



WARC TRENDS

MOBILE MARKETING (SAMPLE)

>> Find the right mobile strategy for your brand





Executive summary

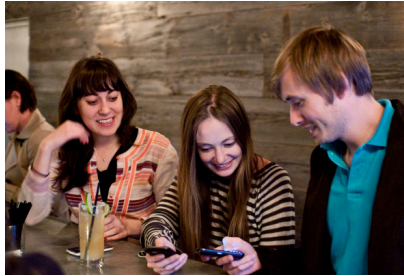
This is a sample version of Warc's *Mobile Marketing Trend Report*

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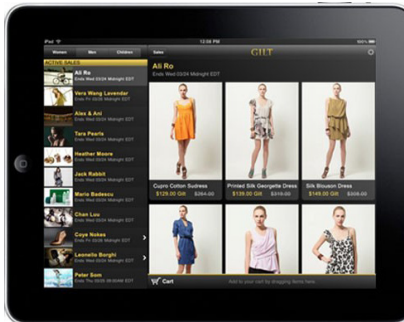
This report is based on the rapid evolution of mobile technology, and the enthusiasm with which it has been embraced. These developments have transformed mobile as a marketing channel. Mobile marketing spend across the world is starting to rise significantly. In the right circumstances, mobile can be a powerful tool.

The rise of smartphones and tablets has deepened the relationship between consumers and their devices. The connectivity and technology they give to consumers are helping to drive several consumer trends, including 'smart boredom' and 'gamification'. They also transform mobile as a marketing channel. Mobile had always had reach (the sheer number of handsets in circulation) and location (the fact that phones go wherever the consumer goes) in its favour. Now it has much more besides.

One of the iPhone's achievements was to abolish the idea that the 'mobile web' had to be a different, lower-grade experience compared to the PC-based web. Smartphones have opened up areas like mobile search and mobile social networking like never before. Added to this is the



Mobile check-ins are useful loyalty



Gilt City tracks iPad-based sales



Barclaycard turned an ad into an app

bundle of technology that comes in a modern phone – cameras, voice and image recognition, QR code readers, GPS, and a host of new features.

Apps make the difference

For marketers, mobile's breakthrough came in 2008, when Apple launched the App Store. Apps provided brands with a new 'way in' to mobile that was easy for consumers to use, and relatively cheap to make.

Apps are still an important feature of the mobile marketing landscape. Heineken developed the Star Player app to activate a sponsorship, and charity DePaul's iHobo showed that apps could work well for not-for-profit organisations. However, it's become clear that for every successful branded app, there are many failures. Brands have to think carefully about what they want an app to do, and in what context it will be used.

All of this means that mobile is a far more versatile marketing tool than it ever was in the past. Increasingly, it is being used as a brand-building channel. Youth-focused brands such as Axe/Lynx have recognised the power of mobile for several years, but the growing penetration of smartphones among older

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Mobile is dramatically changing the way people are shopping and exchanging information

Heather Hopkins
Freeland, CMO,
Gilt City



Executive summary (continued)

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demographics is creating new opportunities for brands such as IBM. New ad platforms such as Apple's iAds may offer new ways to put engaging content in front of consumers.

Mobile is also becoming a crucial loyalty tool for brands including Coca-Cola – some have reconfigured their loyalty schemes around mobile. Mobile is particularly powerful when used alongside real-life events.

M-commerce is small but growing, and technology such as near-field communication may make contactless payment via mobiles a reality in the near future. But it's clear mobile does more than just enable transactions. It has a role throughout the path to purchase, whether consumers want to search for a product, read reviews, or look for coupons. Companies such as Kraft and Korea's Home Plus have applied these insights

For marketers in some of the world's emerging markets, mobile will be more important as a channel than the PC-based internet. Mobile offers consumers outside the major cities their first taste of the internet. As a result, mobile has huge potential for marketers looking to reach these emerging consumer classes. The most interesting examples are

4%

Mobile's predicted share of global ad-spend by 2015

Source: Gartner

when brands find creative ways to use simple technology such as SMS. For example, Vim in Vietnam put SMS at the heart of a campaign to build toilets in schools.

Planning mobile campaigns

With all this in mind, how should a marketer plan for mobile?

- ▶ **First, they must be sure a mobile solution is right for their audience** – that the technology is in the right

hands, and that mobile will offer something new.

- ▶ **Second, they should ask what mobile can add** – is it just extra reach, or are they using it to enhance other aspects of their marketing?
- ▶ **Finally, they should think carefully about metrics.** There is no catchall measure of mobile ROI; marketers are better off thinking about how to join up the imperfect measures that do exist with their own brand health scores.



DePaul saw success with an app



Axe used mobile to build its brand in Japan



At a glance Mobile's new formats

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KEY INSIGHTS

- 1 Mobile's strengths are scale, location, connectivity and the sophisticated technology that comes in modern phones. Understanding how to combine these strengths is key.
- 2 New forms of display ads, mobile search and social networking, and technology such as image recognition are finally leading to increased mobile marketing budgets.
- 3 Smartphones are transforming formats such as couponing and search, alongside new 'mobile-led' formats such as augmented reality or QR codes.
- 4 Marketers should be looking at the emerging area of m-commerce, which is expanding rapidly in both developed and developing markets.

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Mobile is now an opportunity to engage consumers in a targeted and contextual manner

Stephanie Baghdassarian,
research director,
Gartner





Read more on mobile in the full report

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FEATURED CASE STUDIES



1 Wyeth Gold, Hong Kong

2 Lynx, UK

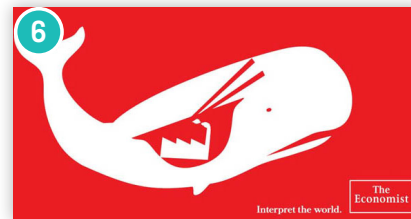
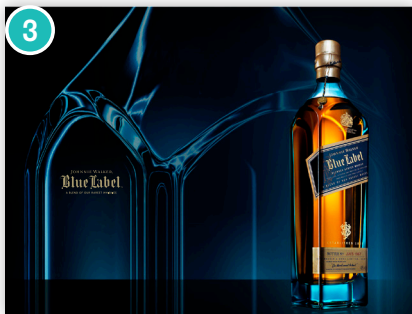
3 Johnnie Walker, US

4 Land Rover, Austria



5 Vim, Vietnam

6 The Economist, India



Contents

Warc's Mobile Marketing Trend Report features eight chapters. Each offers analysis, case studies and data.

1 The Consumer Landscape
Technology and consumer trends

2 New Marketing Opportunities
The options open to brands

3 Apps: Mobile's Game-Changer
Creating successful apps

4 Mobile as a Brand-Builder
Mobile's role in brand campaigns

5 Mobile as a Loyalty Tool
Adding value to CRM activity

6 Mobile as a Sales Driver
The new path to purchase

7 Mobile in Emerging Markets
Reaching new consumers

8 Mobile Channel Planning
Where does mobile fit in?



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