

A photograph of two women in a grocery store, both looking down at their smartphones. The woman on the left has long brown hair and is wearing a dark blue quilted vest over a black long-sleeved shirt. She is holding a yellow smartphone. The woman on the right has dark hair and is wearing glasses, a brown knitted scarf, and a tan quilted vest over a white and blue striped sweater. She is holding a white smartphone. The background shows shelves stocked with various grocery items, including oranges and packaged goods. A semi-transparent dark blue rectangular box is overlaid in the center of the image, containing the text 'WINNING THE MOBILE MOMENTS' in white, bold, uppercase letters.

**WINNING THE MOBILE  
MOMENTS**

A man with dark curly hair and glasses, wearing a grey button-down shirt with red and blue striped cuffs, is smiling and speaking on a stage. The background is a colorful geometric pattern of yellow, blue, and white shapes.

Paul Adams,  
VP Product Intercom,  
ex-Google UX,  
ex-Facebook Brand Design,

*“Almost every app built for a brand on Facebook has practically no usage..*

*Heavy, “immersive” experiences are not how people engage and interact with brands”*

*“..the creation of fluid, intuitive experiences in which **the reward outweighs the effort** is reflected in Apple’s guidelines for mobile UX..”*

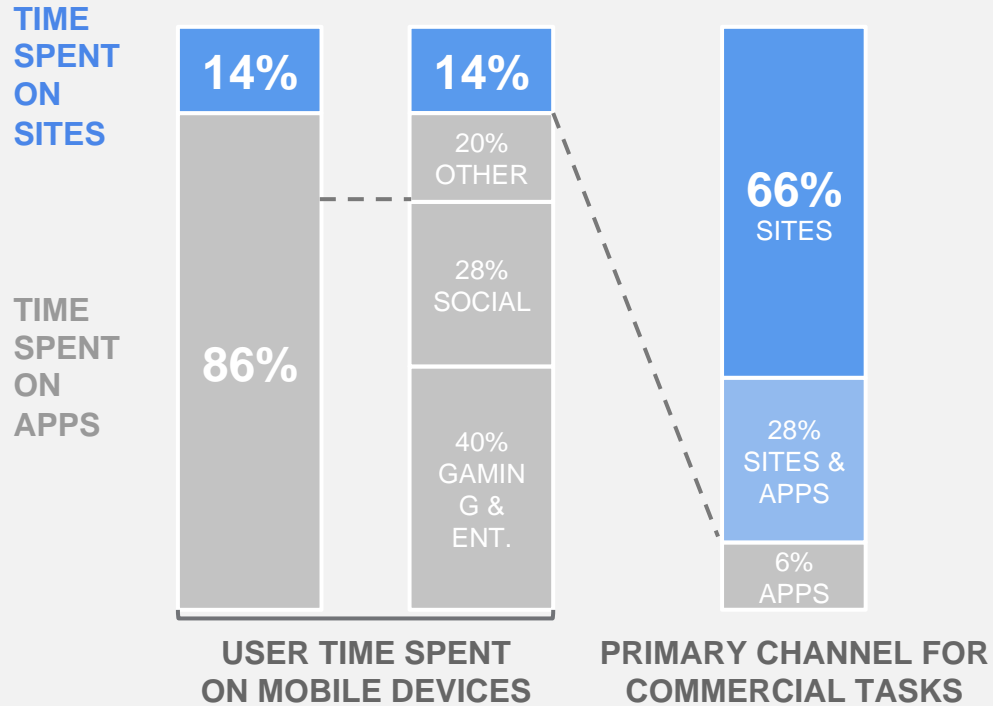
*How can we **maximise the reward:effort ratio?**”*

Martin Weigel,  
Head of Planning  
W+K Amsterdam



HOW?

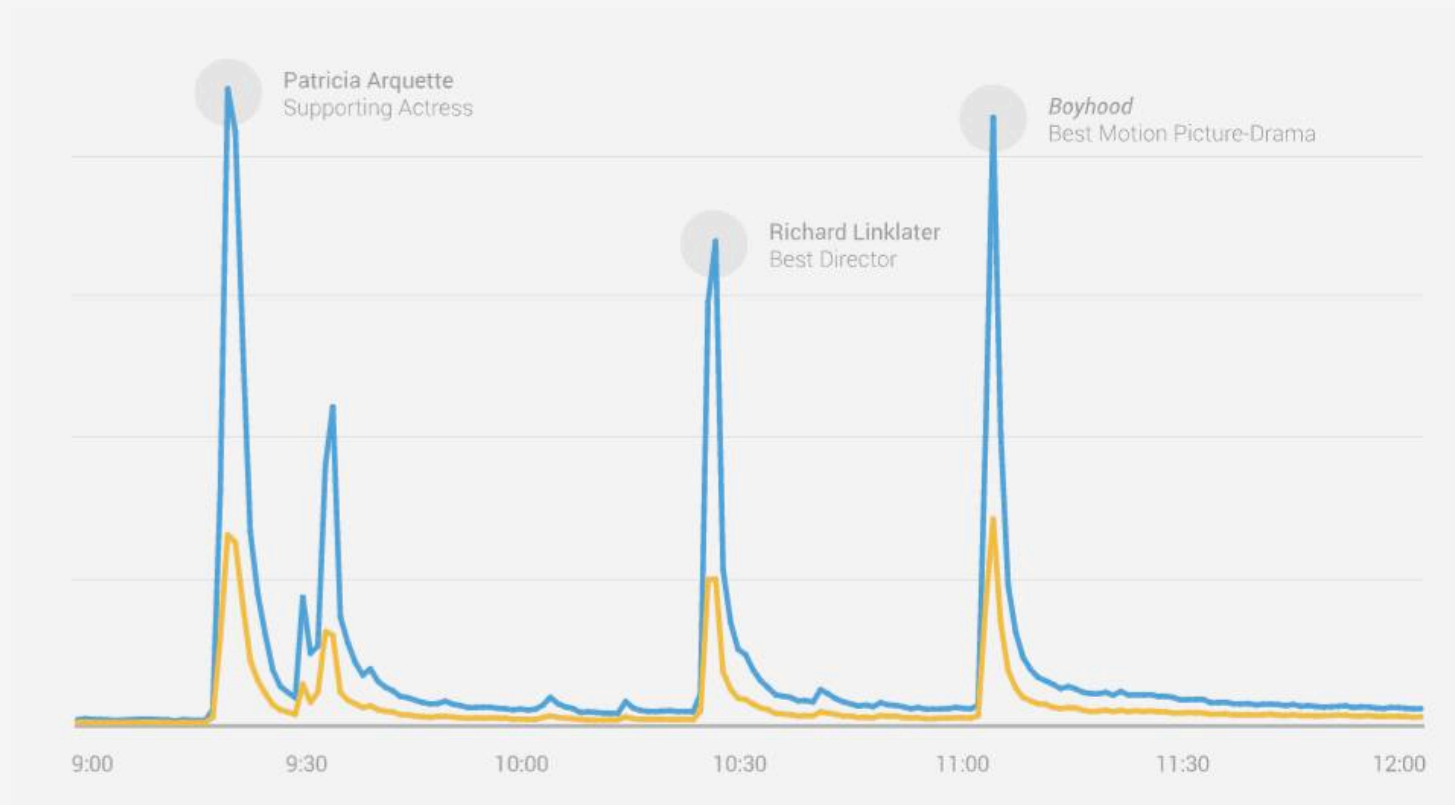
# 1 - LOOK AT *REAL* BEHAVIOUR



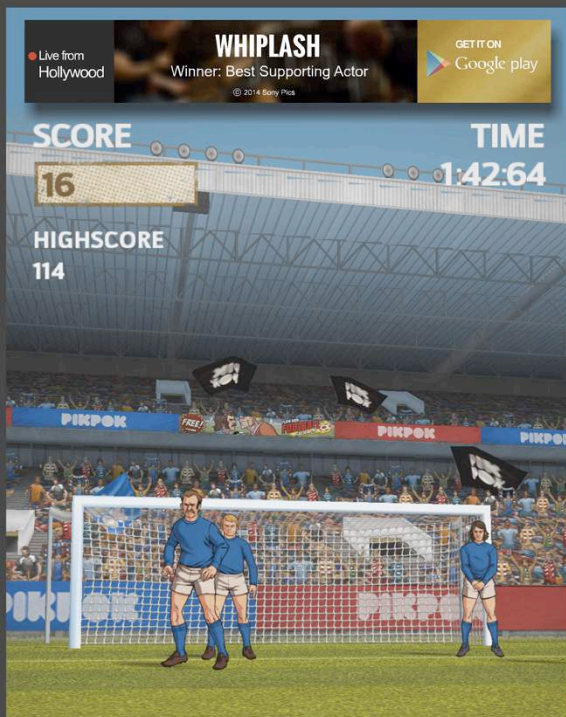
Time spent stats: [Apps Solidify Leadership Six Years into the Mobile Revolution](#)

Commercial task stats: Google/Ipsos Multiscreen Industry Study of 29k smartphone users across 9 industries (to be published).





'Boyhood' related searches during the 2015 Golden Globes



- 19% higher CTR

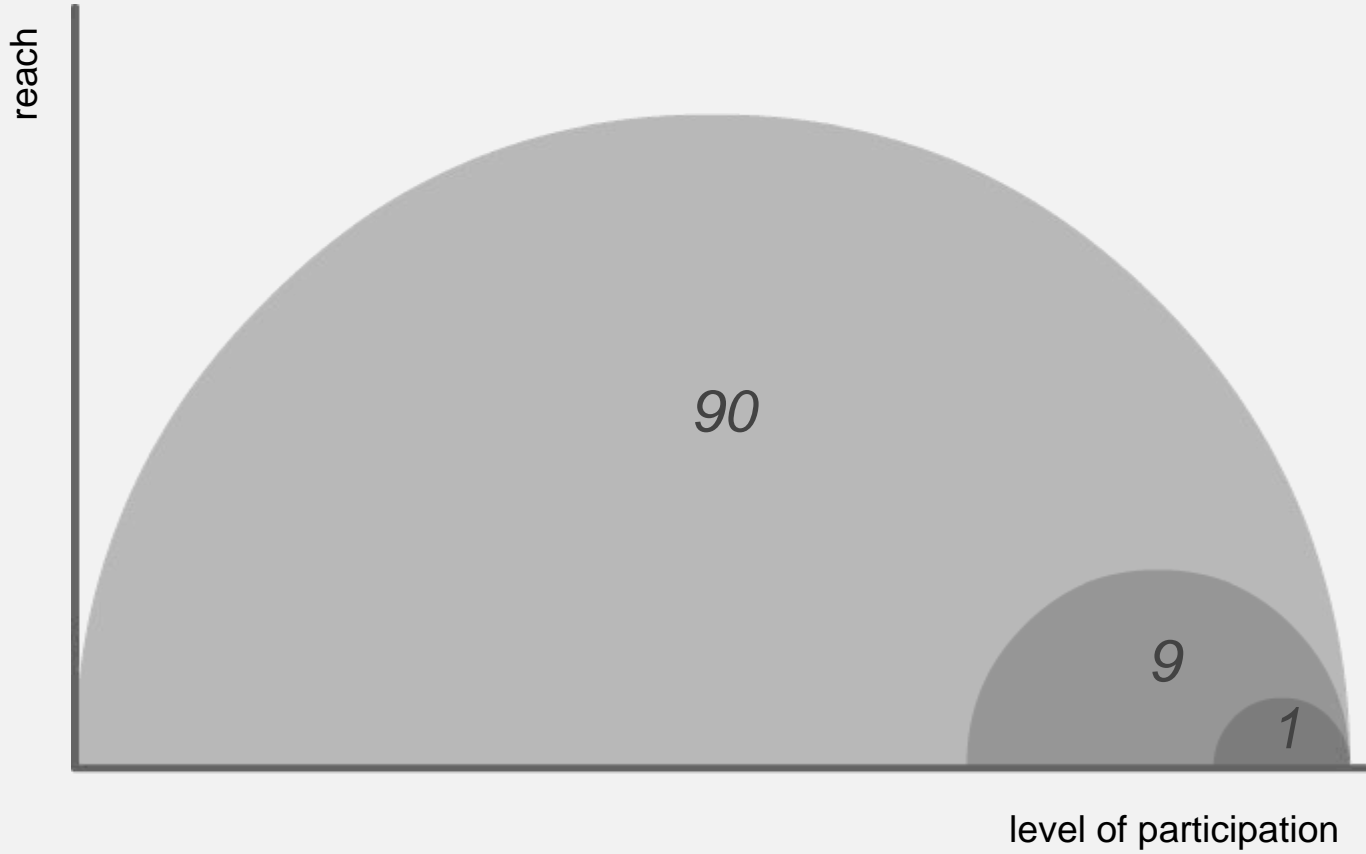
- 59% increase in searches for “Google Play Movies”

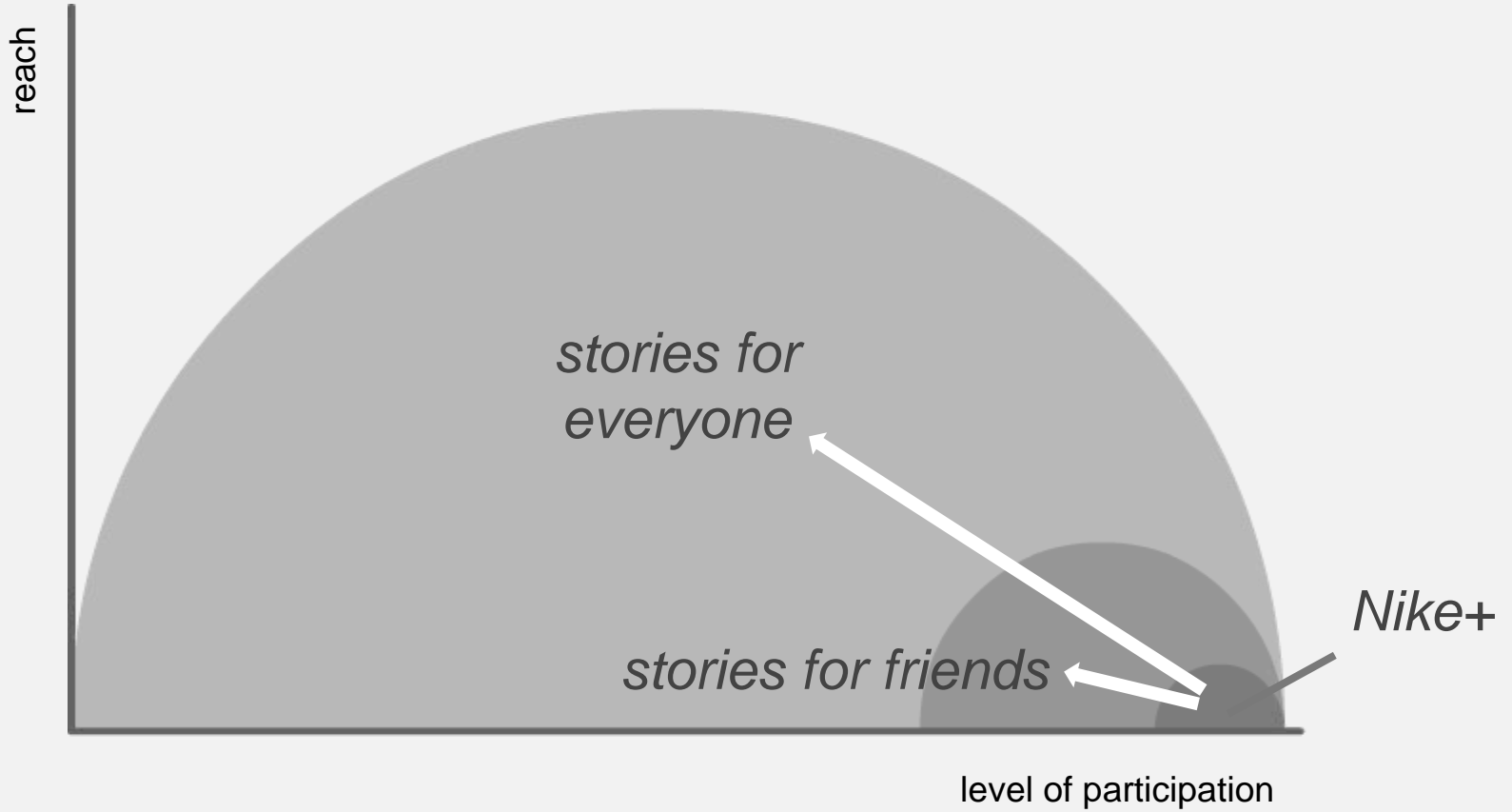
Source: Google Play Marketing



## 2 - TELL GREAT STORIES











# NEARLY THREE-QUARTERS OF THE WORLD'S MOBILE DATA TRAFFIC WILL BE VIDEO BY 2019

Mobile video will increase 13-fold between 2014 and 2019, accounting for 72% of total mobile data traffic by the end of the forecast period.

Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2014–2019



# THE #1 DESTINATION FOR VIDEO

*mobile*

**1B+**

Unique monthly  
visitors

**6B+**

Engaged views  
per day

**50%+**

Views on mobile  
and tablet

**50%**

year over year  
growth



“YOUTUBE, AT 10 YEARS OLD, IS  
THE MOST INTERESTING PLACE  
ON THE INTERNET”

*↑  
mobile*

The Guardian: YouTube is 10 years old: the evolution of online video

Google





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