTB gives media buyers access to an audience.

The impact of this has been monumental. Programmatic buying is rewriting the way that digital ads are bought and sold across the world. IPG Mediabrands has announced its intention to automate 50 per cent of its media buying, which as CMO.com points out, signals that programmatic buying is here to stay and not just hype.

This is also demonstrated in the results of a recent report by the publication, which showed that worldwide RTB-based spending was US\$1.4 billion in 2011, a figure which is forecasted to rise to \$13.9 billion by 2016. The report also highlighted a notable rise in worldwide programmatic buying by 20 per cent in the past six months.

So how does programmatic buying work in practice and what are the benefits for the advertisers?

As the IAB illustrates in its Display Trading Guide, when a user visits a specific site, buying agencies receive a message asking whether they are interested in buying the ad space. A decision to buy is made according to specific parameters entered by the advertiser, including price, user demographics, size of ad, placement, success metrics and more.

An automatic real-time bid is then made by the media buyer, based on the value of the single impression. As soon as the auction closes, the ad appears in milliseconds as the page loads for the user.

During this time, the ad can be personalised and localised for the user based on their specific demographics and browsing behaviour, and engaging content such as rich media and video, can be added. Programmatic buying thus allows marketers to reach the right

person, at the right time, with the right message—in a matter of milliseconds.

More than this, the method allows buyers more control, allowing them to sit in the driving seat to make buying decisions based on their own key parameters, in effect turning raw data into usable, actionable information. This buying method also provides advertisers with greater insight into key metrics, including audience segmentation and targeting, whilst also increasing transparency and fuelling the marketer's ability to make repeat decisions based on intelligent data.

Moreover, marketers are able to run their cam-

paigns in real-time, based on the performance analytics of every single impression, in doing so helping them to leverage audience profiles to find their ideal customer.

To conclude, there might be a lot of talk around programmatic buying, however it would seem that the fascination is wholly deserved.

As the advertising industry continues to evolve, marketers looking to venture down this route as part of their mobile strategy may find that it offers them the answer they are looking for to more effectively and efficiently target today's consumer.



Rice Communications is a Singapore-based public relations consultancy. It is a multi-award winning agency having been named the Singapore PR Consultancy of the Year 2012 by the Institute of Public Relations Singapore.

With a multicultural team, Rice Communications has experienced consultants with expertise in many different industries and markets. It services organisations across the technology, travel, digital media, healthcare and consumer sectors, both locally and in Asia Pacific.

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Mobile Marketing in Emerging Economies

View from South Africa

Candice Goodman

Managing Director Mobitainment;
Chairman of Mobile Marketing
Association of South Africa

“Some people believe in the power of technology to change Africa. We believe in the power of Africans to change technology!” those are wise words indeed from Andisa Ntsubane, head of Marketing at Microsoft South Africa.

It is important to note that mobile in developing countries, like South Africa, is very different to developed markets. 50% of the phones are entry level and cannot be used to access the Internet—so we had to find ways to make it work without—spurring innovation in the field of mobile marketing, and triggering the commercialisation of technologies as a world first: such as USSD and Please Call Me’s.

As per the Mobile Marketing Association of South Africa’s latest stats, in South Africa today...

Mobile phone penetration is very high.

94% of South African (SA) households have a mobile phone, and 82% of SA adults own a mobile phone. In other words, more than 28.6 million adults are directly targetable through mobile marketing and advertising.

Mobile is used more than other communication media.

- ◆ There are more than twice as many cellphones as there are TV sets (31.3 million vs. 15.5 million)
- ◆ 53% of e-mails are sent and received from a cellphone
- ◆ There are 6.7 times more homes with cellphones than landline telephones
- ◆ There are 4.8 times more households with a cellphone than a computer

- ◆ SMS text messaging is used by 3.5 times more people than email
- ◆ There are 4.9 times more cellphone subscribers than fixed Internet users
- ◆ 84% of South Africans access social media from a cellphone
- ◆ 57% of South Africans ONLY access social media from a cellphone!

The SA media power is increasingly in mobile.

There are more mobile users than PC, TV or radio, and mobile became the most pervasive mass media in South Africa in 2009, surpassing both TV and radio.

Mobile devices have also changed the ways South Africans consume media.

The Internet is currently accessed predominantly through mobile phones.

The mobile market in a developing country like South Africa is vastly different to global and especially developed markets.

So we cannot follow published trends and future visions of the US, Europe and Asia to determine what is happening in Africa. When it comes to mobile technology, companies in Africa have been easily missed by developed market trends. The most pertinent point would be the extensive use of smartphones and availability/cost of bandwidth, or airtime, in developed countries versus in Africa.

To illustrate, of the 82% of SA adults that own a

cellphone (28.6 million), only 15.4 million have the ability to browse on their mobile phones, i.e. access a website from their phone. There is a huge population of 13.2 million who can only use the SMS, USSD and voice functionality on their mobile phones. What this means is that most cellphone users in SA have the basic capabilities that all feature phones possess: SMS, USSD, mobisites and native applications like MXiT. The majority do not own second-generation phones, smartphones that have HTML5, or are capable of the augmented reality apps as discussed overseas.

An example of technology that was first commercialised in SA is USSD. Unstructured Supplementary Service Data (USSD) is a protocol used by GSM cellular telephones. It is a menu-based service that allows bi-directional communication between a user and the service provider’s computers. The communication is in the form of text, not voice, and is accessible to all phones in South Africa and all network carriers on the same number. The connection remains open, allowing a two-way exchange of a sequence of data.

This makes USSD more responsive than services that use SMS. It was first commercialised by Vodacom in 2004, and is now very popular as a channel for mobile banking, airtime top-up, and entry into competitions. Some global MMA award winning campaigns made use of USSD, like the AVBOB Funeral Services survey and the Carling Black label, and be the coach campaign.

Another innovation emanating out of necessity in South Africa was the concept of the “Please Call Me.” The Please Call Me (PCM) is a free network service available to all cellphone users across all South African networks, on all level phones. Customers can simply dial, for example *140* followed by the number, to send a free call back request to any other cell phone user on any other South African cellular network. Mobile advertising was revolutionised by the ad tagged onto the Please Call Me sender and receiver notification message, creating the most powerful tool for mobile marketers to reach the mass market of South Africans.

Talking about reaching the market on mass, MXiT is Africa’s largest mobile social network that works on

all feature phones: a mobile instant messaging application developed in South Africa. Users are able to send and receive messages from mobile phones that run the application. It can be downloaded for free. Once registered, users can invite contacts. To accept or decline an invitation is at the discretion of the user and users can also visit the chat rooms by purchasing Moola (Mxit currency).

The biggest benefit by far is that it is very cheap: It costs a fraction of the standard SMS (with 200 Moola a user can send 100 messages in a chat room), and whereas the SMS only has 160 characters, MXiT allows for 2048 characters. Traffic and activity on MXiT is massive, as seen by the recent MxiT VIP case study: the campaign reached 2.9 million unique daily users, and generated 1 million opt-in users in 30 days, moving it effectively into the position of top 8th mobile property in South Africa in 30 days!

We cannot talk about mobile money without talking about the world’s success story, that of Kenya’s M-Pesa (M for Mobile and Pesa meaning money in Swahili). M-Pesa is a mobile-phone based money transfer and micro-financing service for Safaricom and Vodacom, the largest mobile network operators in Kenya and Tanzania. Currently the most developed mobile payment system in the world, M-Pesa allows users with a national ID card or passport to deposit, withdraw, and transfer money easily with a mobile device.

The initial concept of M-Pesa was to create a service which allowed microfinance borrowers to conveniently receive and repay loans using the network of Safaricom airtime resellers. M-Pesa has effectively become a branchless banking service, enabling users to complete basic banking transactions without visiting a bank branch. The continuing success of M-Pesa in Kenya has been due to the creation of a highly popular, affordable payment service with only limited involvement of a bank.

Also from Kenya, FarmPal, a new mobile app that allows farmers to access free information on farming trends and methods via SMS, could soon assure the majority of Kenyan farmers of bumper harvests and reduced costs of production. In a country where about 80% of the population engages in agriculture, the new app launched in May 2013 allows farmers to access ex-

Candice Goodman is the Chairman of the Mobile Marketing Association (MMA of SA) and first Certified Mobile Marketer in South Africa. She is the founder of Mobitainment, an award winning Mobile Marketing Consultancy based in South Africa and recently in Kenya, that translates technology into marketing results.

pert and timely information allowing them to increase their productivity. The Nokia S40 and SMS based app has a section where farmers can get information on where to buy and sell farm produce and equipment. It in addition displays a list of certified dealers in farming materials including seedlings, fertilisers, or manure. The last section displays a seasonal planting guide.

There are many award winning examples of applications born in Africa: recently South Africa's Price-Check, the leading comparison shopping destination, won BlackBerry App of the Year 2013.

It is the entrepreneurial spirit of Africa, driven out of necessity for communication, commerce and community, that has created pioneering solutions for Africans by Africans. It is not technology itself that is changing the African landscape of mobile marketing, but it is the African people that are changing technology and creating new opportunities for mobile marketers to learn from and share. We invite others in emerging economies around the planet to innovate from their own constraints and resources and build world-beating apps and services!



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Case Study

Tigerspike Opening the Sydney Opera House to the Global Stage through Mobility



The Tigerspike Team

The iconic Sydney Opera House (SOH) has unlocked the power of personal media—transforming discovery, engagement and ticketing for audiences through an innovative application driving sales by over 800% a month on month!

One of the world's most recognised buildings, the SOH attracts visitors from around the world with its compelling performing arts calendar and unique visitor experience. The SOH also impacts the Australian economy by an estimated annual economic contribution of \$758.4 million and by providing 12,165 direct and indirect jobs.

Tigerspike, a personal media technology company and a leader in mobile and tablet innovation, was selected to develop a mobile solution that amplified SOH's acclaimed programme and integrated with their ticketing software through a funding initiative from the New South Wales Department of Trade and Industry Investment (DTII).

Tigerspike designed and developed an iPhone app that showcased the venue and its imaginative programme through a unique user experience, providing a deeper level of engagement for current and new audiences and growing ticket sales. By delivering an industry first product with a seamless, personalised and targeted mobile ticketing process, mobility has helped SOH thrive on the global stage.

Solution Choice

An effective and integrated mobile strategy drives brand awareness, consumer engagement, market share and sales. As mobility enables brands to gain a one on one relationship with current and prospective audiences, it is important to select a platform with a long

term strategic vision to future-proof your solution and maximise its potential

SOH and Tigerspike identified that visitors from mobile and tablet devices were experiencing certain 'points of pain' during their user journey on the SOH website. In response to this, they needed to provide an intuitive, easy to use app that would integrate seamlessly with the current back end ticketing system, Tesitura. With website visitors increasingly coming from overseas, the app needed to embrace and cater to a global market giving the SOH an opportunity for increased global reach and awareness.

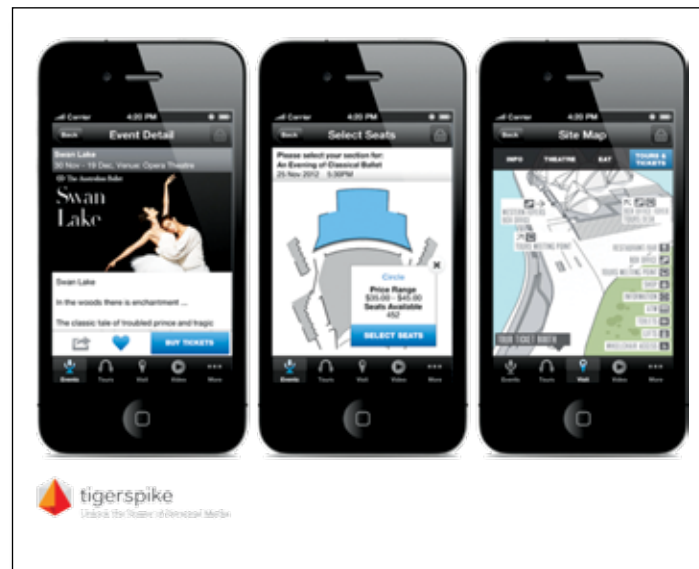
One of DTII's key objectives was to create an exportable innovation through the development of a reusable technology platform, increasing engagement and ticketing for the performing arts industry. The challenge for SOH was to create a user experience that would become a benchmark for the performing arts industry and best practice globally. Through user insight and understanding the following key features were identified to enhance the user experience:

- ◆ Personalisation and account management.
- ◆ **Seat selection** – a smooth step-by-step experience to select their individual seats, with seating maps and real-time seat availability.
- ◆ **Simple checkout process** – a simple booking and payment process, masking the complex technical integration with SOH back-end systems.
- ◆ **Explore restaurant and bar menus and maps.**
- ◆ **Detailed performance information** – engaging and visual information about current and future performances, including rich image and video content.

Tigerspike is a global Personal Media technology company, specialising in consulting, user experience and enterprise grade middleware. Its Kallide methodology enables consistently outstanding user experiences. The company has offices in seven cities and is in the Forbes top 100 companies to watch.

Figure 13.1

Event information, seat purchase/selection, and site map of the SOH



- ◆ **Social media sharing** – event sharing to Facebook and Twitter, strengthening the voice of SOH.
- ◆ **Tours** – a choice of tours of the SOH or backstage with the user's own audio guide.

Working with Tigerspik's Kallide methodology, combining technology and design expertise, an iPhone application was built with an exceptionally rich and visual user interface, offering seamless integration with the existing box-office systems in Tessitura.

Success!

Since its launch in May 2012, consumer awareness of the offering has increased hits to the SOH website from mobile devices by an **average 20% lift month-on-month**. SOH information is now accessed **46% by iPhone** and **37% through iPad** devices.

The success of the application's usability is proven by the impressive results in ticket sales transacted through the application and the increased engagement through the mobile platform. The increase in users accessing SOH through personal media devices highlights the impact and need for a user friendly destination for users to discover programme schedules, plan trips, research places to eat, book tickets and give customers the flexibility to choose their seats when

purchasing. Optimised for iPad, these results highlight how SOH mobile experience provides a 'discovery on the go' and 'lean back' experience on the iPad, allowing users to immerse themselves in the rich imagery and video content about the shows.

The SOH app has transformed how the Australian and global performing arts industry portrays its compelling performing arts calendar and unique visitor experience, whilst also providing evident ROI and increasing awareness of NSW as a tourism destination. A similar launch recently was the Dallas Symphony app, launched in April 2013 which integrates Tessitura software, allowing users to purchase tickets and view upcoming concerts.

Testimonials

"As well as the great practical aspects—particularly being able to buy tickets in a few easy steps—you can browse restaurant menus, tour the many venues and whet your appetite for performances with linked videos from the SOH YouTube channel"

– Sydney Morning Herald, June 2012

"Through innovation and collaboration we have created a solution that has had an overwhelmingly positive response and exceeded all expectations in usage from Australia and abroad. The application further develops Tigerspik's relationship with government and industry"

– Oliver Palmer, Head of Innovation, Tigerspik

Recommendations for Mobile Marketers

1. Know your audience

Identify which devices and platforms your current and prospective customers are accessing your website from and develop your mobile approach around this to ensure your solutions success.

2. Harness new technologies and relationships

The SOH app was featured in the Apple 'New and Noteworthy' section of the App Store and was also featured as part of Apple's 'Made in Australia' campaign, hugely boosting the reach of the audience and ultimately the success of the application. Apple recognises innovation and supports new fea-

tures that optimise iOS functionality. It is not only important from the start of any development to leverage Apple's insight but also build and maintain strategic business relationships.

3. Push boundaries and innovate

The SOH mobilised performing arts exploration and ticket purchase for an iconic tourist attraction in Australia. It is important to identify your audience points of pain and find innovative ways to make a streamline experience of accessing, reviewing and sharing information through to seat selection and booking. Find the points of pain and use technology to solve them ultimately driving success through innovation.

4. Ensure mobile is part of your overall marketing strategy

Developing a mobile strategy offers a unique, personal platform for you to communicate one on one with your customers. Correctly defining and integrating your mobile strategy into your overall business and marketing strategy will ensure the solution is catering to your business objectives, is consistent with your customers' needs and messaging and ultimately impacts the bottom line, driving ROI.

Figure 13.2

Tour information and ticket purchase option



Tigerspik worked with SOH to transform its business through a creative fusion of technology and intuitive user experience, vastly increasing mobile ticket sales, paying for the investment within six months of launch.



Mobile Marketing Case Studies from Thailand

Ville Kulmala

Chairman, Mobile Monday
Thailand

Cross Channel Purchasing

Company

Rakuten TARAD dot com

Product

Products in the shopping mall (www.TARAD.com)

Sector

Internet shopping mall, e-Commerce industry

Agency

In house TARAD dot com

Goals

Rakuten TARAD dot com offers platform for running shops through the internet as well as delicates staff to help merchants overcome the e-commerce challenge and grow their sale. Currently, sale volume is generated by PC and Mobile channel. The number of gross sale is very huge from Smartphone and Tablet in Thailand especially on this year. Therefore, challenging thing is about sale volume from PC version is continuously growth since the Q1 Y13, while sale from Mobile version has fluctuated.

The issue started on May, The total sale volume from Mobile channel is getting down and it's not yet reached to the target. It leads to the questions from this case as "How can we drive sale to achieve target and catch up with PC trend"

Campaign

Campaign name: "Cross Channel Purchasing"

Date: 9–13 May 2013 (5 days)

Target: Sale increase through MB version will increase 100% and expected traffic growth +30%



Strategy

TARAD.com uses TARAD super point event to attract purchasers as loyalty programme. The condition of the campaign is double bonus, Firstly, customers will earn X3 times point for Mobile shopping. Secondly, they will gain more point ranking for buyers who purchase products via both PC (www.tarad.com) and Mobile (m.tarad.com) channel within 5 days along the campaign.

Ville Kulmala is the Managing Director of Mobile Spark, an Amsterdam based mobile marketing agency, with offices in Finland and Hong Kong. He has over 10 years of technology and business consultancy experience working directly with companies such as Nokia, Accenture, Heineken, ING, Logica, ABN AMRO, Aeva and Fortis.

The idea is about getting the healthy trend from PC version and recommend customers spending across the Mobile channel with a very attractive royalty programme to connect and to increase sale.

Remark: TARAD Super Point (using for the next purchase as cash to discount in the next purchase). Every purchase 100 THB get 1 Point, 1 Point = 1THB

For more details, please see <http://www.tarad.com/faq/> point

Results

Sale from Mobile channel jumps to +437.48% compared with last month

- ◆ Sale target is +100% in 5 days programme, the actual achievement rate is 268.74%
- ◆ Traffic target +30%, achieved 112.71%
- ◆ Traffic growth +46.53% over month (Avg. growth +16.06%)

References

URL: m.tarad.com

Example of programme

LG Electronics Thailand – LG Optimus 3D Mobile Phone (McCann WorldGroup)

Company

LG Electronics Thailand

Product

LG Optimus 3D Mobile Phone

Sector

Telecom Equipment

Agency

McCann WorldGroup Bangkok, Thailand

Goals

We want to impress and remind people of the innovation and exceptional experience brought by LG in a way that would create huge 'social buzz', talk and news. We knew that today's audiences consume traditional media less. But they're drawn more to online media an experience marketing. It is a good chance

for LG to impress the crowd again since experiential marketing is very new to Thai consumers. LG will be among the first to deliver this kind of experience to the consumer, which makes the idea even more impactful and memorable.

In today's intense smartphone market, Thai consumers started to lose contact with LG smartphone since there're a lot of fancy choices nowadays. We needed to put LG back on track and find a way to draw our fans back again.

Campaign

LG Thailand wanted to launch the new LG Optimus3D smartphone with striking idea that would effectively communicate its unique 3D glasses free innovation; help boost popularity for the whole LG Optimus series smartphone; and increase brand preference too. We show the audiences how exciting the realistic 3D experience from LG Optimus3D could be through the real experience of our campaign volunteers.

Strategy

There's no better way to portray realistic 3D experience than having the audience undergo the moment by themselves. But to work efficiently, we intend to create buzz effect and demand for mass audience through the most effective and cost-efficient media, which is consumer's word-of-mouth. We show how exciting the realistic 3D experience from LG Optimus3D could be through our volunteer's real experience.



Execution

First, we created a one-day event having LG Optimus3D car drifted around BKK hotspots to stir crowd excitement. Then, we challenged our target who wish to experience the drifting using online media, LG digital-wall and on-ground troops. The recruited participants were taken on a ride in the car fully wrapped with non-transparent film. During the ride, they were shown the pre-recorded footage through LG Optimus3D smartphone, deceiving them to think they were actually drifting on BKK road with traffic and obstructions. The participants' reaction along the ride was captured and spread out as viral videos afterward to illustrate the realistic experience brought by LG Optimus3D smartphone.

Results

The video hit over 400,000 views within a month without online media support. The effectiveness of this campaign generated free PR and buzz where articles were covered in newspapers, magazines and most importantly, word of mouth from both target segments and PR across both offline and online media. We found more than 500 sites, blogs and social network were talking about our campaign which we could convert them into more than approximately 7,500,000 baht PR value. Af-

ter the launch, LG Optimus3D smartphone was sold out within a month. Revenue generated was at 37,800,000 Baht. The sales growth of LG Optimus series increased over 1,000%, compared to the same period of the previous year.

References

<http://www.spikes.asia/winners/2012/pr/entry.cfm?entryid=2744&award=101&order=2&direction=1>

<http://www.behance.net/gallery/LG-Optimus-3D-The-Real-3D-Experience/5556076>

adidas Football Shoes – MCN Asia (Thailand)

Company

adidas

Product

Football Shoes

Sector

Sports Equipment

Agency

MCN Asia (Thailand)

Goals

adidas Global is responsible for all the product and marketing functions and long-term development of the adidas brands. The primary objective of this portfolio strategy is to ensure that adidas brands seize market and category opportunities through well-defined and coordinated go-to-market strategies.

Campaign

Campaign 1:

To significantly increase adidas Facebook Fan page and Create Brand Awareness, adidas Brands selected the mobile's media, due to best channel to reach to Thai market. adidas chose the NEO CAMPAIGN in which JUSTIN BIEBER becomes a presenter via promoting campaign on Angry Birds Game. The Angry Bird's Game was selected instead of other game, because it is the number one global game in term of fastest growth, and it can create more traffic to reach the campaign's goal.

Campaign 2:

adidas expanded the scope of the campaign to the famous football player, Lionel Messi. With the similar objective as before—to increase popularity of adidas' Facebook fan page and to create brand awareness—adidas launched Messi's campaign as promoter using the Angry Birds Game to lead more traffic to reach their goal.

Strategy

adidas (Thailand) want to focus on execution of its strategic focus by creating a constant stream of innovative and inspiring products and generating communication strategies that represent each brand and category in an engaging and compelling way.

Results

Campaign's Result

Estimated traffic into Mobile Site:

- >10,000 visitors towards mobile site
- > Minimum for 2.3 page views per visitor

Facebook Engagement:

- >15,000 LIKE Click on adidas Fan page
- >10,000 shares page on Facebook

References

<http://www.mcn.co.th/>

Justin Bieber / Angry Birds

Lionel Messi / Angry Birds

7-Eleven TH App on-the-go – UNTAPTV

Company

7-Eleven Thailand

Product

Convenience Store

Sector

Retail

Situation

Research data indicate that this target group is an active online user especially on social media. More interestingly, more than 50% of this target group are using internet on mobile phone, including Facebook, information searching, and email.



Goals

The exciting point is that the mobile app also comes with a special gimmick that can synchronise the mobile app with the main media of 7-Eleven

Campaign

We then designed a Mobile App not only to build brand engagement but also to encourage customers, keep them updated with promotion news and offer them exclusive privileges.

The exciting point is that the mobile app also comes with a special gimmick that can synchronise the mobile app with the main media of 7-Eleven.

"7-Eleven, the world's largest convenience retailer has launched a pioneering campaign in Thailand, that for the first time ever, allows customers to interact in real-time with television, online and radio commercials with their smartphones. Powered by technology from UntapTV, a UK-based company in London's Google Campus, the campaign transforms all 7-Eleven commercials into an interactive game that is being played across Thailand."

Results

- ◆ App was downloaded more than 150,000 times
- ◆ Hit 2nd rank in Thai App Store (Free Apps category)
- ◆ Received average 4.5 rating out of 5
- ◆ Promotion was viewed more than 200,000 times
- ◆ Demo video viewed more than 300,000 times within one month
- ◆ More than 70,000 fans on Facebook within half a month



References

<http://www.youtube.com/watch?v=26KglGlmkdo>
http://www.csnews.com/top-story-technology-7_elev-en_thailand_launches_cutting_edge_media_campaign-61058.html

Coca-Cola – Million Reasons to Believe in Thailand (Initiative Thailand)

Company

Coca-Cola

Product

Drink

Sector

Drinks (non-alcoholic)
FMCG

Agency

Initiative Thailand

Situation

The soft drinks market is fiercely competitive in Thailand. Coke was at a stagnant number two at 24%, well behind Pepsi which was at 40%. In addition, a new-comer “Big Cola” has managed to grab 10% in just 5 years, growing faster than Coke. Coke was not even on top of mind amongst core target drinkers and consumer relevancy was in the wane.

To add insult to injury, Coke sales were heavily affected at the end of 2011 from some of the worst floods in Thailand’s history, isolating two thirds of the population and submerging buildings and factories under water. Bangkok was paralysed and Coke ran out of stock as manufacturing was brought to a halt. 70 million Thais were plunged into crisis.

Right after the crisis, Coke’s biggest selling opportunity is to provide refreshment during the hot, dry summers in Thailand. The global communication platform of Coke is “Happiness” which is localised as “Summer Fun” during peak sales season. However, given that the country is just recovering from one of the worst floods in recent history, “Summer Fun” was terribly inappropriate. We had to find a new way to connect Coke with its consumers to revitalise its brand image and sales.

Goals

Campaign

Initiative set up the first and largest 4D interactive illumination display, integrating light, sound, animation and effects on one of the tallest buildings in the heart of Bangkok to serve as a beacon of hope that could be seen across the entire city. Consumers were invited to send their stories how they overcame their personal tragedy and send encouraging messages that appeared on the building in real time. Main channel for this was mobile and interactive large touch screen devices were used for user input.

National pride picked up. Everyone felt a sense of belonging as they shared their stories and messages on social network sites, becoming an online phenomenon. A total of 137 million engagements transpired over the Coke Facebook page, which became the central storage of happiness stories.

The trend to replace bad news with stories of hope attracted mass attention that was further reinforced into a partnership with evening news programmes on the 2 biggest TV stations, top national cable TV and radio channels by making daily good news into a permanent feature on their news programmes.

At the end of the campaign period, the Hall of Happiness was built, an exhibit in the Digital Gateway Mall whose roof was wrapped to resemble the iconic Coke bottle, essentially creating the biggest Coke bottle on the planet. The exhibit featured every message shared by every Thai on the Facebook page and previously flashed on the giant display to show the world that Thailand has never been stronger and ready to move forward via a giant Coke bottle filled with “millions of happiness stories.”

Strategy

Thailand is known, for good reason, as the “Land of Smiles” but these floods in Thailand just added to the many crises the country has had to endure in recent years and pushed the nation to the edge. Thais became overly cautious about the future. For the national psyche, the floods really were a watershed.

Although only two-thirds of Thais were directly affected by the floods, everyone was emotionally affected such that Thailand’s Gross Domestic Happiness

plunged almost 10% to its lowest point yet after the floods in January 2012.

For more than 65 years, Coke has been the ambassador of “Happiness” in Thailand so we wanted to bring Smiles back to the Land and give Thai people a boost to their confidence, taking the lead in moving the country forward again.

As the crisis unfolded, millions of people were relying heavily on TV and the internet to get minute-by-minute updates both from official news outlets and social media, which was mainly broadcasted through mobile phone on the ground around Thailand. News spread far and wide across the country, increasing the ratings by 16% for news programmes on TV. Social media became the real time crisis centre, mostly feeds from mobile phones. We noticed that during the first day when the floods hit, the number of twitter messages soared to 3.3 million tweets, the highest tweets ever in a day for Thailand.

Media was oversaturated by news of the disaster, adding to gloomy mood of the country. Thus, to reverse the tide of bad news, we needed to inject as many positive stories & messages to uplift the country’s mood. Coke initiated the “Million Reasons to Believe in Thailand” campaign, aimed at recharging the people’s confidence in these difficult times. We encouraged all Thais to become our happiness ambassadors by sharing encouraging messages and good news to their countrymen directly in areas affected by this disaster.

Results

- ◆ More than 1 million Thais shared their happiness through the campaign
- ◆ 137 million engagements with the campaign through Coke and social network sites
- ◆ Awareness of the “Million Reasons to Believe in Thailand” reached 92% of Thais
- ◆ Even as Thailand GDP stands at a minus 4.2%, Coke sales hit an all-time high of 29 million unit cases sold for the month of March 2012



- ◆ Coke market share increased from 24% to 30% through this social relevance campaign, narrowing the gap against Pepsi whose market share dropped from 40% to 32%

At the end, there are so many reasons to believe that Thailand is a country of opportunity, creativity and prosperity. There are no prizes to be won for participating in this campaign just simply the well-wishing messages coming from the heart of every Thai.

As the happiness ambassador, Coke’s utmost achievement is to proudly say it made “Thailand, The Land of Smile” once again. (Thailand’s Gross Domestic Happiness went up from 66% to 75% at the end of the campaign – ABAC POLL)

References

<http://www.creamglobal.com/17798/31781/million-reasons-to-believe-in-thailand>

Notes

1. Mobile Penetration stats published by MMA based on AMPS 2012AB
2. Mobile Penetration stats published by MMA based on AMPS 2012AB
3. <http://www.humanipo.com/blog/192/African-farmers-set-for-turnaround-as-FarmPal-promises-better-prospects>



Nielsen, ITU
Introduction by
Madanmohan Rao



Asia-Pacific Yearbook 2013

Part II

Mobile Marketing Scenario by Country



“In God we trust, but all others bring data,” Google CEO Eric Schmidt once famously remarked. Despite all the hope and hype about mobile media, the smart manager also wants to see the reality on the ground. What is the penetration of mobiles in a country? What are people really using them for – and for how long and how often?

For this yearbook, we have drawn from ITU data (United Nations International Telecommunications Union) for charts, comScore for infographics, and MMA partner Nielsen for three sets of useful data. The first covers device penetration in 10 Asia-Pacific markets, with breakdowns of feature phones, multimedia phones, QWERTY smartphones and full touchscreen smartphones.

The second set of data addresses the app economy

in nine markets, splitting up the categories into communication, news, social networking, games and music. Games and Social networking come up in the Top Three in most markets.

The third set of data insights comes from mobile user behaviour across nine Asia-Pacific markets. These are clustered into basic connectivity, entertainment, productivity, surfing, downloading, utility, multimedia entertainment and games. Among these data sets, productivity and multimedia entertainment both feature in the Top Three uses in most markets, with interesting implications about work-life balance!

We invite you to dig into these data sets and draw your own conclusions. Stay tuned for more insights from MMA newsletters and the website, and directly from Nielsen as well!

Table 15.1
Comparison data between Asia-Pac markets

	Singapore	Malaysia	Indonesia	Thailand	Philippines	India	China	Hong Kong	Taiwan	Australia
Share of OS platforms (iOS, Android, Windows, Blackberry, featurephones, basic phones)										
Feature Phones	9%	13%	55%	42%	71%	67%	22%	11%	—	22%
Multimedia Phones	4%	7%	22%	8%	14%	15%	7%	2%	—	4%
QWERTY Smartphones	3%	6%	14%	8%	3%	4%	6%	2%	—	4%
Hybrid Smartphones	2%	3%	2%	1%	1%	2%	3%	1%	—	2%
Full Touchscreen Smartphones	82%	71%	8%	40%	11%	12%	62%	84%	—	69%
Size of 'app economy'										
Number of downloads	18	25	15	9	21	20	20	24	—	11

Source: Nielsen Smartphone Insights Q1, 2013

Table 15.2

Size of 'app economy' – Listing of top application categories (Top 5)

Singapore		Thailand		China	
Games	12%	Games	28%	Games	10%
Social networking	12%	Photography	12%	Music	7%
News	8%	Music	11%	Social networking	7%
Music	7%	Social networking	9%	Weather	7%
Communication	7%	Entertainment	7%	Entertainment	7%
				News	7%
Malaysia		Philippines		Hong Kong	
Social networking	14%	Music	40%	Games	12%
Games	13%	Games	23%	Social networking	10%
Music	9%	Social networking	20%	News	8%
Communication	7%	Video / Movies	8%	Weather	7%
Photography	6%	Photography	5%	Communication	7%
Indonesia		India		Australia	
Social networking	36%	Music	17%	Games	14%
Music	23%	Photography	12%	Social networking	11%
Games	8%	Social networking	10%	Weather	8%
News	5%	Games	10%	Music	6%
Video/Movies	4%	Video / Movies	9%	Banking / Finance	6%
				Maps / Navi / Search	6%

Source: Nielsen Smartphone Insights Q1, 2013

Table 15.3

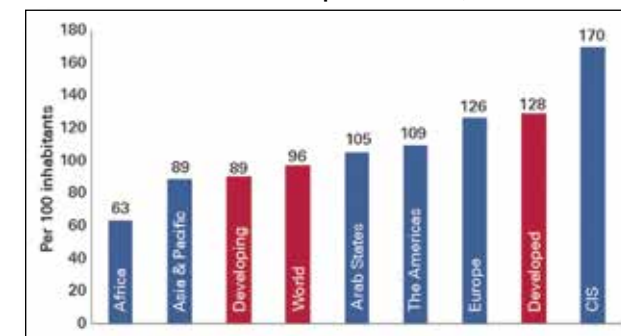
Mobile user behaviour – Top uses of mobile

Singapore		Thailand		China	
Applications – Productivity	99%	Applications – Productivity	93%	Entertainment – Multi-media	93%
Entertainment – Multi-media	97%	Entertainment – Multi-media	92%	Applications – Productivity	91%
Communication – Connectivity	96%	Browsing – Download	85%	Communication – Connectivity	90%
Communication – SMS	95%	Communication – Connectivity	81%	Browsing – Download	88%
Browsing – Surfing	87%	Communication – SMS	67%	Browsing – Surfing	87%
				Entertainment – Games	87%
				Applications – Utility	87%
Malaysia		Philippines		Hong Kong	
Applications – Productivity	99%	Entertainment – Multi-media	98%	Entertainment – Multi-media	98%
Entertainment – Multi-media	98%	Applications – Productivity	97%	Applications – Productivity	98%
Communication – Connectivity	97%	Communication – SMS	95%	Communication – Connectivity	96%
Communication – SMS	94%	Communication – Connectivity	92%	Browsing – Surfing	90%
Browsing – Surfing	90%	Browsing – Download	82%	Applications – Utility	83%
Indonesia		India		Australia	
Entertainment – Multi-media	99%	Entertainment – Multi-media	98%	Communication – SMS	94%
Applications – Productivity	92%	Applications – Productivity	94%	Applications – Productivity	92%
Communication – SMS	92%	Communication – Connectivity	93%	Entertainment – Multi-media	90%
Communication – Connectivity	91%	Browsing – Download	83%	Communication – Connectivity	84%
Browsing – Surfing	70%	Communication – SMS	52%	Browsing – Surfing	74%

Source: Nielsen Smartphone Insights Q1, 2013

Table 15.4

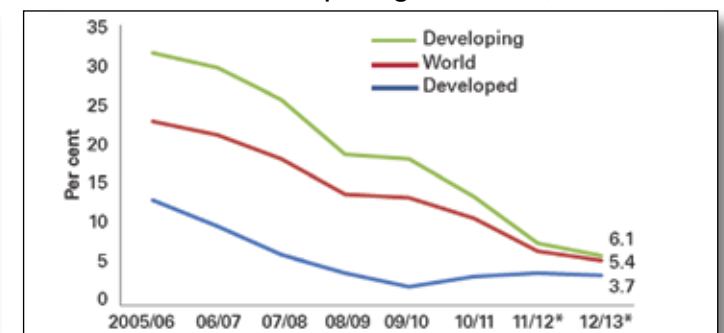
Mobile-cellular penetration, 2013



Source: ITU World Telecommunication /ICT indicators database

Table 15.5

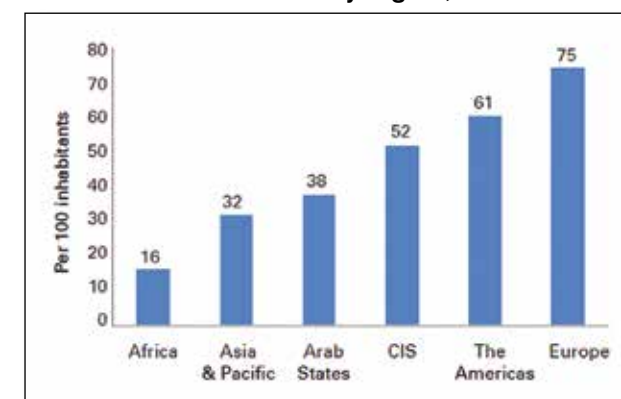
Mobile-cellular subscription growth rates, 2005–2013



Source: ITU World Telecommunication /ICT indicators database

Table 15.6

Internet users by region, 2013



Source: ITU World Telecommunication /ICT indicators database

Table 15.8

Mobile-cellular subscriptions per 100 inhabitants in selected Asian countries

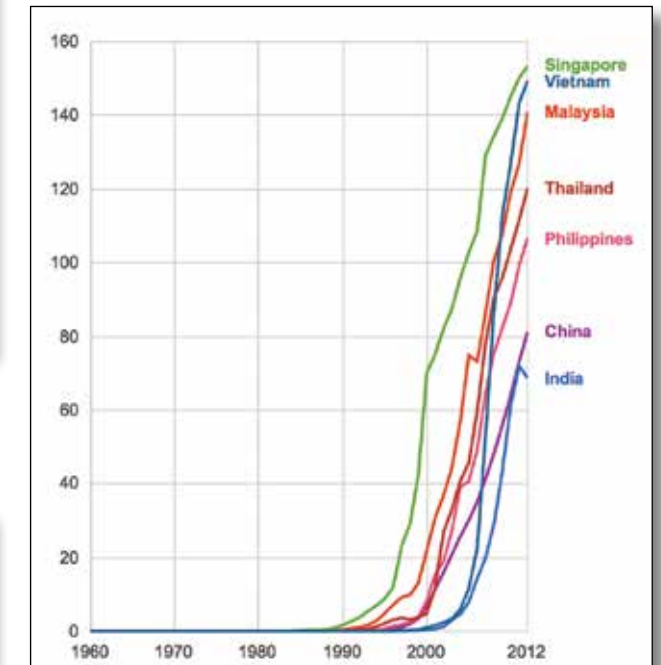
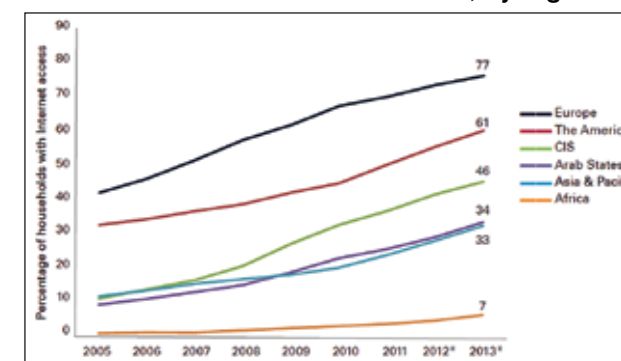


Table 15.7

Households with Internet access, by region



Source: ITU World Telecommunication /ICT indicators database

ASIA SNIPPET



Asia accounts for 41% of all Internet users. From having 66% of all users in 1996, the United States now accounts for just 13%.
Source: comScore

Source: ITU World Telecommunication /ICT indicators database

“ Madhouse is China’s First Mobile Ad Platform Company to Operate both a Mobile Ad Network & a Mobile DSP-S ”

smartMVD The Intelligent Mobile Ad Network

China’s Most Intelligent Mobile Web & in-App Ad Network



optimad> Simplifying the Mobile Demand-Side Process

Helping Advertisers Maximize Returns on Their Mobile Spend

Campaign Management

- Centralized order management
- Creative versions management
- 3rd party tracking integration
- Multiple-channel campaign configuration

Dynamic analytics

- Mobile conversion tracking and attribution
- Dashboard reporting: Quickly access the status of campaigns
- KPI reporting: Analyze the performance of campaigns

Optimization

- Pre-Click optimization: creative optimization, frequency cap, CTR/CVR prediction, re-targeting
- Post-Click optimization: CDN optimization, mobile site auto-adaption, re-activation

Production Services

- Mobile website and APP: Visual design, development and production
- Mobile CRM
- Cross media integration



Mobile Marketing in China



Joshua Maa
Founder and CEO,
Madhouse Inc.

As the world’s biggest mobile manufacturing base, China has seen a continuously growing penetration of mobile phones and smart phones in the past three years. Today, there are more mobile internet users than PC internet users in China, forcing marketers to take mobile marketing more seriously for massive customer reach and instant engagement.

After a few year of exploration, some brands have finally defined and excelled in their own mobile practice to differentiate themselves from the others.

Trend 1: Branded app with a long term commitment

Example: Coca Cola Circle APP

After trying various mobile ad formats and campaigns, Coke made its decision to build its own user base on mobile by developing a branded app with a long-term commitment across China. The Coca-Cola Circle APP was then created to recruit Coke’s fans and encourage them to share their happy moments through different campaigns. Once downloaded, it can be used by users to upload their happy moments via picture or video and create their own Coke Happiness table to share with others, and also sync the happy moments to their SNS network. There are different themes in different campaign seasons but the basic idea is always consistent and associated with Coke’s brand communication: Open Happiness.

The app has been well integrated with Coca-Cola’s offline resources including a Coke tablecloth with a QR code printed on it, which has been designed for its restaurant channels. Consumers at the Coke-asso-

ciated restaurants are encouraged to scan and interact with the Coke App.

To help Coke to maintain the existing user base as well as recruit new users during different campaign seasons, a specific targeted media strategy has also been applied. For example, when an existing Coke APP user clicks the ad, the Coke app interface opens automatically to reactivate the user. Only users who do not have the Coke app as yet will be directed to the app store for downloading. There have been already 620,000 downloads in its recent campaign, Coke with Meal.

Analysis

It is good to see brands start to think of mobile marketing investment as a long term commitment, and a well maintained branded app can help build their own mobile community and avoid repeated budget waste on campaign-based app production and promotion.

Trend 2: HTML5 implementation for campaign based mobile communication

Example: adidas Boost Running Shoes Mobile Site

To promote the new adidas boost running shoes and emphasise its high energy return and the extremely soft cushioning feature, an HTML5 mobile page enabled with motion sensor was designed to invite consumers to play a pinball game on different surfaces by shaking their mobile phones. And only when the surface is shifted to boost mode, can the pinball be powered up with the highest energy and achieve its fastest speed.

Joshua Maa is the Founder and Chief Executive Officer of Madhouse Inc., China’s largest and most intelligent mobile ad network. Joshua Maa is the Founding Member and Board Director of MMA APAC and the Co-Chair of Global Mobile Advertising Committee. He is also the Co-founder and Board Member of MMA China, and the Head of Mobile Advertising Guideline Committee. Before founding Madhouse, Joshua Maa had been EVP at TOM Online and the Founding CEO of Rock Mobile Corporation, Greater China’s leading Mobile Music Entertainment Service Provider.

CHINA SNIPPET



Of the total 644 million home and work Internet users in Asia-Pacific as of March 2013, China accounted for 54 per cent followed by India (11.5 per cent), Japan (11.4 per cent), Southeast Asia (9.6 per cent) and rest of APAC (13.5 per cent). China has the largest home and work Internet population in the world. Its 347 million users represent 54 percent of all Internet users in the Asia Pacific.

Users can share their game score to social networks and check the store locator to find the offline store and learn more about the new boost running shoes.

Considering the complication of China's mobile network environment, the campaign specifically targeted users using their mobile phones to access the Internet via wifi for a smooth user experience.

Analysis

For quite a long time, marketers have tried to convince advertisers that a campaign-based app (which was once a hot trend of mobile marketing globally) might be fancy, but it is not a cost effective way to reach and engage with massive users, considering the expenses for production and promotion. Thanks to HTML5 technologies, most of the interaction can now be realised on a mobile web page or even within the mobile ad creative. The user experience and conversion rates can be both enhanced via a simple click.

Trend 3: Sponsorship in Hero APPs

Example: Jaguar F-type X Need for Speed

It has been two years since Jaguar started to work with Electronic Arts to sponsor its popular mobile racing game Need for Speed. Jaguar's new F-Type super sports car features as one of the main car selections in the new edition of Need for Speed Online 2013.

In the game, users can unlock the Jaguar F-Type

by providing their contact information and interests of test driving. Users get to choose the colour and personalised decorations of their F-type and click onto the Jaguar official mobile site to explore more.

A special Jaguar Racing Cup was also designed in the game where every player can drive the F-type to complete the track, and even compete with their friends in a virtual real time mode. Each player has plenty of time driving an F-type to complete different racing tracks, exploring and acknowledging the advantages and features of F-type during the game. The game achieved over 3.65 millions downloads, and over 1.32 million users signed up with the Jaguar cup and offered 130,000 qualified test drives within just two months.

Analysis

It is not necessary for each brand to develop its own apps, especially when there is not yet a clear roadmap of the long term mobile strategy. But working with some hero apps may greatly leverage its existing user base and fans within a short amount of time. Besides, product placement with great user experience in these apps can be well accepted by target audiences and help build brand awareness.

Mobile marketing is evolving rapidly. Today, understanding the target audience's usage behaviour is more important than understanding how AR or NFC works. The insights will drive the future of mobile marketing in China.



Bikash Chowdhury
Head of Marketing,
Japan & APAC, InMobi

For years, the biggest markets for smartphones have

been the US, China and Japan. However, a new report by Strategy Analytics¹ shows that things are changing. India has now displaced Japan as the third largest global smartphone market in the first quarter of 2013. Around 10 million smartphones were shipped in India during the first quarter, almost tripling from 3.8 million units a year earlier. This shift is due to the following reasons:

- ◆ Increased focus that smartphone makers like Samsung and Apple are putting on the Indian market
- ◆ Local players like Micromax diverting much of their resources to increasing the volume of smartphones in the country
- ◆ Better distribution network helping to increase smartphone volumes.

According to the report, India is growing four times faster than the global average. The country has recorded a 163 percent year on year growth in the first quarter of this year. This is much greater when compared to the worldwide smartphone volumes, which has only expanded by 39 percent. At this rate, the Indian smartphone market is rising faster than China (86 per cent y-o-y), Japan (24 per cent y-o-y), the US (19 per cent y-o-y) and almost all other major countries.

The increased growth rate is not surprising, taking into account the massive population, a growing middle class, as well as increased level of interests in consumer electronics. Besides, other developed markets like Japan and Europe have reached saturation levels. This saturation and an 867 million subscriber base in India (Source: Telecom Regulatory Authority of India, March 2013) means that global players such as Samsung and Apple have to shift their focus to markets such as India.

Growing Mobile Internet Traffic

According to the Mary Meeker Report,² global mobile traffic already accounts for 15 per cent of the global Internet traffic, an increase of 2 per cent as compared to the 13 per cent figure in December last year. At the current growth trajectory (it is growing 1.5x per year), mobile traffic will account for 30 per cent of the total Internet traffic by May 2015 (which means it will double in two years). But while mobile usage is expanding rapidly, the mobile advertising opportunity remains largely untapped in India.

Smartphone Usage Among Indians

A recent study by Nielsen in association with Informa Mobile Intelligence on overall smartphone usage and device preferences in India revealed that 6 out of 10 smartphone users in India prefer a smartphone that runs on Android.

This is in line with data on the InMobi network in India. Android and iOS based devices have made rapid progress, with 28 per cent of the mobile Internet traffic coming from an Android phone. Samsung leads the pack amongst Android phones with a 34 per cent share of all mobile Internet traffic on the InMobi network. Despite its decline in other regions, Nokia still has a sizeable presence (35 per cent) in the Indian mobile Internet, largely because of its existing feature phone base.

According to research conducted by InMobi and Decision Fuel on media consumption, the Indian mobile Internet user consumes more than 6 hours of media daily, with mobile accounting for 28 per cent of this time.

These results of the study demonstrate that marketers can now optimise their mobile strategies by under-

Bikash Chowdhury heads Marketing for Japan and Asia Pacific at InMobi. Bikash also heads Marketing for InMobi's Global Online and Inside Sales Business Unit. Previously he co-founded a marketing automation company, and was at SiRF Technology and Texas Instruments.

Figure 17.1

Online behaviours in India

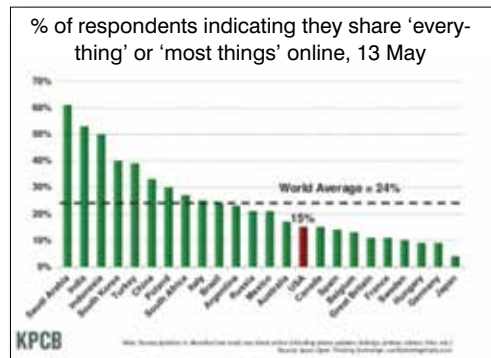
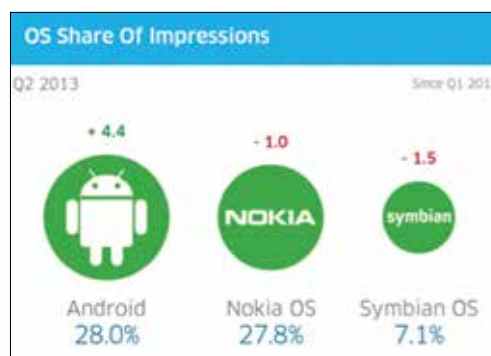


Figure 17.2

Mobile device market share



tion is multi-screening, the phenomenon of using more than one device simultaneously, with 63 per cent of users using their mobile devices while watching TV.

Entertainment, social media and games stand out as the Top 3 content categories on which mobile Internet users in India spend time.

All this suggests that there is a huge opportunity for marketers to engage in as users consume content, be it on their mobile or television. We will see an increase in cohesive cross-channel campaigns across mobile devices and other types of media. Successful campaigns no longer deliver the same TV message or ad on mobile; for marketers to succeed cross-media campaigns incorporating mobile will deliver high impact, targeted campaigns.

Mobile Advertising Market and Case Studies

According to Magna Global (www.magnaglobal.com), the Indian mobile advertising market was worth more than \$40 million (\$1 = 55 INR) in FY 2012–13. Con-

standing the new wave of mobile consumer behaviour, which is creating dramatic changes in the mobile landscape. Comfort levels are already high with mobile as an advertising platform. A larger shift that is taking place in media consumption is multi-screening, the phenomenon of using more than one device simultaneously, with 63 per cent of users using their mobile devices while watching TV.

sumer electronics, automotive, telecom and consumer packaged goods (CPG) have been the big spenders amongst brands on the InMobi mobile ad network. This is not surprising: these verticals have historically been the biggest spenders on traditional media such as television. Communication applications for smartphones have emerged as a major advertising vertical in recent times. Most of the mobile campaigns have centred on creating brand awareness and promoting content and applications.

Most brands that advertise on mobile are business-to-consumer (B2C) companies that are trying to either drive awareness of their brands or acquire users. Some of these include:

- ◆ Samsung, the biggest seller of Android smartphones in the world that launched its flagship phone—the Galaxy SIII in May 2013. In what was termed as “the biggest marketing campaign in Samsung’s history”, a huge amount of hype preceded the launch of the SIII. Samsung partnered with InMobi to create a high-engagement HTML5 ad unit and deliver a truly innovative and effective mobile rich media campaign. To amplify interaction rates, the creative team at InMobi developed an HTML5 Rich Media ad, designed specifically for visitors to the Draw Something app. The engagement rates for the campaign were an impressive 3 and 5 minutes on smartphones and iPads respectively.
- ◆ A leading apparel company that ran a campaign to launch its fall/winter collection. It targeted the upwardly mobile demographic segment: men and women in the 18–34 year age group. The creatives were designed to reflect the essence of the collection—refined intent, tailored head-to-toe looks melding craftsmanship, honesty and authenticity. The HTML5 based rich media ad unit had a high engagement rate with average interaction times of 1 minute and 20 seconds.

Interestingly, many business-to-business (B2B) brands are leveraging mobile for their marketing campaigns. For example, Intel ran an awareness campaign targeting men and women in the 18–35 years age group in Tier-1 and Tier-2 cities in India. InMobi designed a visually engaging mobile creative closely

mirroring the PC experience. The ad-unit also featured video content: a TV commercial formatted for mobile. Visitors to the HTML5 landing page were further led to a mobile optimised site for further details on the company’s products. On an average, users spent more than 1.5 minutes interacting with the ad unit.

Insights and Recommendations for Mobile Marketers in India

Increase allocation of marketing budget on mobile

The dwell time on mobile amongst mobile Internet consumers in India is 28 per cent,³ while the share of wallet for mobile advertising is less than 1 per cent of the total advertising dollars spent in India.⁴ Clearly, mobile as a medium is under-indexed in the marketer’s media plan. Marketers need to stop thinking of mobile (and digital) as a peripheral part of their plan, and start integrating mobile as a key element of their media plans. That inflexion point is not far away as mobile Internet usage penetration continues its march, data plans become cheaper and mobile content improves in quality.

Leverage the creative canvas of mobile platform

One of the biggest advantages of mobile over other medium is that it provides a creative canvas for brand marketers to deliver their message effectively, the tactile experience for consumers to engage with brands, and analytics for marketers to track performance. Multiple ad formats are now available for marketers to leverage depending on the campaign and its objectives.

Experiment continuously

The entire mobile marketing ecosystem—technology, creatives, consumer behaviour—are all evolving rapidly. Given this dynamism, marketers need to experiment continuously and tweak their strategy. For example, a particular ad format or a targeting parameter might work better for a given campaign as compared to another format or targeting strategy.

Integrate mobile with other media

Multi-screening as a phenomenon is here to stay. 63 per cent of mobile Internet users in India use their mo-

bile device (smartphone or tablet) while watching TV.⁵ This provides marketers an opportunity to integrate their marketing campaigns across TV and mobile. For example, a mobile campaign could be scheduled to run at the same time the TV commercial is running, maximising coverage and impact.

Figure 17.3

Media consumption



Figure 17.4

Mobile usage patterns



Figure 17.5

Content categories of mobile consumption



Leverage mobile as a driver of purchase decision

Mobile is great for building awareness as it lets consumers engage with the brand. Mobile is also great for driving performance as it lends itself readily to measurement and tracking. But mobile goes beyond these objectives. Research conducted by InMobi and Decision Fuel suggests that mobile has a significant impact on consumer’s decision-making process. 44 per cent of mobile Internet users surveyed in India said that mobile impacts their purchase decision.

INDIA SNIPPET



Three-fourths of India's online population is under 35 as against just over half worldwide.
India has 74 million Internet users (comScore)
23% of the mobile Internet users accessed websites from their cellular network, whereas 77% used WiFi connection.

Figure 17.6

Mobile impacts on shopping



Key Trends in Coming Years in India

Growth in Rich Media and Video

Mobile advertising has evolved significantly in terms of creativity that allows consumers to watch video advertisements, get a 360 degree view of a product, locate a store, and place the order by just using one single device.

The Future of e-Commerce is Mobile

Mobile commerce adoption will increase significantly due to multiple factors such as enhanced 3G penetration and availability of affordable smartphones.

Growth in App Business

India is slated to become one of the biggest players in the global app market by 2016, overtaking leading smartphone app markets such as the US, and five Western European Union countries, according to a report by independent mobile industry market research and consultancy provider, Research2Guidance. This

provides a tremendous opportunity for marketers to rethink their marketing strategies.

Growing Demand for Mobile Internet TV

A recent survey conducted by Google in partnership with IPSOS and the MMA (Mobile Marketing Association) found that a third of Indian smartphone users watch TV on their smartphone. Today consumers want 'everything, everywhere', with content accessible on all of their devices whether that is a laptop, tablet or smartphone—and they want access to that content wherever they happen to be.

Notes

1. <http://techcrunch.com/2013/06/26/india-third-in-smartphone-world/>
2. <http://allthingsd.com/20130529/mary-meekers-internet-trends-report-is-back-at-d11-slides/>
3. InMobi and Decision Fuel Research
4. www.magnaglobal.com
5. InMobi and Decision Fuel Research

18 Thailand



Ville Kulmala

Chairman, Mobile Monday Thailand

Thailand is one of the most dynamic countries in the world regarding the usage of social media. The uptake for new social mobile mediums like LINE app, with 15 million users in Thailand, has been rapid considering the population of 70 million people.

Bangkok has been the Facebook capital of the world since 2012 and the year 2013 is no different. With 12.2 million Facebook users, the city leads all other major Asian cities by a large margin.

Until recently, Apple's iPhone was the leading smartphone in Thailand. According to Facebook, iPhone has now been taken over by Google's Android phones, which have 40 per cent more users. It is evident that the global trend of replacing older feature phones with cheaper models of Android smartphones has also taken root in Thailand.

Till date, Thailand's mobile market spans 84 million subscribers (120 per cent penetration rate) and 17.4 million mobile social media users (25 per cent penetration rate) (Source: Budde).

Thai users spend 32 hours per week on average online through mobile and desktop devices.

Young people under the age of 35 spend most time online (source: comScore). Mobile Internet has become mainstream since the introduction of nationwide 3G network back in 2009, with still over half of the population connecting from Bangkok.

Trends

Mobile has already become, or will be very soon, the preferred device for Thai consumers (source: In-mobi).

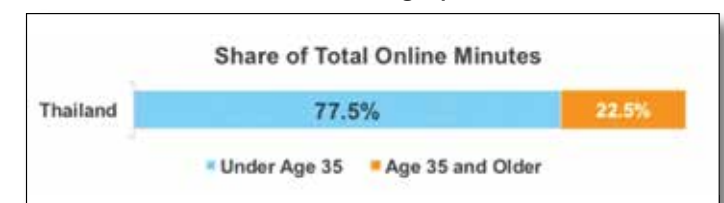
Trend 1: Mobile Social Media

In the mobile app or social media sector, it is unrealistic to predict trends one year ahead since new successful offerings come up with stunning speed, and last year's mobile winners are this year's fading mobile stars.

The quick evolution of highly usable mobile interface has meant that the adoption speed for new mobile platforms increases every year. The mobile app space has become fiercely competitive. However, the massive increase in mobile user numbers means that these mobile winners win even bigger. But it also means that the offerings spectrum is broader, and available to accommodate more and smaller niche mobile players.

LINE, WhatsApp, Tango and WeChat present a new wave of mobile social media apps which have found a large user base in Thailand. These apps offer combined free text messaging, image, voice and video capability on mobile. These Over-The-Top (OTT) players have enabled marketers to use new ways to reach audience through videos, images, stickers and messages directly to handsets at no cost.

Figure 18.1
Mobile demographics



Ville Kulmala is the Managing Director of Mobile Spark, an Amsterdam based mobile marketing agency, with offices in Finland and Hong Kong. He has over 10 years of technology and business consultancy experience working directly with companies such as Nokia, Accenture, Heineken, ING, Logica, ABN AMRO, Areva and Fortis.

Table 18.1
Facebook users in Thailand

Audience geography	Device	Users (million)	% of total
Thailand	All	22.2	100%
Thailand	Feature phones	7.0	32%
Thailand	Smart phones and tablets	10.4	47%
Thailand	Android	8.2	37%
Thailand	Apple iOS	5.8	26%
Bangkok	All	12.2	

Source: Facebook, July 2013

Table 18.2
Mobile social media / platforms in Thailand

Product	Device	Geographic audience	Users (million)	Unique monthly visitors (million)
Facebook	Mobile	Thailand	16.4	
LINE	Mobile	Thailand	15	
Twitter	Mobile	Thailand	1.33	
Instagram	Mobile	Thailand	0.6	
Pantip	All	Thailand		30
Sanook	All	Thailand		18.5
Kapook	All	Thailand		3.5
Tango	Mobile	*Worldwide	*120	
WeChat	Mobile	*Outside of China. Thailand one of the top countries for the app.	*70	
WhatsApp	Mobile	*Worldwide	*250	

Source: Facebook, NHN Korea, ZocialRank.com, e27, TechInAsia, The Next Web, Truehits

Note: Mobile devices include tablets.

Trend 2: Mobile Video

The average Thai person spend 3.49 hours a day watching TV (source: Nielsen 2013). The most popular content on Thai TV is Thai soap operas, followed by entertainment, news and mini-series. Such behaviour is currently being replaced by streaming Internet videos and TV programmes. For the people on the move, mobile video is available to most Thais through 3G connectivity, especially in Bangkok and other populated areas.

YouTube has 5.3 million Thai videos uploaded (source: Zocial); additionally, Thais upload 2,500 videos on average per day.

Soap operas, among other TV entertainment, is

expected to be a good marketing touch point for advertisers through the web and mobile video platforms. Usage of video apps and websites is ramping fast. Local Thai web video websites TeeNee and Sanook are positioned well for mobile video, competing against leading international mobile platforms YouTube, Instagram Video (Facebook) and Vine (Twitter).

Another platform to engage the Thai audience is through social TV websites and apps. These are media that allow users to share and discuss popular TV programmes and movies: global social media; Twitter and Facebook; local alternatives such as popular websites Sanook and Pantip; or mobile Apps such as Chat-terbox.

Considering mobile audience expectations, 76 per cent of mobile users are as comfortable with mobile advertising as they are with TV or online advertising (source: Inmobi).

Trend 3: Branded Apps / Games

Cheaper app development costs and increasing availability of app development frameworks means that brands can deploy branded apps and games in campaigns like never before. The local app and mobile development community is getting more skilful and larger in Thailand, which reduces the threshold to rollout localised Thai language versions of these mobile campaigns.

The advertising industry is slowly getting more experienced on how to use apps and games successfully for campaigns too. Thailand is a potential place to use games as a branding tool; the mobile population is young and plays a lot of arcade mobile games such as Angry Birds and Candy Crush.

THAILAND SNIPPET



Southeast Asian markets account for approximately 10 percent of the Asia Pacific internet population. Internet users in Vietnam and Thailand, driven in part by their younger populations, spend the greatest amount of time online in the region. Thailand has 10.35 million Internet users. Facebook dominates social media usage in Thailand, and Blogger is the No.1 blog platform. (source: comScore)

Trend 4: Better Mobile User Experience

Popular Thai websites are very flashy in terms of their look and design. Thai website design generally does not follow any standard usability guideline; instead, Thai websites are purposely designed to be overly exciting and colourful. Colours and effects are used in excess and in a way that most Western users find confusing.

Due to the limited size of mobile screens, such an experience becomes overwhelming and often not usable at all, especially when mobile or banner advertisements are added to the picture. Thai websites are currently doing conversion from Thai web content to mobile content by building native and web apps. The next generation of Thai mobile apps are more usable than ever before, however, they are still sometimes very intense and unusable.

Global brands planning to rollout mobile campaigns for Thai audience should consider their options and even possibly accept the local flamboyant design tradition. Using Western and global, often minimalist designs, might not get expected traction amongst Thai audience as these are usually perceived as boring.

For premium or luxury brands, such inconsistency can be a showstopper for certain mobile media or websites for marketing. It is important to do sufficient research beforehand and align the brand identity to the right third party.

Usability studies have showed signs of an increase in supply in Thai design and technology universities. Also, a growing number of Thai start-ups and technology companies are bringing talented designers into the country. This means that the Thai web and mobile design trend is slowly starting to follow popular global

app outlooks, especially after Facebook and Twitter have become so popular in Thailand.

Trend 5: Global and Thai Mobile Innovation

The increase in amount of start-ups, incubators, investors, co-working spaces, online media and events have made Bangkok an active technology ecosystem and to a greater extent, a potential place for new mobile innovations.

Most visibly, the presence of e-commerce giant Rocket Internet in Thailand has left behind a trail of skilful Internet and mobile marketers. These individuals often start their own companies to create a new breed of e-commerce, marketing and mobile services. Using local mobile platforms for marketing can be a good strategy and often affordable investment to do advertising in the Thai market.

On the other hand, taking advantage of new global mobile trends like video apps Vine, Socialcam and Tango can be fruitful. If marketing effort is done during their initial high growth phase in Thailand, the return on marketing investment (ROMI) could turn out to be very lucrative.

Figure 18.2
Mobile consumer devices



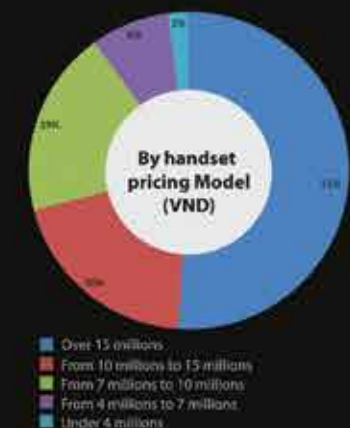
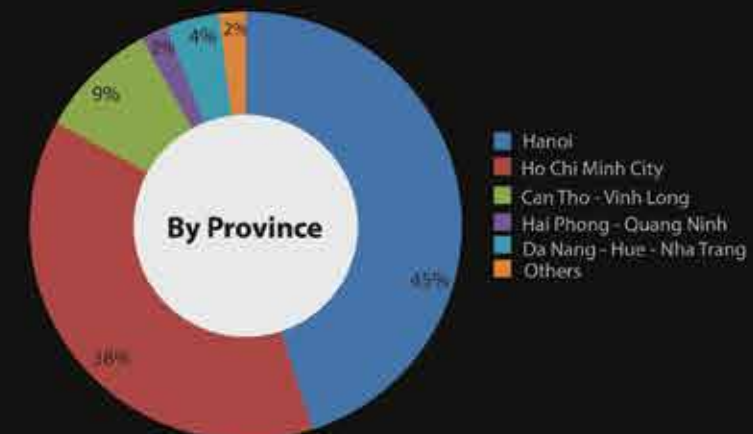
SO SMART GETS YOU CLOSER TO VIETNAMESE CONSUMERS



The Leading Mobile Ad Network in Vietnam

SoSmart's Inventory in Vietnam

Traffic: **668,050,041** traffic/month
Mobile user: **15,455,565** users
CTR on network: **0,32%**





Tam Phan Bich
MMA Vietnam

The Mobile Marketing Association Vietnam has been established to implement and promote its global vision in building a cohesive network for the mobile marketing value chain in the local market. As with other emerging countries, technology and mobile trends in Vietnam have transformed consumers' shopping behaviours and are shaping new lifestyle trends. The explosion of mobile usage in Vietnam has brought a bright future to mobile marketing.

Based on the forecast of Vietnam Telecommunication Q2/2012—BMI Reports, the number of mobile subscribers in Vietnam reached 125.9 million. 89% of users prefer pre-paid packages, much higher in comparison with 11% post paid subscribers. However, this does not affect the 35.4 million Internet users, with 19 million of them who easily access the Internet via their phones. One of the main reasons was smartphone penetration in 2012 was at 16% and will increase to 21% in the future, which will put Vietnam at the same level as Thailand.

The 2% penetration of tablets also gives favourable

advantages for Internet users (Source: Sony Consumer Lab Mobile Study 2012 report). 69% of smartphone users go online and 31% use apps daily. When mobile is a connector for user activity, 40% use mobile or tablets while watching TV, 56% of those who use mobile look up something they have seen on TV, 25% use mobile to respond to a poster, and 35% searched content seen in newspapers on their phone.

In the global market, Android OS is the current leader; however, Android and iOS are at the same level in Vietnam market.

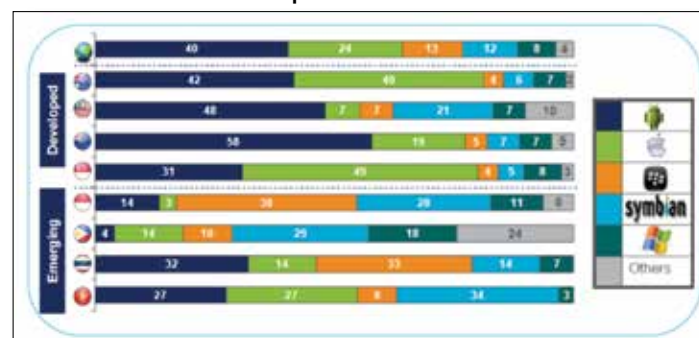
These platforms encourage users to activate top apps in entertainment, TV/Video, gaming and generate new interest in banking, video, TV shows, travel and shopping. Collectively, this app trend brings more opportunities for mobile marketing to reach a class of consumers in Asia Pacific whose trust is higher in mobile marketing.

According to Nielsen smartphone insight reports, 32% of consumers paid attention to mobile ads and 22% viewed and clicked on them. Those clicks are accumulated by 19% in opt-in panels, 19% in free content, and 15% in location based integration services. The intended spending on advertising is 31% for mobile marketing, and this total budget is increasing up 150% per month, according to the Admicro report.

Today, many big companies include mobiles in their overall marketing campaign. One of the pioneers in mobile marketing in Vietnam, SoSmart (a brand of Goldsun Focus Media), has taken many campaigns successfully for their local customers. Coca-Cola is also one of companies who invested in mobile ads. During the recent campaign, 26,000,000 ads were served; it attracted 76,000 clicks and achieved 24,300

Figure 19.1

Mobile OS penetration in Vietnam



Source: Ericsson Strategic Forecast 2011–2012

Tam Phan Bich is currently country manager of MMA Vietnam. She started out as regional manager for a Dutch company and two years later was selected by Mekong Capital, becoming a key person in the strategic team with a mission to build up a strong sales and marketing system with Mr Huynh Kim Tuoc, Country Manager of Google in Vietnam at that time, for Lac Viet Computing Corp.

VIETNAM SNIPPET



With 16.1 million monthly internet users, Vietnam now has the largest online population in Southeast Asia

downloads through channels of entertainment, social network, game and news. Its target customers are smartphone users located in the four main cities of Vietnam comprising of HCM, HaNoi, Can Tho and Da Nang.

VietJet Air is another successful example receiving 2,349 bookings on mobile during the campaign after 5,000,000 ads were served and 13,500 clicks on the ads. The Xperia Z (a smartphone brand of Sony) launch campaign received 81,591 clicks among 31,874,740 ads served.

However, mobile marketing market still has many restrictions. It requires the marketers to understand smartphone users and their behaviours in order to effectively leverage and capture the mobile marketing opportunity.

Recommendations for marketers

- ◆ Long-term strategies are necessary to develop internal mobile capability to figure out the compat-

ible mobile strategies for smartphone and feature phone. The marketers should focus on building brand mobile assets, develop a framework with key partners, research the evidence of mobile effectiveness, and build the audience in order to reach more than 12% of current users (source: Nielsen report, 2012).

- ◆ Improvement of network infrastructure, awareness of mobile ads programmes and segmented pricing is important to ensure continuous growth of mobile marketing as well.
- ◆ Appropriate and effective applications for prepaid mobile users also encourage further intake for mobile ads.

The critical element affecting the success of mobile marketing is to keep strategies at the same pace with the rapid change of smartphone capabilities. A comprehensive strategy for mobile marketing guarantees promises to all players of the value chain in coming years.

Figure 19.3
Ad spends

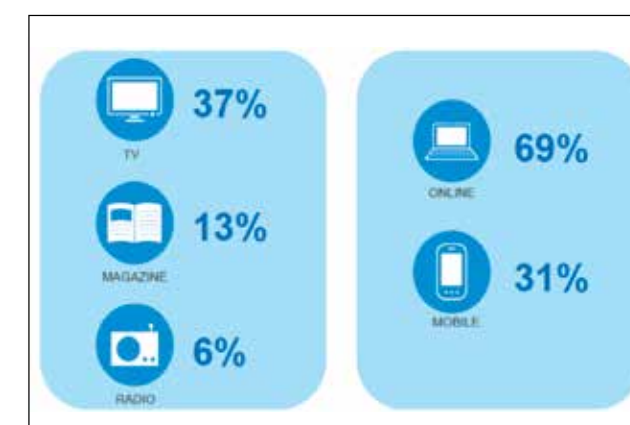


Figure 19.2
Mobile usage in Asia



Source: Ericsson Strategic Forecast 2011–2012



Asia-Pacific Yearbook 2013

Part III

Board of Directors – Asia Pacific



Regional Executive Committee



Chairman
Rahul Welde *Regional Vice President – Media, Unilever*

Rahul Welde is responsible for driving the communication agenda through a network of agencies and partners. He has played a pivotal role in driving digital in the region. Rahul has been with Unilever since 1991 and has benefited from diverse exposure and challenging assignments. Rahul actively involved in industry issues and is the Regional VP Media & Marketing for The World Federation of Advertisers (WFA) and Chairman of Mobile Marketing Association (MMA), APAC.



Vice Chairman
Ashutosh Srivastava *Chairman & CEO, Global Emerging Markets Group, Mindshare Asia*

Ashutosh Srivastava is Chairman & CEO of Mindshare for Asia Pacific. He is also its global lead for new product development. He has an MBA from IIM Ahmedabad and has been part of the WPP group since 1994. He also Mindshare for the Asia Pacific region, and before that, GroupM South Asia. Ashutosh is keenly involved with new developments in the entertainment and media sector. He is on the board of the Mobile Marketing Association.



Honorary Secretary
Andrew Knott *Vice President – Digital, McDonald's Corporation*

Andrew Knott joined McDonald's as Vice President, Media & Digital for the APMEA region in 2012 having previously been the Chief Digital Officer for advertising agency, Euro RSCG. With a career spanning over twenty years, primarily in advertising, he was one of the early entrants into interactive space in 1995. Knott subsequently worked across Asia at market leader, Ogilvy developing their digital offering working with the likes of IBM, American Express & Unilever.



Chairman Emeritus
Barney Loehnis *Head of Digital, Asia Pacific, Ogilvy & Mather*

Barney Loehnis joined Ogilvy in February 2010 to lead Ogilvy's digital offering across Asia Pacific. He works with major clients across the region including IBM, VW, Nestle and Intercontinental Hotels. Previously Barney was head of Isobar in Asia, working with clients like P&G, adidas, Philips and Pernod Ricard; he also ran Warner Bros Digital across EMEA. He is Chairman Emeritus of the Asia Pacific Mobile Marketing Association.



Rohit Dadwal *Managing Director, Mobile Marketing Association Asia Pacific Limited*

Rohit Dadwal is the Managing Director of the Mobile Marketing Association (MMA) Asia Pacific Limited. He has over 17 years of experience in the Internet, digital and mobile spheres. He was previously with Microsoft as the Director of Platform and Mobile Services, and with Bharti-British Telecom ISP services. Rohit sits on the board of the Digital Advertising Alliance (DAA) and is an Advisor for the Internet and Mobile Marketing Association of the Philippines (IMMAP) and IDBYTE.



Board of Directors



Vishal Bali

Managing Director, Telecom industry group, Asia Pacific, Middle East and Africa, The Nielsen Company

Vishal Bali leads Nielsen's Telecom business in the APMEA region. He has more than 12 years of experience in the field of marketing research and insights. In his previous roles at Nielsen, Vishal also led both country and regional teams based out of markets such as India, Eastern Europe, Middle East & Africa. Vishal's area of interest includes understanding the smart devices usage among consumers and its business implications.



Leah Camilla Besa-Jimenez *Group Head – Digital Media, SMART Communications, Inc.*

Leah Camilla Besa-Jimenez's prior roles were as Managing Director of NetBooster Asia, General Manager of Proximity Philippines, Head of CRM for Globe Telecom, and at Ogilvy & Mather. Leah has more than 18 years of experience in Marketing, CRM and Digital. Leah is in the following Industry Boards: MMA (Mobile Marketing Association) APAC Board, IM-MAP (Internet and Mobile Marketing Association of the Philippines) and I-COM Programme Board.



Alex Burke

Managing Director, TigerSpike, Asia Pacific

Alex Burke has over 15 years of experience working in the full range of media in Australia, Europe and South America on both the client and agency side of the business. Alex is currently working as the Managing Director at Tigerspike which delivers Personal Media technology solutions globally via hub offices in Sydney, Melbourne, Singapore, London, Dubai, New York and San Francisco with clients including Woolworths, Westfield, and American Express.



Cheuk Chiang

CEO Asia Pacific, Omnicom Media Group

Cheuk Chiang is CEO, Asia Pacific for Omnicom Media Group, with brands like OMD, PHD and M2M. Over the past 22 years, Cheuk has worked on a number of high profile brands including Coca-Cola, Heineken, Heinz, Hennessy, HP, Tiger Beer and Unilever. He was previously MD at CumminsNitro in Australia. He was won Media Magazine's Suit of the Year award and Agency Innovator of The Year by the Internationalist Magazine.



Michelle Froah

Senior Marketing Director, Asia Pacific, Kimberly-Clark Corporation

Michelle Froah is the Asia Pacific Senior Regional Marketing Director for Kimberly-Clark International. Michelle brings to her role two decades of passion and experience in building brands and innovation. She earlier was with Procter & Gamble where she was a leader in Beauty Care for brands like Pantene and COVERGIRL. Michelle holds a Master's degree in Business Administration from the Tippe Business School at the University of Iowa.



Benjamin Grubbs

Head of Partner Marketing, YouTube, Asia Pacific

Benjamin Grubbs is the Head of Partner Marketing for YouTube in Asia Pacific. He earlier was the Executive Director of Interactive Media for Turner Broadcasting in Asia Pacific. He spent nearly 8 years at Yahoo! and eBay in Asia, overseeing Yahoo!'s Broadcast & Enterprise Solutions businesses in Southeast Asia, and marketing at eBay. Benjamin is a member of the Board of Directors for the Mobile Marketing Association in Asia Pacific.



DongHyun Kim

Associate Director, Asia, Digital and Mobile Marketing Leader, Procter & Gamble

DongHyun Kim is the AD, Asia eBusiness Leader in Singapore. He was previously eCommerce Channel Leader for three years at Digital MKTG/ Innovation Leader, Korea. Kim also served as Regional Brand Manager, NEA Dish in Japan, and Brand Manager, Febreze, Snacks in Korea. He began as ABM for Joy in Korea and then for Febreze as well.



K. F. Lai

CEO & Co-founder, BuzzCity

Dr K. F. Lai is co-founder and Chief Executive Officer of BuzzCity. Prior to founding BuzzCity, Dr Lai worked as an applied researcher in laboratories funded by the Singapore government, specialising in pattern recognition and text retrieval. Dr Lai graduated with First Class Honours in Electrical Engineering from the National University of Singapore and obtained his Doctorate in Electrical Engineering from the University of Wisconsin-Madison.



Bessie Lee

CEO, WPP China

Bessie Lee has worked in the media communications industry in Greater China for more than 20 years. She served as the CEO of GroupM China, and has won a range of awards: China's Business Mulan Award, from China Entrepreneur (2012); Media Person of the Year, from Communication University of China (2010); and China's top business women leaders by the All-China Women's Federation (2006). She holds a Master's degree in communications from Illinois State University.



Joshua Maa

Founder & CEO, Madhouse Inc.

Joshua Maa is the Founder and Chief Executive Officer of Madhouse Inc. He is the Founding Member and Board Director of MMA APAC and the Co-Chair of the Global Mobile Advertising Committee. Maa was EVP at TOM Online and founding CEO of Rock Mobile Corporation. He has over 20 years of managerial experience in Greater China's new media, entertainment, and consumer marketing industries.



Wander Meijer *CEO, Brandtone Asia*

Wander Meijer has 20+ years marketing and management experience in Europe, Asia and Latin America, mostly with TNS. He is a specialist on consumer insights at the Base of the Pyramid, in emerging economies. Previously he was with BrandTone, with clients such as Unilever, SAB-Miller, Kellogg's, Pepsi, Kraft and BP. Recently, Brandtone forged a strategic partnership with TNS.



Vishnu Mohan *CEO, Havas Media Asia Pacific*

Vishnu Mohan took up the responsibility of setting up the media network from scratch for Havas Group in Asia in 2005. He oversees offices in 17 countries in the region, spanning across 25 cities. He has spent 20 years in the industry, starting with Y&R in India and then Euro RSCG. Under his stewardship, Euro RSCG grew to be a successful integrated agency, winning the Agency of the Year at the very first Effies in Singapore.



Maggie Ng *Director, Digital Media, Prudential Corp Asia*

Maggie Ng joined the Brand team of Prudential Corporation Asia in June 2011, responsible for driving innovation and the development of digital media across the Asia region. She also works on Cha-Ching, a multi-year financial literacy programme partnered with Cartoon Network Asia. She graduated in information science from Pratt Institute, New York, and was with OgilvyOne Hong for brands including AIG, IBM and Moët Hennessy.



Leonardo O'Grady *Director ASEAN Integrated Marketing & Communications, Coca-Cola Asia Pacific*

Leonardo O'Grady has a BA from McGill University in Canada and MA at Johns Hopkins University. He specialised in entertainment marketing with companies such as EMI, Virgin, Warner Bros. Paramount Pictures, Universal and Sony. In Singapore he launched Beyond DDB, also co-founding Rapp Collins. His brand management experience in Asia includes: CAAS, United Overseas Bank, Dow Jones, HBO, VW, Toyota, Sony, Guinness, Nestle and Ricola.



Atul Satija *Vice President & Managing Director, APAC, InMobi*

Atul Satija joined InMobi in December 2010 to lead business expansion in the Asia-Pacific region. He was earlier with Google as Head of Wireless Business for Japan and Asia-Pacific. He also worked with Adobe, Samsung and Infosys. Atul currently chairs a non-profit called EndPoverty that works towards sustainable poverty alleviation in India. He graduated from the Indian School of Business and National Institute of Technology.



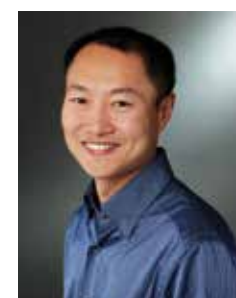
Grant Watts *Head of Global Advertising, SingTel*

Grant Watts, Head of Global Advertising, SingTel, is responsible in building the advertising ecosystem for the Group in its transformation into a media company. He earlier was SVP & Managing Director for Amobee, Asia Pacific. His experience spans over 20 years and extends across Australia, Africa, Asia, Europe and the Middle East, in a number of sales and senior management positions, including stints in Microsoft and Yahoo.



Robert Woolfrey *Managing Director – SEA, Millennial Media*

Robert Woolfrey is the Managing Director of Millennial Media's Southeast Asia operations. Robert started his career in San Francisco where he developed partnerships with major brands such as Google, NASA, Oracle and Sun Microsystems, and then moved to Singapore. In 2007, he led efforts to open new revenue streams from mobile advertising in Asia. Robert is on the Board of Directors, AsiaPac, for the Mobile Marketing Association (MMA).



Alan Yan *Founder & CEO, AdChina*

Alan Yan is the founder of AdChina and has been the chairman and CEO since its inception in Silicon Valley in 2007. AdChina built and operates China's largest independent digital advertising technology platform covering both PC Internet and mobile Internet. Alan earlier worked at eBay, Philips, and Lucent in the US, Singapore, and China. Alan received an MBA from MIT Sloan School of Management and a Bachelor of Science from Ocean University of Qingdao in China.

MMA Council, India

Vishal Gondal
MMA Council, India



Suresh Narasimha
MMA Council, India



MMA Council, Indonesia

Shinta W. Dhanuwardoyo
Co-chair, MMA Council, Indonesia



Joseph Gaol
Co-chair, MMA Council, Indonesia





Asia-Pacific Yearbook 2013

Part IV

MMA Membership



MMA Membership A Win-Win Proposition



The MMA is the premiere global trade association dedicated to promoting mobile as an indispensable component of the marketing mix. Joining the MMA provides a host of value to member organizations and also allows members to give back – through participation and engagement – to the mobile industry. Participation affords members the unique opportunity to make a difference by stimulating the adoption and use of mobile to spur innovative marketing.

With more than 700 member companies around the world, the MMA is an outcome-oriented organization focused on supporting members in their challenges to increase revenues, build business relationships, and to push key global initiatives that support mobile as a key component in a robust marketing mix.

There are three ways member companies get involved within the MMA to affect industry growth and ease market growth:

1. **Personal Effort**—Monitor, review and contribute to strategic initiatives, educational, research programs and events
2. **Leadership**—Influence the agenda and deliverables, govern and guide the association and industry
3. **Investment**—Contribute financial resources (i.e. through membership and sponsorship) to underwrite and contribute to strategic initiatives & research, publications & education, and events.

Your active participation produces:

- ◆ **THOUGHT LEADERSHIP EXCHANGE:** Be recognized as a thought leader in the mobile industry along with gaining learnings from other like-minded individuals and companies
- ◆ **SOCIAL ENGAGEMENT:** Connect with other thought leaders and grow and build your personal and company network
- ◆ **CAPABILITIES GROWTH AND EXCHANGE:** Share your innovations and solutions for the mobile industry and learn from others.

MMA Membership is corporate, so all member company employees have access to the full range social, thought-leadership, and capabilities benefits & resources.

MMA's Mission

The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix

To achieve the mission statement, the MMA concentrates its efforts on a series of building blocks.

Membership

Organizations interact with the MMA in many ways, primarily by joining the community as members. Non-members can still attend events, download public research and white papers and benefit from the collective leadership and contributions of the MMA but members have access to member only information and programs. MMA membership varies based on company size, organization type, and geographical scope.

Membership Details & Options

Regional v. Global

Member companies can join as *Regional* Members—North America (NA), Asia Pacific (APAC), Europe Middle East & Africa (EMEA) or Latin America (LATAM) or as a *Global* Member, which provides access to all MMA geographical regions. Regional members have the right to participate in programs and receive the benefits associated with their region, while global members can participate and influence initiatives throughout the world.

Corporate v. Strategic

Corporate members received standard member benefits, while Strategic members (Premium for global, Premier for regional) make a greater investment in the industry by underwriting a critical new asset or initiative that will further for the growth of the industry.

THE TOOLS YOU NEED THE SOURCE YOU TRUST

The **Mobile Marketing Industry Directory** makes finding all of the products and services you need easy! Quickly cut through the clutter of traditional search engines and discover the most relevant results for mobile marketing on the web.

START YOUR SEARCH TODAY AT:
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MMA SmartBrief - International Edition

The smarter way to stay on top of the mobile marketing news

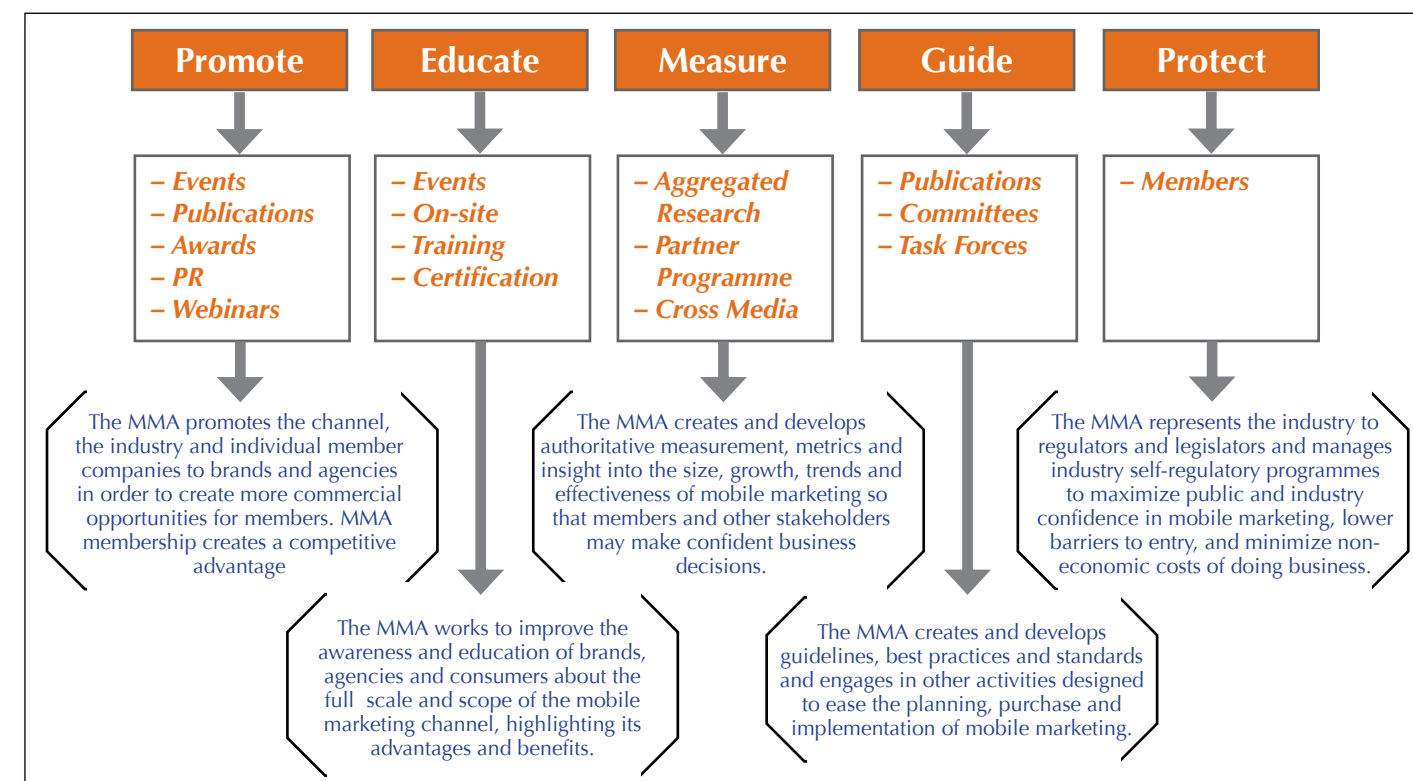
- Only the must-read news on mobile app technology, trends and news. Published in proud partnership with the Mobile Marketing Association.
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For advertising opportunities contact:

Dena Malouf
(202) 407-7837
dmalouf@smartbrief.com



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Organization Type

Dues are based on Organization Type (Brand Marketer, Agency, Seller, Enabler, or Associate), and the appropriate Dues Tier calculation. Calculations are based on the level of advertising spending or mobile revenues. Membership dues are annual, beginning when a company joins and include all employees.

Governance

With global headquarters in the United States, the MMA is organized around five regions: including North America (NA); Europe, Middle East and Africa (EMEA); Latin America (LATAM); Asia Pacific (APAC), and Global, which encapsulates all regions. The MMA is governed by a Board of Directors in each region and by a Global Board on a worldwide basis. Each board consists of a blend of Buyers, Sellers and Enablers from across the industry ecosystem to ensure a dynamic dialogue.

MMA's Focus

The MMA fosters industry and organizational growth through the adoption of mobile marketing practices and the reduction of market friction. Essentially, the goal is to make it easier and more practical to buy, sell, create, and protect the mobile experience throughout the path-to-purchase globally and regionally. The

MMA facilitates this by working in three key areas:

1. **Strategic Initiatives & Research:** The MMA facilitates industry coalitions and curates conversations that foster the development of specifications and frameworks, best practices & guidelines, and eventually evolve into standards and public policy. Additionally, the MMA's research provides evidence of mobile's impact on the practice of marketing, business and management, and decision-making.
2. **Education & Publications:** The MMA develops and disseminates the learning assets our members need to increase skills and knowledge around strategy (why), creative (what) and execution (how and when) of mobile marketing. The MMA's educational resources include live training, case studies, videos, white papers, and customized solutions developed in concert with our member companies.
3. **Events & Programming:** The MMA offers a network of global, regional, and local events and awards programs, delivered both in person and virtually. To support the growth of member corporations, the individuals within them, and the industry as a whole, MMA has a rich mix of programming that blends thought-leadership, capabilities exchange, along with partnership building and business development.

The Benefits of Membership

Access

to MMA products, data, initiatives and networking to help you make better decisions.

Influence

to shape the future of the industry

Promotion

of member products, services and solutions to raise awareness, generate more leads and business for your company



Advanced Insight

via MMA products, data, initiatives and research; helping members build your understanding of the marketplace and make better business decisions

Leadership
of committees, councils and boards to keep your company at the forefront of industry

Networking
via MMA initiatives and events help support members to find business partners and customers

Efficiency
and operational excellence through the development of guidelines and best practice to reduce the friction and help make easier for buyers and sellers alike



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In sum MMA members receive members-only discounts on industry publications, research and conferences as well as discounts at events and training; special sponsorship, programming, and advertising rates; visibility on the MMA website as well as in the MMA Member Directory; opportunities to publish case studies and articles on the MMA website and *Smartbrief* newsletter, this annual Yearbook, press releases on the MMA website, and in other MMA industry publications; along with affiliation with the MMA brand.

Portfolio of Products and Services

To ensure the greatest return on investment with the MMA, the MMA recommends you:

- ◆ Sign-up to receive the MMA SmartBrief – a free daily news brief sending you the latest in mobile marketing news directly to your inbox. <http://www.mmaglobal.com/Smartbrief>
- ◆ Contribute to the development of mobile standards and guidelines and have your voice heard by joining our committees <http://www.mmaglobal.com/member-center/committees>
- ◆ Learn from other industry leaders and network at our events held throughout the year. Members receive discounted registration at our Forums <http://www.mmaglobal.com/events/>
- ◆ Network with friends and colleagues during one

of our many networking events held throughout the year. Members are routinely invited to participate as speakers and sponsors.

- ◆ Submit your most compelling work as a case study or article for inclusion on our website, and link your stories to the Smartbrief newsletter
- ◆ Nominate your successful campaigns for our Smarties™ Awards Program. <http://mmaglobal.com/awards>

- ◆ Leverage the MMA's research offerings as you plan for the future <http://mmaglobal.com/research>
- ◆ Attend live webinars or view archives of industry sponsored webinars on a wide range of mobile marketing topics. <http://www.mmaglobal.com/events/other/webinars>
- ◆ Check out our resources to learn more about what's happening within the industry <http://mmaglobal.com/resources>
- ◆ Use the MMA member logo to show colleagues and partners that you are a member of the premiere trade association in mobile <http://mmaglobal.com/about/press/logos>
- ◆ Become certified. The MMA's Mobile Marketer Certification offers marketers a unique opportunity to enhance their knowledge and obtain unparalleled professional distinction <http://mmaglobal.com/certification>

Contact us

Membership Inquiries membership@mmaglobal.com
Sponsorship Inquiries sponsor@mmaglobal.com
APAC Team apac@mmaglobal.com
Website www.mmaglobal.com

Find us on:



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 Affle Holdings Pte. Ltd. (AHPL)
 Afiliis Technologies Ltd (dotMobi)
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 Allyes Group Pty. Ltd.
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 Amobee
 App Annie
 Arbitron Inc.
 Art Of Click Pte. Ltd.
 Avazu
 Bakrie Telecom
 Beyond Interactive
 Big Mobile PTY LTD
 Bonzai Mediaworks PVT LTD
 Brandtone Holding Ltd.
 BuzzCity Pte Ltd
 Captain
 Carat Advertising Ltd
 Chikka Philippines, Inc
 China Unicom

Chukong
 Coca-Cola Beverage Ltd
 Colgate-Palmolive
 comScore, Inc.
 CTR Market Research
 Cyber Communications Inc
 D2C
 DCCI
 Dentsu Asia Pte Ltd
 Digital Matrix
 Digitop
 Doubleas
 Domob Limited
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 Epom Ltd.
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Imagiwall
IMImobile
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InMobi
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Joule
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Kantar Media Intelligence
Kimberly-Clark (APAC)
Kinetic Advertising Shanghai
Kinetic Worldwide
Komli Media
L'Oreal
Limei
Lomark
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M&C Saatchi (APAC)
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Manage.com
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mBlox
MCD Asia Pacific, LLC (McDonalds)
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Mindshare
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Mobext (APAC)
Mobile Interactive Group
Mobile Marketing Association
Mobilization Sdn Bnd
MobiWeb Ltd
Moboom
Mocean Mobile
Modern Media
Mojiva
NAVTEQ Media Solutions
Netcore Solutions Pvt. Ltd.
NetEase
New NIM Advertising
Nielsen
Nimbuzz BV
Nuomi
OgilvyOne (APAC)
OMD
OMD (Radeus Advertising)
Omnicom Media Group
Opera Software (APAC)
Opera Software ASA
Optimad
Out There Media Asia Pte Ltd.
Out There Media Holding GmbH
Outrider
Ozone Media Solutions
Parse
PayPal Media Network
PayPal Mobile
PayPal, Inc.
People Daily
Peptalk
Phoenix New Media

Posterscope
PowerStream
PPTV Online TV
Procter & Gamble
Prudential Corporation of Asia
PT Yahoo Indonesia
Quasar
R/GA
Rayli
Reckitt Benckiser
Renren Inc
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Research Now
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Sina
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Skinkers
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SMART Communications, Inc.
Smartmad
SMSDome PTE.LTD.
Sohu
Somo
Syniverse Technologies
Tafi Media
Tapjoy
Tapjoy, Inc.
TAPTAP Networks
Telecom Italia SpA
Telefonica Mobile

Telefonica S.A.
TeliBrahma Convergent Communications Pvt. Ltd.
Tencent
Tigerspike PTE Ltd
TNS
Trends Media Group
Turn
Turner Broadcasting System, Inc.
Umeng Technology Ltd
Unilever
Unilever Ventures Limited
Velti
Viva Mobile Media
Vivaki Greater China
Vizeum Advertising Ltd
Vodacom Pty. Ltd.
Vodafone Group Services Ltd.
Vodafone India
Vodafone New Zealand
VPon Inc.
Vserv Digital Services Pvt. Ltd.
Vuclip
Walmart Stores, Inc.
Webtrends
wetter.com AG
Wooboo International Media Co. Ltd
WQMobile
Wunderman
Xaxis
Yahoo Inc.
YeahMobi
Yoose Pte, Ltd.
Youku Inc.
Young & Rubicam Inc.
Yum! Brands Inc.
Zenith Optimedia



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Asia-Pacific Yearbook 2013

Part V

The 2013 Smarties™ Awards Winners



Each year, the Mobile Marketing Association Asia-Pacific recognises leaders and innovators in the mobile marketing industry and honours them at their Annual Awards Dinner & Ceremony. The winners—judged on strategy, execution, creativity and results—highlight mobile marketing industry successes from around the globe.

Countries like China and India launched their own national awards for mobile marketing excellence in 2012. The regional Asia-Pacific awards were launched in 2013, for which outstanding campaigns across 21 categories were shortlisted from 163 entries submitted from over 15 countries. 35 pre-screeners and 14 jurors drawn from across the region gathered in Singapore in August 2013 to finalise the awards.

Similarly, in 2013, campaigns across 13 categories were shortlisted from 71 entries submitted for the China awards. 12 jurors from 12 companies finalised the Chi-

na Smarties™ awards. In India, 26 pre-screeners and 14 jurors from 14 companies judged the India Smarties™ winners for 2013, drawn from 161 submissions.

The winners represent the pillars of innovation, creativity and success highlighting the teams and talent that push the boundaries of mobile marketing to reach and engage with consumers like no other media channel.

In addition to recognising mobile campaigns and content, the Smarties™ also honour companies that are trailblazers within the mobile space, conquering emerging media terrain and building marketing strategies with mobile at the core. These Industry Awards category winners are also presented in this section at the regional and national levels.

Hearty congratulations to all the winners—we do hope that you will draw inspiration from these innovators, and become a winner yourself next year!





The 2013 Smarties™ Winners – APAC 23 August 2013, Singapore

Marketing Strategy Awards

Brand Awareness

- GOLD** Hindustan Unilever's Active Wheel and netCORE Solutions Pvt. Ltd.
"Active Wheel Rural Missed Call Campaign"
- SILVER** Unilever and Profero Shanghai/PHD Shanghai
"OMO Playpal"
- BRONZE** Jaguar and Madhouse Inc.
"Jaguar F-TYPE Placement Campaign"

Lead Generation / Direct Response / Conversion

- GOLD** Coca-Cola (Japan) Company, Limited and Bascule Inc.
"Share a Coke and a Song"
- SILVER** P&G Philippines and Mobext
"P&G In-Store Tablet Marketing Campaign"

Product / Services Launch

- GOLD** Unilever/Lynx and Soap Creative
"Lynx Lunar Racer"
- BRONZE** Samsung Asia Pte Ltd and Starcom MediaVest Group
"Ambush – Samsung Game Changing Campaign"

Promotion

- GOLD** Unilever/Lynx and Soap Creative
"Lynx Lunar Racer"
- BRONZE** Colgate Palmolive (India) Ltd and MEC India
"How Colgate Turned the Maha Kumbh Mela into the Maha Tech Mela"
- BRONZE** KIA Motors and Yahoo!7
"KIA Big Shot"

Relationship Building / CRM

- GOLD** Hindustan Unilever Ltd. / Brooke Bond Tea and PHD India
"Good Life Club"
- SILVER** Dr. Kong Healthy Shoes Shop and The Gravitas Group
"Receipt Builds Loyalty"
- BRONZE** Coca-Cola (Japan) Company, Limited and Bascule Inc.
"Share a Coke and a Song"
- BRONZE** Starbucks and Comwerks
"Starbucks Singapore App for iPhone"

Channel / Media Strategy Awards

Cross Media Integration

- GOLD** Unilever/Lynx and Soap Creative
"Lynx Lunar Racer"
- SILVER** Samsung Asia Pte Ltd and Starcom MediaVest Group
"Ambush – Samsung Game Changing Campaign"
- SILVER** adidas and Isobar China
"adidas NEO FW12 branding campaign"
- BRONZE** Hindustan Unilever Ltd. / Red Label and PHD India
"Health Challenge – 2 Million Brand Evangelists"

Cross Mobile Integration

- BRONZE** McDonald's Singapore and Airwave
"National Breakfast Day Egg-citing use of mobile"

In-App Advertising – Gaming or Other

- GOLD** Lifebuoy and Mindshare
"Pac-Man returns with Superior Germ Protection!"
- SILVER** Idea Cellular Limited and Mindshare India
"Hello! Honey Bunny™"

Messaging

- GOLD** Nestle India and Maxus India
"Nescafe Moodies"
- SILVER** Hindustan Unilever-Sunsilk and Mindshare Fulcrum Group M
"An Ambient Advertising Model Using Mobile"
- SILVER** Hindustan Unilever Ltd. / Wheel and PHD India
"One Missed Call"

Mobile App

- GOLD** Hong Kong Disneyland and Green Tomato Ltd.
"Choose Your Darksides"
- SILVER** Unilever/Lynx and Soap Creative
"Lynx Lunar Racer"
- BRONZE** CLEAR ANTI-DANDRUFF SHAMPOO and PHD
"CLEAR F1 FANTASY CHAMPION MOBILE GAME"

Mobile Website

- GOLD** Kimberly Clark – Huggies and Mindshare
"Huggies"
- SILVER** Coca-Cola (Japan) Company, Limited and Bascule Inc.
"Share a Coke and a Song"
- BRONZE** Ocean Park Hong Kong and The Gravitas Group
"Take You to the Pole"

Enabling Technology Awards

Innovation

- SILVER** Ben & Jerry's and InMobi and Mindshare
"Ben & Jerry's Cone & Get it"

Location Based

- GOLD** Colgate Palmolive (India) Ltd and MEC India
"How Colgate Turned the Maha Kumbh Mela into the Maha Tech Mela"
- SILVER** Hong Kong Disneyland and Green Tomato Ltd.
"Choose Your Darksides"
- BRONZE** Cisco and Mindshare
"Connect the Unconnected"

mCommerce

- GOLD** Starbucks and Comwerks
"Starbucks Singapore App for iPhone"
- SILVER** McDonald's and Mobext
"McDonald's Ang Pao Mobile Coupons"

Video / Rich Media

- SILVER** Vdopia and Vdopia Inc.
"Audi A3 Mobile Campaign"
- BRONZE** Kellogg's India and Mindshare India
"Kellogg's Chocos mAD Calls™"
- P&G/Gillette and MediaCOM
"Gillette Williams F1"

Industry Awards

- BEST IN SHOW** Coca-Cola – Share a Coke and a Song
- MARKETER OF THE YEAR IN MOBILE** Unilever
- AGENCY OF THE YEAR IN MOBILE** Soap Creative
- AGENCY NETWORK OF THE YEAR IN MOBILE** Mindshare Asia-Pacific
- ENABLING TECHNOLOGY COMPANY OF THE YEAR IN MOBILE** Cherrypicks





The 2013 Smarties™ Winners – India – 5 September 2013, India

Marketing Strategy Awards

Brand Awareness

- GOLD** mobilox Innovations Pvt. Ltd.
"Parachute Advanced Ayurvedic Hair Oil"
- BRONZE** Maxus India
"Nestle – Munch liked more than coconuts in Kerala"
- BRONZE** TELiBrahma Convergent Communications
"Parle G – Buzzing on Wheels"

Lead Generation / Direct Response / Conversion

- GOLD** Mediacom Communications
"Pampers – A missed call makes Parenting easy!"
- SILVER** Maxus India
"Google – Simple rule of marketing – show what user wants to see"
- BRONZE** Mogae Media
"Samsung – Bull's Eye Source of Business"

Product / Services Launch

- GOLD** ad2c India Pvt. Ltd.
"Samsung Galaxy Grand – It's bigger than yours"
- BRONZE** ad2c India Pvt. Ltd.
"Samsung – Galaxy Note II – An Incredibly Creative Launch!"

Promotion

- SILVER** Mediacom Communications
"Pampers – A missed call makes Parenting easy!"
- MEC India
"How Colgate Turned the Maha Kumbh Mela into Maha Tech Mela"

Relationship Building / CRM

- GOLD** PHD India
"Brooke Bond – Good Life Club"
- SILVER** TELiBrahma Convergent Communications
"Royal Challengers Bangalore – Buying ticket is an entry into a long term relationship"
- BRONZE** Maxus India
"Nestle – Nescafe Moodies"

Channel / Media Strategy Awards

Cross Media Integration

- GOLD** ZipDial Mobile Solutions Pvt. Ltd.
"Disney Channel's Jet Set Go Campaign 2013"
- SILVER** PHD India
"Red Label – Health Challenge – 2 Million Brand Evangelists"
- BRONZE** Maxus India
"Hero Billion Cheers"

In-App Advertising – Gaming or Other

- GOLD** Mindshare India
"Idea – Hello! Honey Bunny"
- SILVER** ad2c India Pvt. Ltd.
"Draw Something Draw Samsung"
- BRONZE** Maxus India
"Nestle – Magic gets delivered on Mobile"

Messaging

- GOLD** PHD India
"Wheel – One Missed Call"
- SILVER** MEC India
"How Colgate Turned the Maha Kumbh Mela into Maha Tech Mela"

- BRONZE** PHD India
"Axe Talktime Activity"
- PHD India
"Pepsodent – Passing Smile"

Mobile App

- GOLD** Mindshare
"Star Cricket – Angrezon Ki Pungi Bajao"
- SILVER** Mobilox Innovations Pvt. Ltd.
"Colors – Jhalak Dikhla Ja Mobile APP"
- BRONZE** Maxus India
"Pursuit of Happiness is through Ownership & Freedom! Nokia Channelme"

Mobile Website

- GOLD** Maxus
"World's Smallest Titan Store"

Enabling Technology Awards

Innovation

- GOLD** TimesMobile Ltd.
"TimesMobile – Alive – Giving Print a New Lease on Life"
- SILVER** TELiBrahma Convergent Communications
"Microsoft – Feel the Feature"
- BRONZE** Maxus India
"Perfetti scripted a murder mystery on mobile"

Location Based

- GOLD** Maxus India
"When Google goes for Guerilla Warfare"
- SILVER** MAXUS
"Tata Sky – 8pm Match vs. 8pm Traffic"
- BRONZE** MEC India
"How Colgate Turned the Maha Kumbh Mela into the Maha Tech Mela"

mCommerce

- GOLD** One97 Communications Ltd.
"Paytm"

Video / Rich Media

- GOLD** Mindshare India
"Idea – There is Big Cinemas, there is PVR and now there is Idea Cinemas"
- SILVER** Maxus India
"Google – Mobile DJ, mera gaana please play!!!"

Industry Awards

- | | |
|--|--|
| MARKETER OF THE YEAR IN MOBILE | Hindustan Unilevers Pvt Ltd |
| AGENCY OF THE YEAR IN MOBILE | Maxus India |
| ENABLING TECHNOLOGY COMPANY OF THE YEAR IN MOBILE | Ripple – Smart Media for Smart Screens |
| ENABLING TECHNOLOGY COMPANY OF THE YEAR IN MOBILE | Madhouse India |
| PUBLISHER / MEDIA COMPANY OF THE YEAR IN MOBILE | Vuclip |





The 2013 Smarties™ Winners – China 11 July 2013, Beijing

Marketing Strategy Awards

Brand Awareness

- GOLD** Intel
Intel Ultra Star Broadcast
- SILVER** Coca-Cola
Coca-Cola Community
- BRONZE** Budweiser
Budweiser, Happy Chinese New Year
- BRONZE** KFC
KFC: Snake Game, eat with good luck

Lead Generation / Direct Response / Conversion

- GOLD** adidas
Ice Breaker 2
- SILVER** adidas
adidas Running Boost
- BRONZE** adidas
Crazy Light 2

Channel / Media Strategy Awards

Cross Media Integration

- GOLD** Unilever-OMO
OMO's Let's Play
- SILVER** adidas
Crazy Light 2
- BRONZE** Dell
Dell xps12 AR Promotion

Cross Mobile Integration

- GOLD** KFC "24H" Service
Light Up Your Light
- SILVER** Chow Sang Sang
Pickup
- BRONZE** Volvo
Finding Unique Volvo

Relationship Building / CRM

- SILVER** Dell
Lucky draw for Thanksgiving Day

Social Impact / Not For Profit

- GOLD** Baby Back Home Volunteers
Baby Back Home Volunteers
- SILVER** Unilever-OMO
OMO's Let's Play

Mobile App

- GOLD** adidas
Ice Breaker 2
- SILVER** adidas
Ice Breaker
- BRONZE** Philips
Air Monitoring Station

Mobile Website

- GOLD** adidas
NEO Lable 2013 CNY Campaign
- SILVER** Audi
Audi Brand Day Launch Campaign
- BRONZE** Pocky
Pocky Shake for Love Draw

Mobile Search

- BRONZE** Dell
Dell China Baidu Mobile Search

Use of Mobile Social Media

- GOLD** KFC
3on3 Campaign

Enabling Technology Awards

Innovation

- GOLD** adidas
Ice Breaker 2
- SILVER** adidas
Ice Breaker
- BRONZE** Audi
Audi Brand Day Launch Campaign

mCommerce

- SILVER** Tmall
Ifeng-Tmall Shopping Festival
- BRONZE** Sohu
Vancf Group Buy APP

Industry Awards

- AGENCY OF THE YEAR IN MOBILE** Im2.0
- MARKETER OF THE YEAR IN MOBILE** adidas



Mobile Marketing Asia Pacific Yearbook Advertisement/Sponsorship Proposal



The growth of mobile marketing industry is among the fastest of any advertising medium and with this, comes the challenges of understanding the mobile marketing ecosystem. Mobile Marketing Association Asia Pacific (MMA) brings to you the first edition of the industry Yearbook in 2013 that will help you understand, share practices and address the challenges in the mobile marketing ecosystem.

The Yearbook aims to benefit mobile marketers, agency media planners, and C-level executives from a single source that collects data from various sources in the region on mobile marketing. The MMA as an independent industry body will collate and curate this data to present it to MMA members and non-members on an annual basis.

Yearbook Content

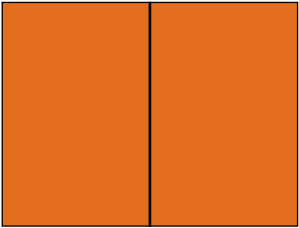
Introduction: <ul style="list-style-type: none">Mobile marketing industryMarket analysis on key markets in AsiaMobile subscriber growth rateMobile Internet Users – 3G/4GSmartphone and OS penetrationMobile subscribers and industry trends	Industry Updates: <ul style="list-style-type: none">Industry reportIndustry ecosystemTechnology and marketingAdvertising spendsAdvertising networks & platformsPublishers and consumer reach	Case Studies <ul style="list-style-type: none">By marketBy advertiser categoryBy ad formatBy technologyMMA Smarties™Innovation -based
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Premier slots priority to MMA members. MMA members pricing is 15% less than published price.
Premium placements (assured) are 20% more than published price

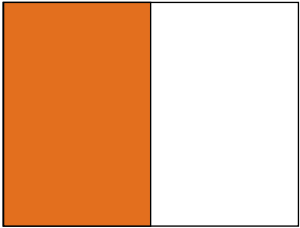
Publication <ul style="list-style-type: none">The yearbook will be published annually.Published both in physical and digital formats 	Distribution <ul style="list-style-type: none">Physical – 2000 copies @ MMA Events, to advertising agenciesTop 25–30 brands per marketDigitally thru MMA website, syndicate to trade sites, news release with link to downloadMarketing/promotion to download through top stores	Industry Accolades <ul style="list-style-type: none">Highlight awards received by Asian marketers in the past yearShowcase of industry thought leadersIndustry directory 
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Advertising / Sponsorships

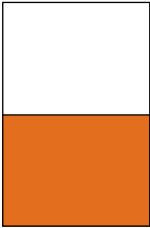
Placement and positions of advertisements			
Branded cover – primer	USD15,000	Double spread	USD12,000
Back cover – premier	USD10,000	Single page	USD6,000
Inside front cover – premier	USD8,000	Half page	USD4,000
Inside back cover – premier	USD8,000		



Double –page spread,
A3 landscape format
Price: USD12,000



Full page, A4 portrait
A3 landscape format
Price: USD6,000



One A4 Half-page
portrait
Price: USD4,000

Advertisement Requirement

Formats	JPEG / TIFF / PSD / PDF in CMYK format; 3mm bleed (please provide crop marks)
PDF file	All PDFs must be supplied with trim marks. All colours must be named by their CMYK values appropriately. All photos / images must be CMYK (RGB images may turn mono or washy in ripping stage). Please ensure images are over 300 dpi and line art no less than 300 dpi. All fonts must be embedded.
Photoshop	TIFF and JPEG files over 300 dpi; must be CMYK in 100% final size (RGB images may turn mono or washy in ripping stage)

For advertisements and sponsorship, please contact apac@mmaglobal.com

To discuss about membership and how you can play an active role in the MMA locally, contact the appropriate MMA staff in your region.

- Asia Pacific (APAC)**
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Tam Phan Bich – Country Manager
tam.phanbich@mmaglobal.com

**The MMA Asia-Pacific Yearbook 2013:
A treasure-trove of insights into mobile marketing!**

This inaugural Yearbook issue of the Mobile Marketing Association Asia-Pacific takes you from a “30,000 foot” overview of regional trends right into the trenches of mobile marketing campaigns in each country.

15 thought-provoking articles and case studies, country snapshots from across the region, and profiles of the MMA leadership and membership -- this Yearbook has it all!

What are the hot new trends in mobile media for marketers? How to tap the vast diversity of the region’s cultures and languages? What works best for inclusive and targeted marketing? How can creatives and campaigners stay at the cutting edge of understanding the mobile consumer?

This Yearbook helps you tackle these opportunities and challenges in the most dynamic medium of the world’s most vibrant marketplace!

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MMA APAC Yearbook

