



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



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**

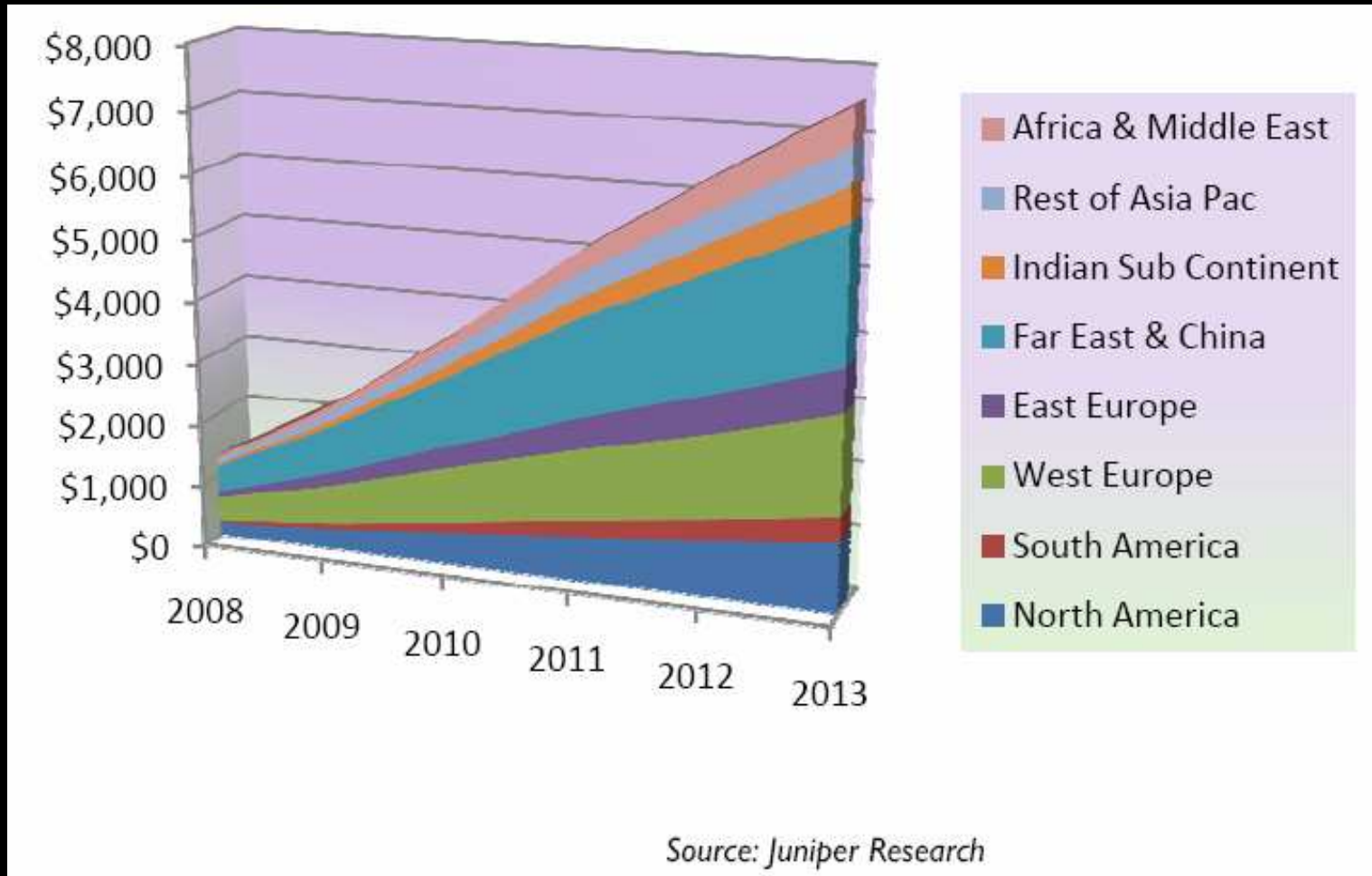
“Right Knowledge / Perception / Behavior = Right Result”

2. WHICH ARE THE GLOBAL TRENDS?

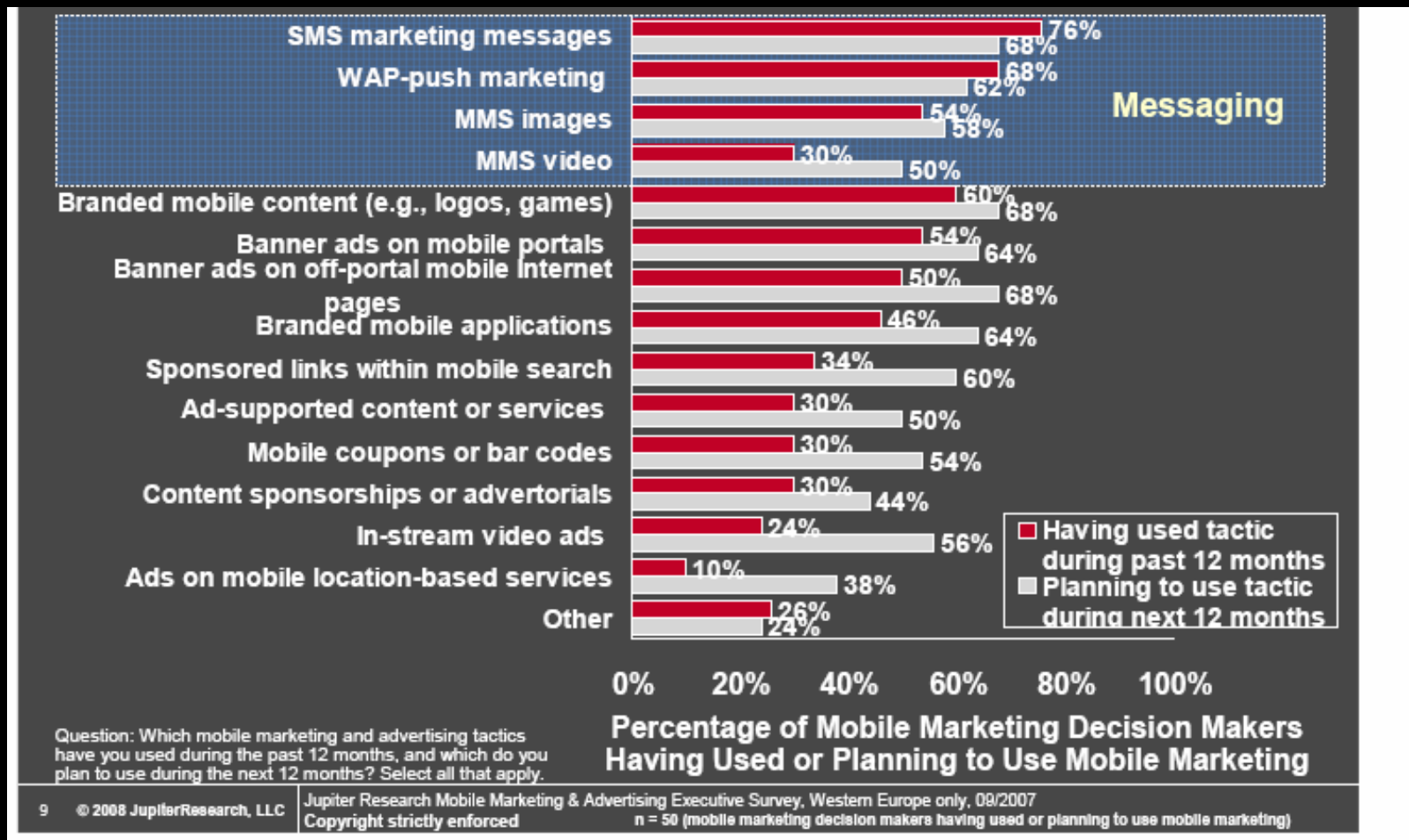
Market research agencies forecast around **\$10B global turnover by 2010 for mobile advertising**

- **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**

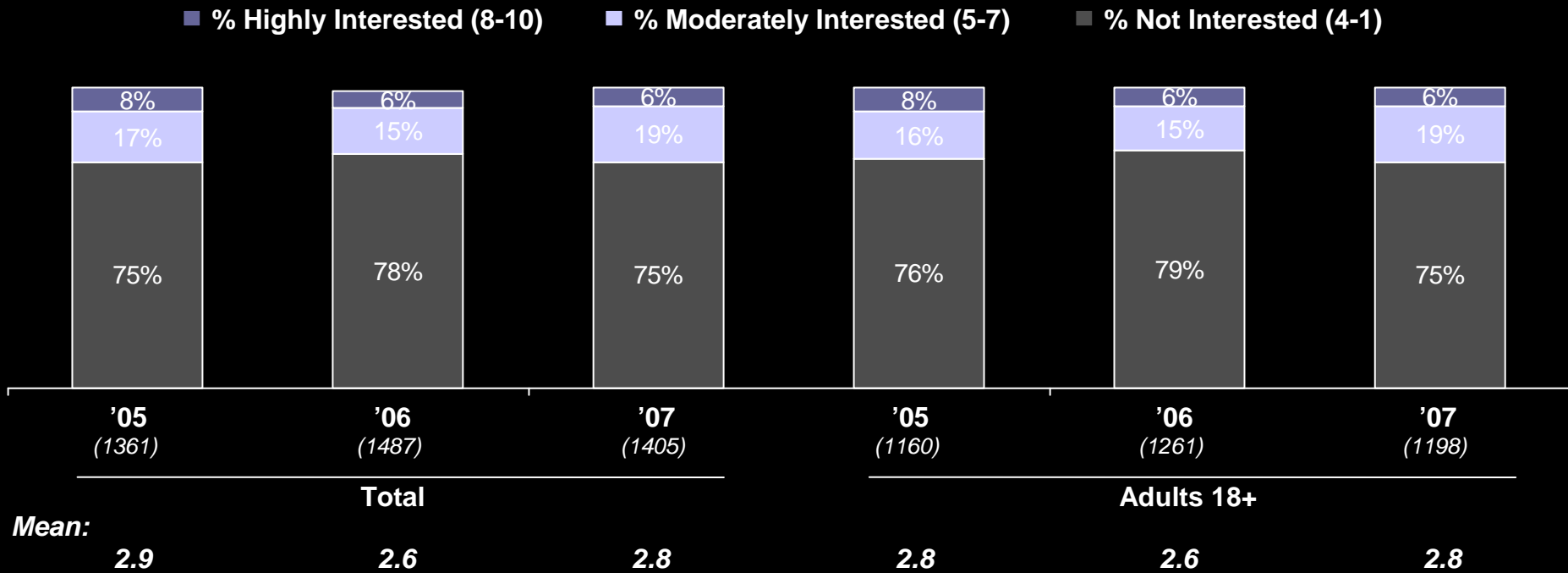
Eastern Europe is estimated to account for a large share of the mobile ad expenditure



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



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

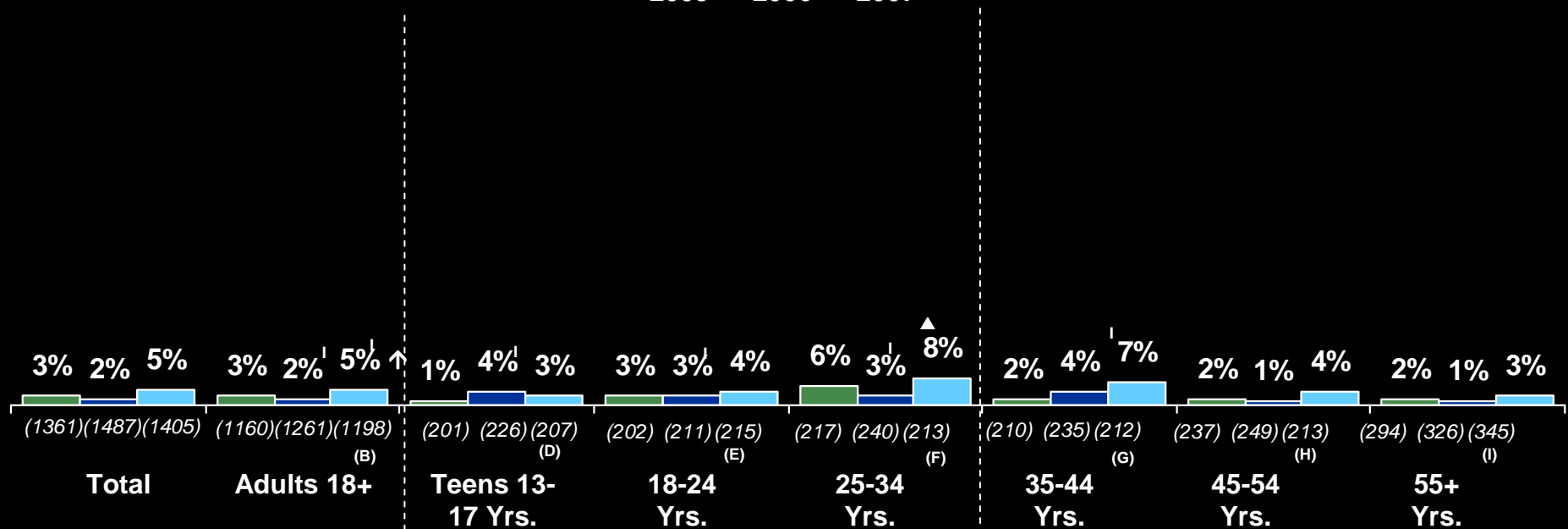


Participation in mobile marketing programs is limited **but growing** (USA)

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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