
SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY
THE MODERN DAY GOLD RUSH
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MMA
MOBILE MARKETING ASSOCIATION

Hasbro Mobile



Execution at Scale

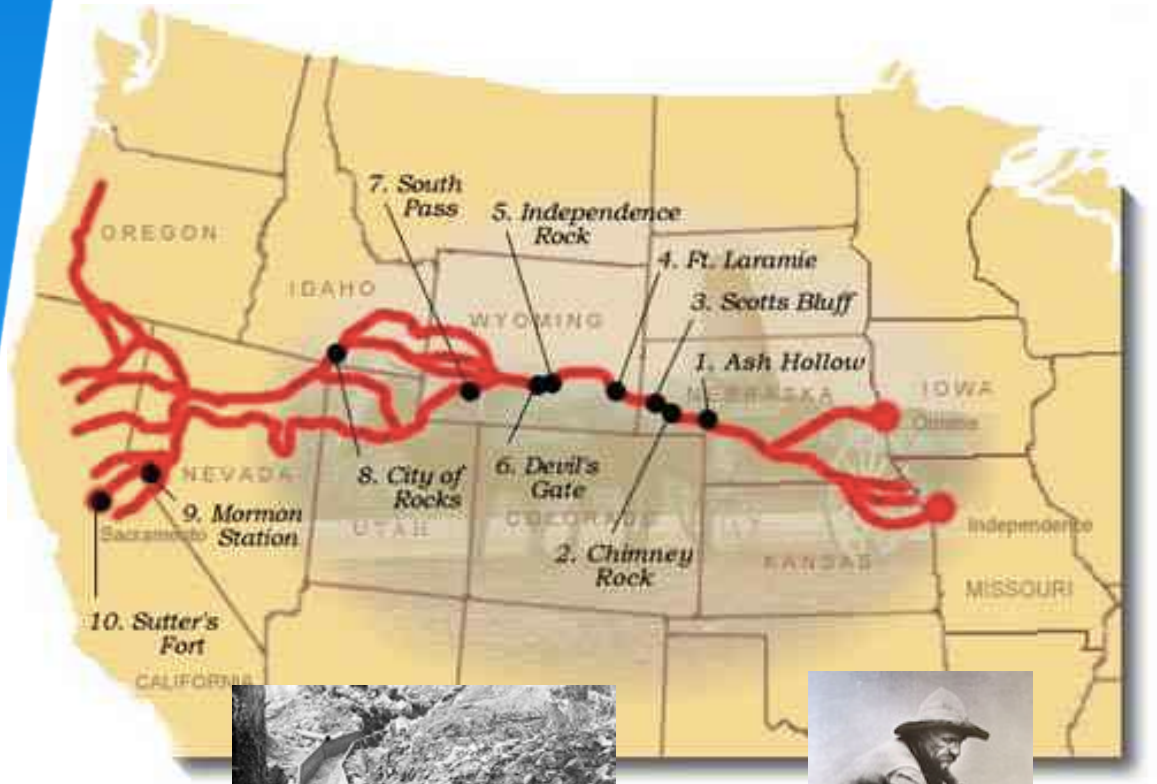
1848-1855

***

James W. Marshall

***

300,000







January 10, 2007



“We’re going to make some history together today.” – Steve Jobs

1+ Billion

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50+ Billion



The Modern Day Gold Rush



THIS is the year of mobile

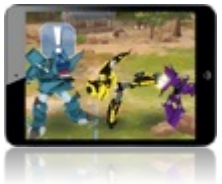
BY 2018



10B Mobile Connected Devices



7.6B World Population



U.S. kid's tablet ownership doubled from 2012-2013

TODAY



There are more phones (4.8B) than toothbrushes (4.2B)

Source: Cisco's "Visual Networking Index (VNI) Global Mobile Data

Panic Attacks

90 vs. 90

minutes



seconds



What's More Important

26 vs. 68

hours **minutes**





Age of Now

FUNDAMENTAL SHIFT IN COMMUNICATION

Years it took to reach 50 million users

Telephone	75 years
Radio	38 years
TV	13 years
Internet	4 years
Facebook	3.7 years
Instagram	1.6 years

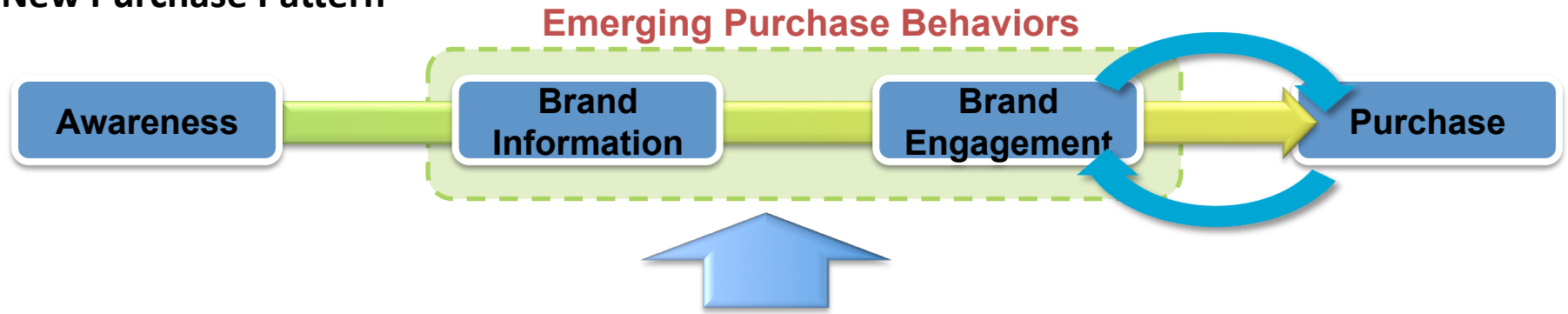


The New Normal

Old Consumer Purchase Pattern



New Purchase Pattern



New Behaviors Driven as the Digital and Mobile world **becomes** the “New Normal”

Social By Default













Consumers Now Have The Power

The Real Mobile World



Shift From Interruption

To Life Participation



It's Simple Actually



Utility Marketing

Interrupt at the point of need

to

Being a part of their life!

Our Time

Majority of our daily media interactions are screen based



90% of all media interactions are screen based



10% of all media interactions are non-screen based

On average we spend **4.4 hours** of our leisure time in front of screens each day

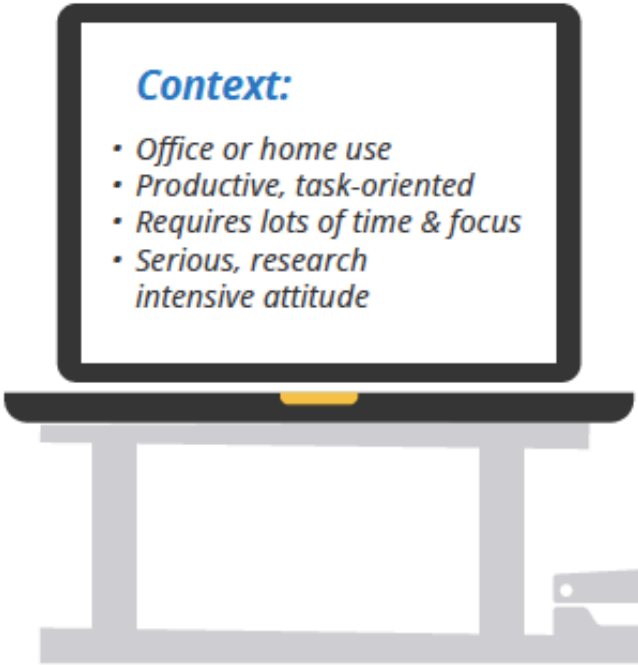
Base: Base: All Device Interactions – PC/Laptop (3817); Smartphone (6057); Tablet (542); TV (3592). Q. Which of the following did you use? Q. What else did you use at the same time? Note: Respondents were asked to consider printed hard copies of Newspaper and Magazine.

Context Drives Device

Today consumers own multiple devices and move seamlessly between them throughout the day



PCs Keep Us Productive

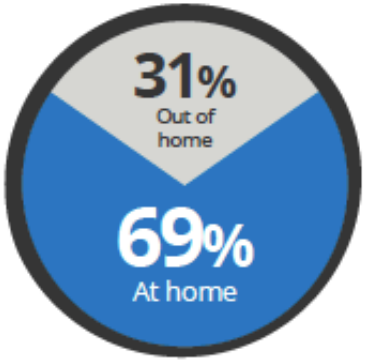


Context:

- *Office or home use*
- *Productive, task-oriented*
- *Requires lots of time & focus*
- *Serious, research intensive attitude*

24%

of our daily media interactions occur on a PC



PC use is motivated by:



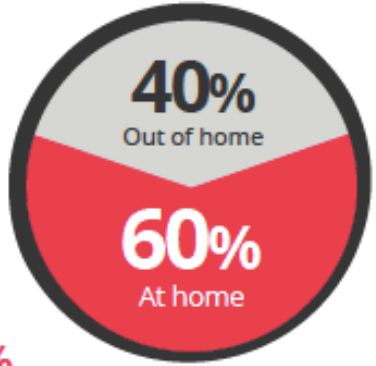
Base: All interactions (15738). Q. Which of the following did you use? Base: Total PC Interactions (3817). Q. Which activities did you do on your PC/laptop? Q. Did you do this to...? Q. Were you... Note: Out-of-Home represents net of the following: on-the go, in-store, at work and somewhere else

Phones Keep Us Connected



38%

of our daily media interactions occur on a smartphone



Smartphone use is motivated by:





Base: All Interactions (15738). Q. Which of the following did you use? Base: Total Smartphone Interactions (6057) Q. Which activities did you do on your smartphone? Q. Did you do this to...? Q. Were you... Note: Out-of-Home represents net of the following: on-the go, in-store, at work and somewhere else

Tablets Entertain

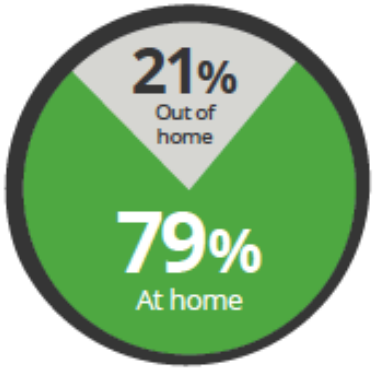


Context:

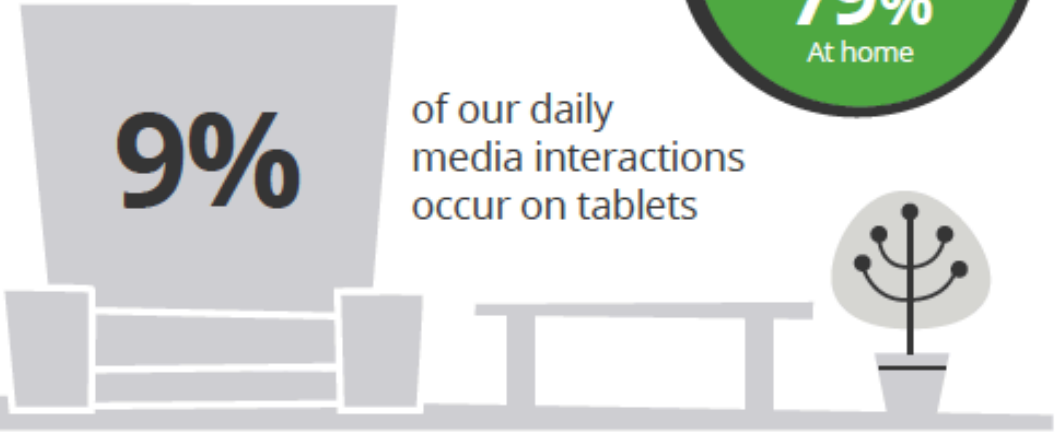
- *Primarily used at home*
- *Entertainment and browsing*
- *Unbounded sense of time*
- *Relaxed and leisurely approach*

Tablet use is motivated by:





9% of our daily media interactions occur on tablets

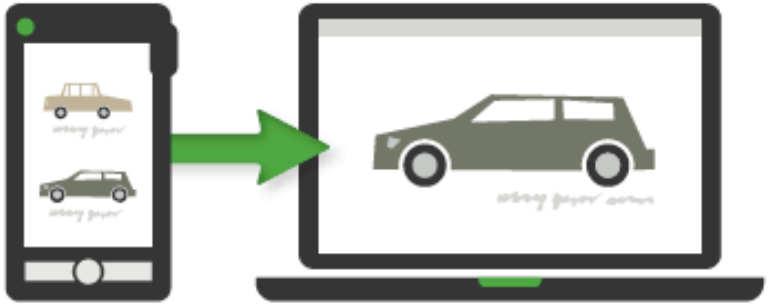


Base: All Interactions Among Tablet Users (6305). Q. Which of the following did you use? Base: Total Tablet Interactions (542). Q. Which activities did you do on your tablet? Q. Did you do this to...? Q. Were you... Note: Out-of-Home represents net of the following: on-the go, in-store, at work and somewhere else

Multi Multi Screening

Sequential Usage

Moving from one device to another at different times to accomplish a task

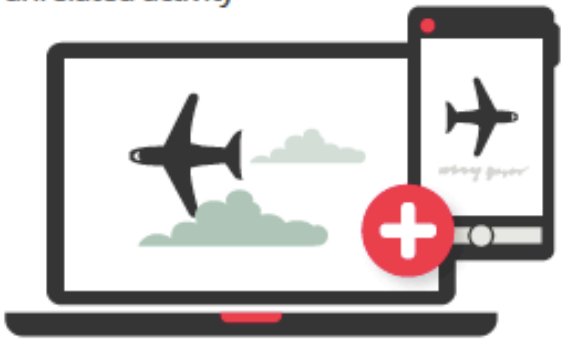


Simultaneous Usage

Using more than one device at the same time for either a related or an unrelated activity

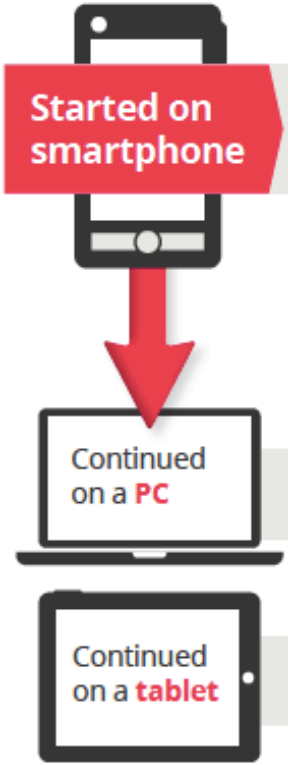


Multi-tasking - Unrelated activity



Complementary Usage - Related activity

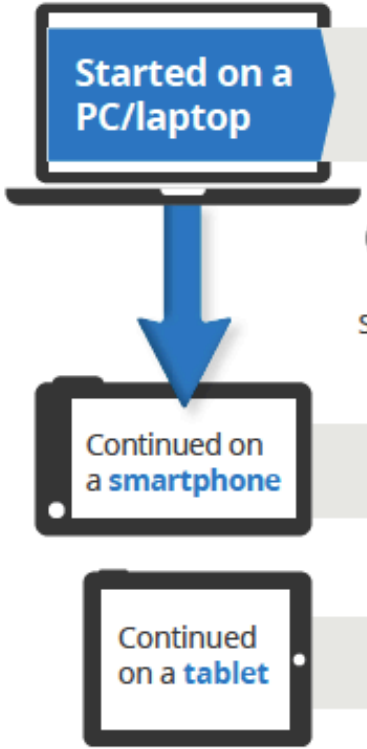
Phones As The 1st Touch



	Searching for Info	Browsing the Internet	Shopping Online	Planning a Trip	Managing Finances	Social Networking	Watching an Online Video
Started on smartphone	65%	63%	65%	47%	59%	66%	56%
Continued on a PC	60%	58%	61%	45%	56%	58%	48%
Continued on a tablet	4%	5%	4%	3%	3%	8%	8%

Base: Have Started Activity on One Device & Continued on Another (1455); Searching (923), Browsing (1172), Shopping (969), Planning a Trip (627), Finances (675), Social (1041), Watching a Video (623). Q. For the activities listed below, think about the last time you started each activity on one device and then continued or finished the same activity on another device. Please select which device you started and then continued on. If you have not done this, select "I have not done this".

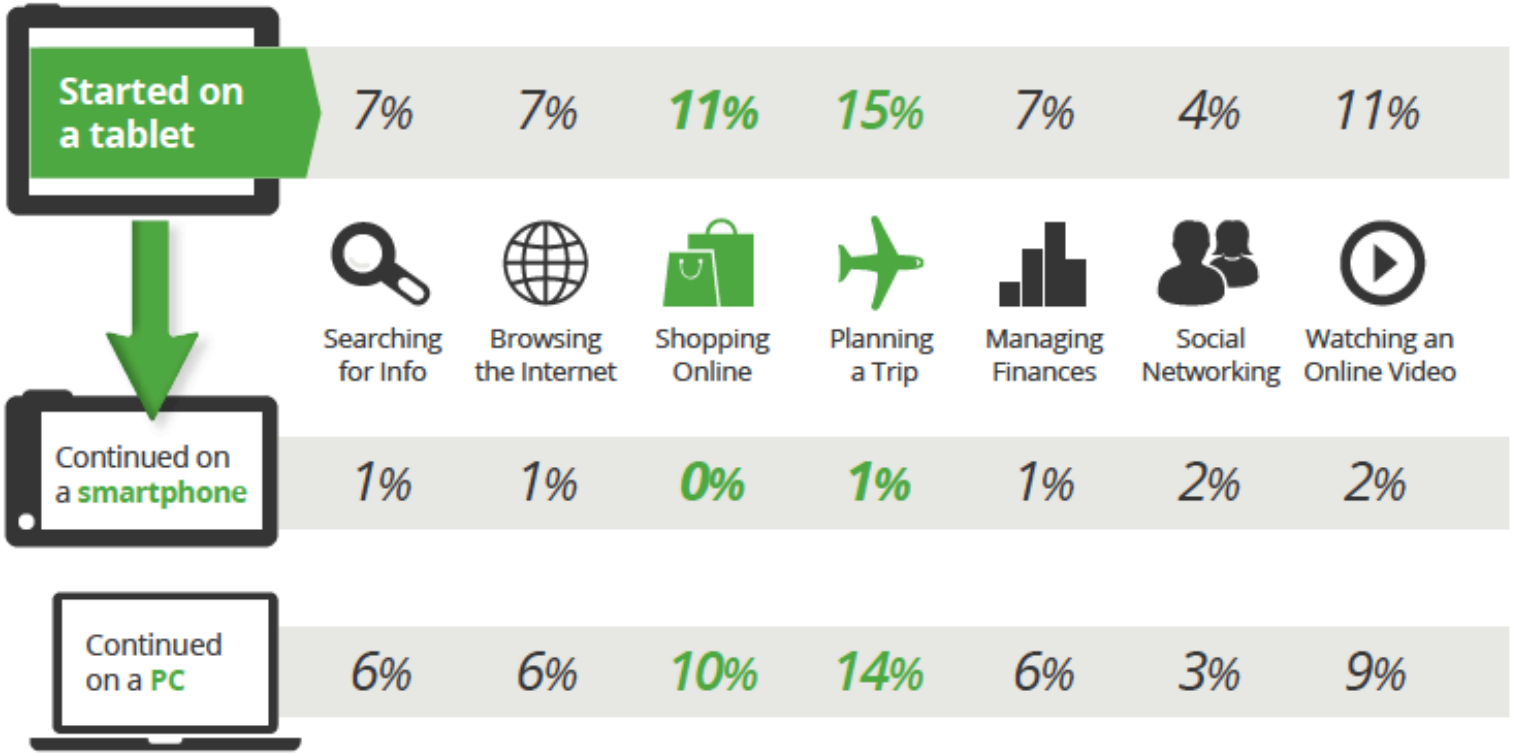
PCs For Complex Activities



	Searching for Info	Browsing the Internet	Shopping Online	Planning a Trip	Managing Finances	Social Networking	Watching an Online Video
Started on a PC/laptop	29%	30%	25%	**38%**	34%	30%	34%
Continued on a smartphone	23%	24%	19%	**31%**	29%	27%	24%
Continued on a tablet	6%	6%	5%	**7%**	6%	4%	10%

Base: Have Started Activity on One Device & Continued on Another (1455); Searching (923), Browsing (1172), Shopping (969), Planning a Trip (627), Finances (675), Social (1041), Watching a Video (623). Q. For the activities listed below, think about the last time you started each activity on one device and then continued or finished the same activity on another device. Please select which device you started and then continued on. If you have not done this, select "I have not done this".

Tablets For Shopping



Base: Have Started Activity on One Device & Continued on Another (1455); Searching (923), Browsing (1172), Shopping (969), Planning a Trip (627), Finances (675), Social (1041), Watching a Video (623). Q. For the activities listed below, think about the last time you started each activity on one device and then continued or finished the same activity on another device. Please select which device you started and then continued on. If you have not done this, select "I have not done this".

Or Just Convenience

34%
of us use the device that's closest to us when looking for information



"If I'm watching TV I won't go upstairs to grab my laptop to follow up on a product I see, I'd just pull out my phone." - *Sophie*

Base: Total Respondents (1611). Q. Think about times when you are looking for information using a search engine. Which of these devices would you reach for first?

Thank You!

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