



GLOBAL TRENDS ON MOBILE MARKETING

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- 1. WHAT IS MOBILE MARKETING?**
- 2. WHICH ARE THE GLOBAL TRENDS?**

1. **WHAT** IS MOBILE MARKETING?

Mobile marketing is the use of wireless media as an integrated content delivery and direct response vehicle within a cross-media marketing communications program.

OR

The ability to connect brands to customers via the mobile phone.



Mobile is rapidly being integrated into multi-channel marketing strategies

Point of Sale



Print/On-pack



Events



Online



TV



Outdoor



Newspaper



Radio

There are numerous variants of mobile marketing tools in the market today

- **Text to Win**
- **Voting and Participation TV**
- **Quizzes**
- **Mobile Content**
- **Games**
- **Applications**
- **CRM**
- **IVR**
- **MMS**
- **Direct Response**
- **Barcodes and Ticketing**
- **WAP Portal or Mobile Internet**
- **Java or On Device Portal**
- **...**

To deliver the right mobile message / offer...



- To the right **PERSON**



- At the right **TIME**



- In the right **PLACE**

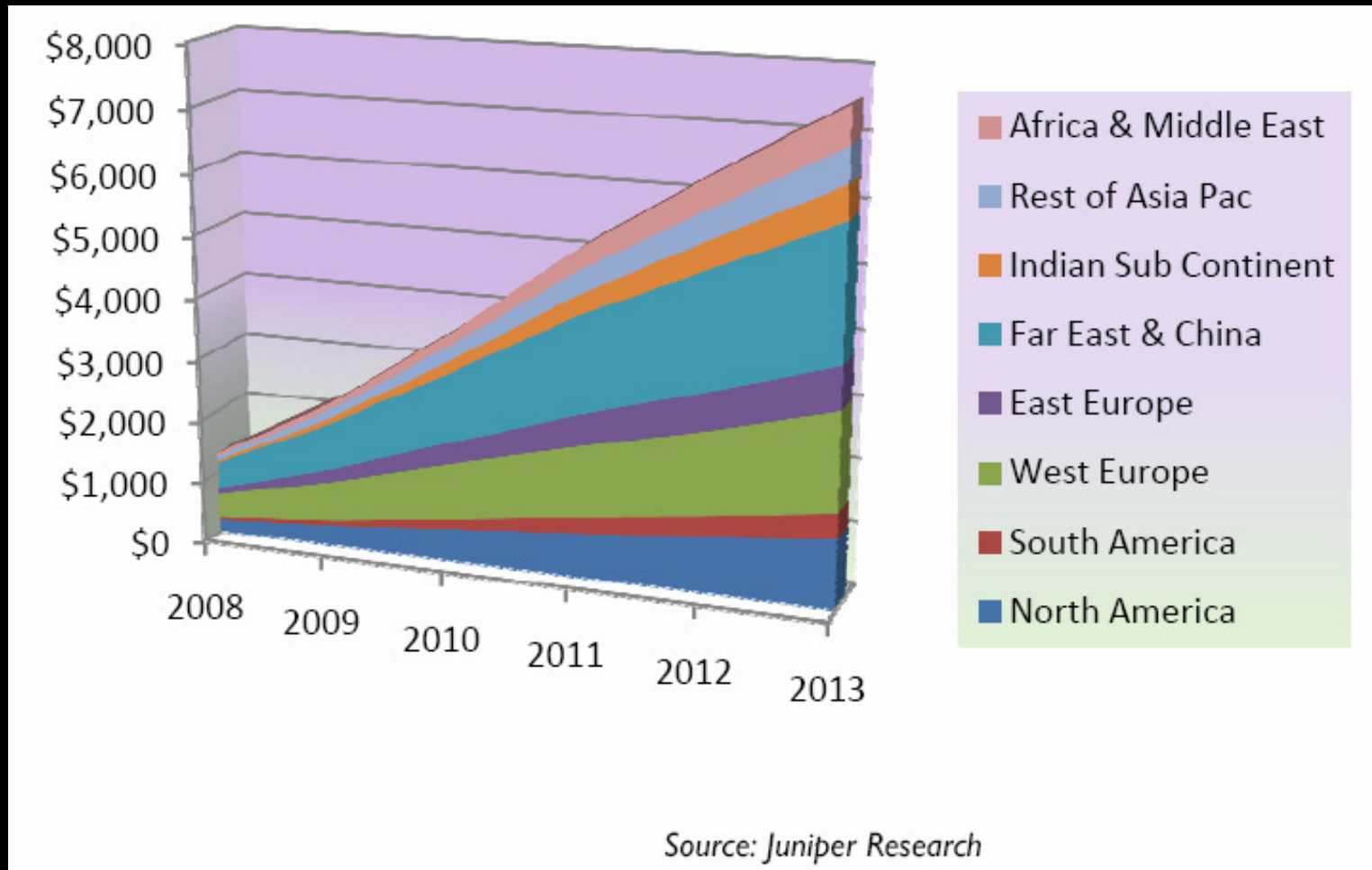
“Right Knowledge / Perception / Behavior = Right Result”

2. WHICH ARE THE GLOBAL TRENDS?

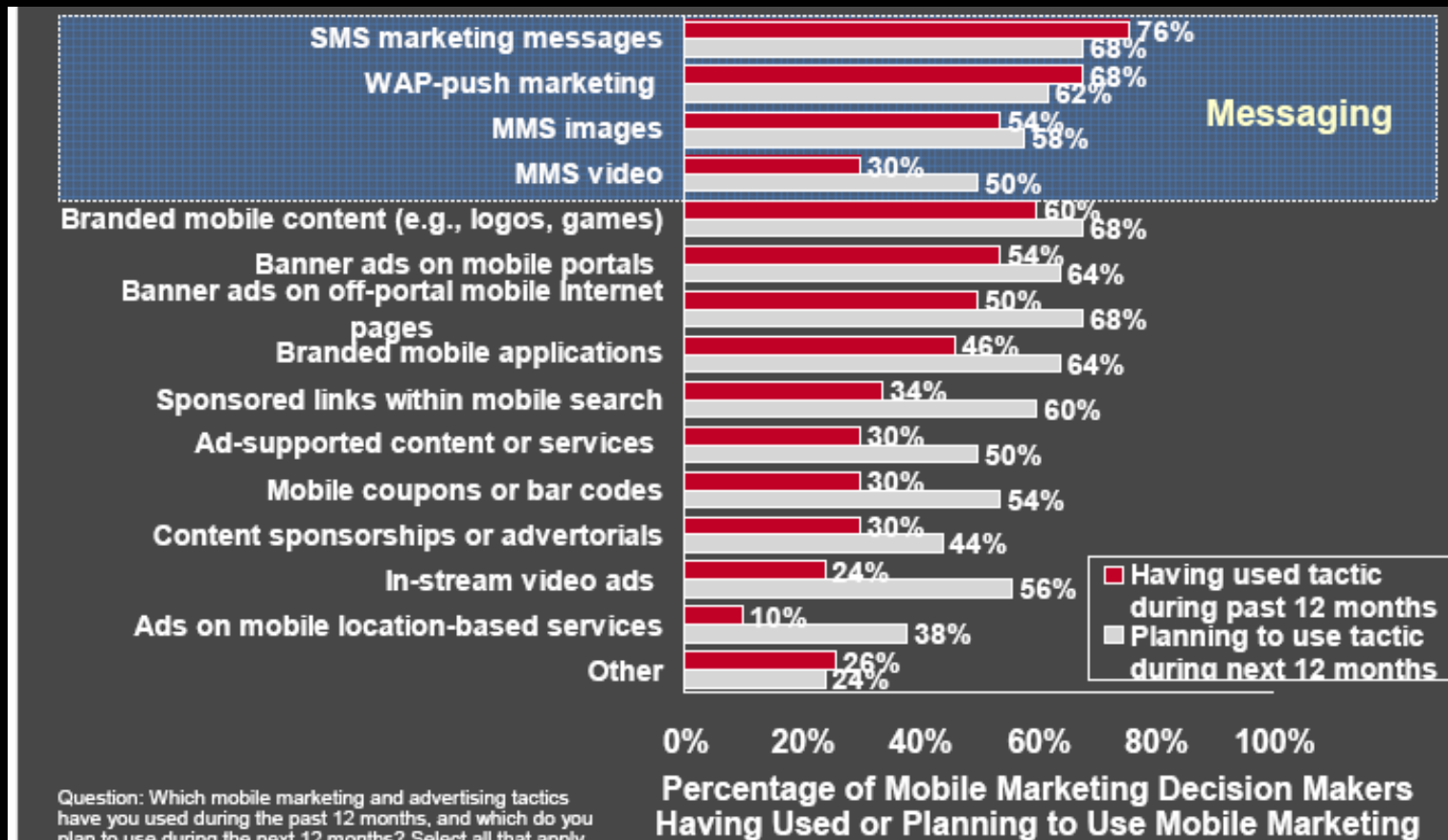
Market research agencies forecast around **\$10B global turnover by 2010 for mobile advertising**

- **By 2008, researchers expect **1.3 billion people to be connected to the Internet through mobile devices** (GSM Association)**
- **Growth in mobile Internet phone sales is expected to rise from 450 million to 850 million by 2009 (T-Mobile, Credit Suisse First Boston and Pyramid Research)**
- **Global market research outlook for mobile advertising estimates around \$10B by 2010**

Eastern Europe is estimated to account for a large share of the mobile ad expenditure

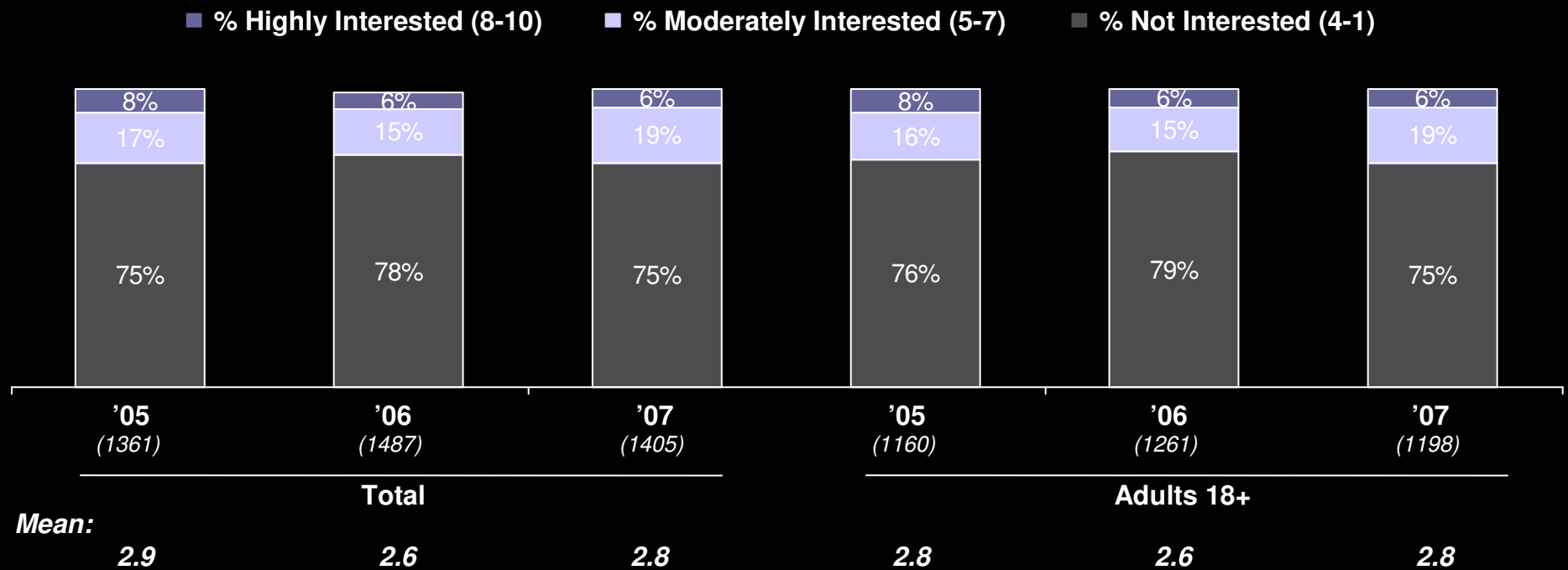


Global Trends => Spending today is in majority linked to text messaging and display ads. Advertisers plan to gear up use of banner ads and sponsored Links



Question: Which mobile marketing and advertising tactics have you used during the past 12 months, and which do you plan to use during the next 12 months? Select all that apply.

Overall receptiveness to mobile marketing: one in four wireless users express interest in Mobile Marketing (USA)

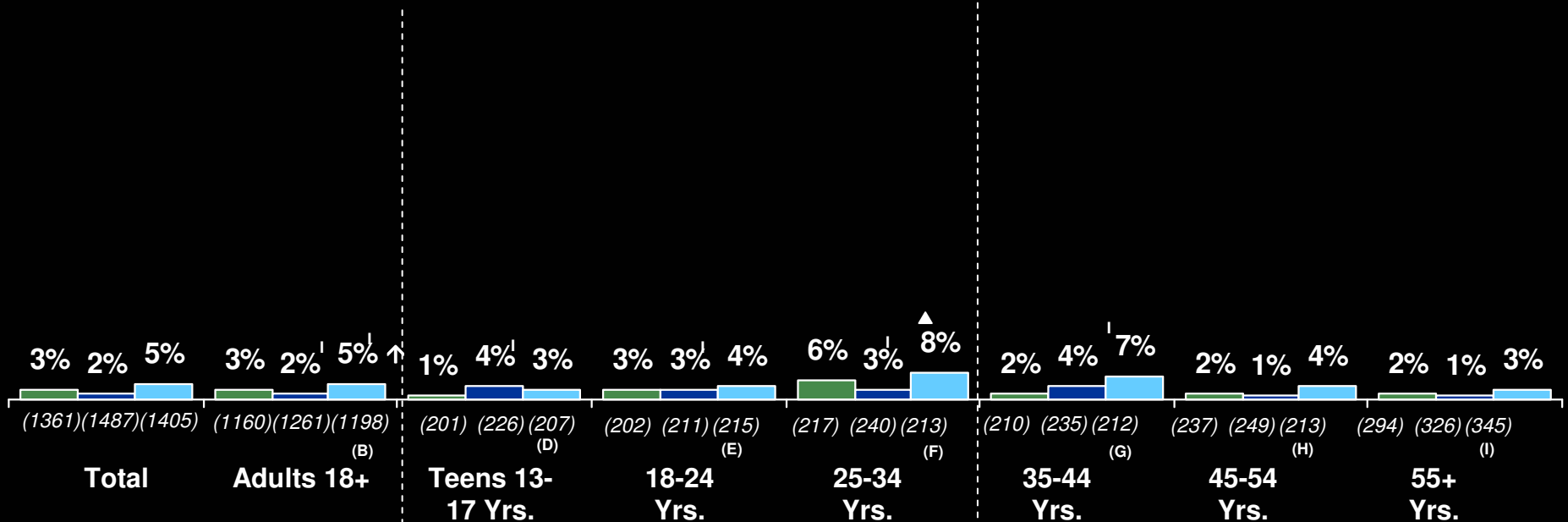


Participation in mobile marketing programs is limited **but growing** (USA)

Unlike the teen orientation of other services, 25 to 44 year olds are most likely to have participated in mobile marketing efforts.

Participated in a Mobile Marketing Effort

■ 2005 ■ 2006 ■ 2007



“Youth” Market

Significant **challenges remain** at every step of the mobile advertising process...



...and **significant developments** are done to enable the mobile advertising process

- Development of **demographic and behavioural targeting** (moving from a one2many to one 2one marketing relationship) => Better advertising performance
- Launch of **cross-networks reach packages** (Sweden, Estonia and Lithuania) => Easier media buying
- Adoption of **clearer guidelines** (in a local level) and standards (in a global level through industry associations like the MMA) => Higher consistency
- Adoption of the GSMA Mobile Audience Measurement project to provide **accurate mobile metrics and measurement** (UK, Germany and Sweden) => Better media planning
- Organization of industry events to **share best practices** and to **communicate case studies** (Best Internet 2008, Mobile Monday, etc.) => Better understanding

THANK YOU!

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