



MMA Research Sponsorship Opportunities

National Advertisers Study

Description/ Purpose

The Association of National Advertisers, the premier organization representing client-side marketers in the US, has agreed to an exclusive research partnership with MMA for a study of mobile marketing among ANA's member companies.

The content of the survey will be decided during early summer, and sponsors who sign up early can help advise. All research costs will be borne by ANA. MMA sponsorship will help defray costs of evangelizing the findings.

Timing

Sponsorship deadline – 9/15/10
Study fielded – 9/10/10
Final report complete – 11/1/10

Sponsorship

Solo: \$15,000.00 Shared: \$5,000.00

2nd Annual MMA State of the US Industry Report

Description/ Purpose

Each year, MMA collaborates with Chief Marketer Magazine and other partners to ask a representative sample of US agencies and brands about their outlook on budgeting for mobile advertising and marketing in the US.

This study reports current and future spending on mobile marketing and advertising relative to other media, and segmented by mobile channel. The completed final report is the industry's principal annual gauge of the size and growth of the US mobile marketing.

Timing

Study fielded – 5/15/10

Sponsorship deadline – 7/15/10

Final report available – 7/31/10

Sponsorship

Solo: \$15,000.00 Shared: \$5,000.00

Mobile Marketing Practitioner Research Panel

Description/ Purpose

MMA is recruiting an ongoing survey panel of mobile marketing practitioners (marketing decision-makers and spenders currently using mobile) drawn from among brands, agencies, and retailers.

This panel will be the world's premier forum for mobile practitioners to share current and emerging mobile marketing trends and best practices. MMA will provide a confidential written reports on findings to panelists and top-level findings will be shared with the wider industry.

Timing

Sponsorship deadline – September 1
Panel kicks off - October 1
Initial report available – November 1

Sponsorship

Solo: \$25,000.00 Shared: \$5,000.00 - \$12,000.00

Mobile Advertising Effectiveness Case Study

Description/ Purpose

MMA will work closely with one advertiser to measure the brand effectiveness metrics across multiple mobile ad units.

Mobile advertising units will be compared against one another to understand the benefits and disadvantages of each within a larger mobile campaign. The research will help to identify the components that drive specific metrics and offer insights into future campaign planning.

Timing

Sponsorship deadline – July 1
Case study kicks off – September 1
Report available – November 1

Sponsorship

Solo: \$25,000.00 Shared: \$5,000.00

Mobile Channel Marketing Effectiveness Benchmark Study

Description/ Purpose

As of now, the ad budgets dedicated to mobile advertising/marketing remains a small share of the overall corporate marketing budget (<10%). One major reason behind this is the lack of transparency into campaign effectiveness metrics and corresponding benchmarks across the different mobile marketing channels.

This study will identify the key metrics for assessing the relative performance of mobile by interviewing major brands to gain their assessment of how marketing success should be measured, and what levels are currently being achieved within mobile. The report will provide a baseline of current campaign benchmarks for the different mobile channels for tracking over time and relative to other media.

Timing

Sponsorship deadline – 8/1/2010

Study kicks off - 11/1/2010

Initial report available – 12/31/2010

Sponsorship

Solo: \$35,000.00

Shared: \$5,000.00

4th Annual US Mobile Attitude and Usage Study

Description/ Purpose

MMA conducts a major annual online survey of users of mobile devices in the United States. Its objective is to provide MMA members and other industry stakeholders with data revealing the myriad ways US consumers currently engage with or think about their mobile devices, and how these vary by consumer segment. Marketers can use the study's insight into emerging consumer trends to design campaigns that leverage mobile's latest opportunities to their fullest.

With your sponsorship, we can update the survey questionnaire to reflect the latest developments in the market – such as new devices and operating systems, changes in mobile content, social networking, privacy, multi-tasking with other media, and so forth.

Timing

Sponsorship deadline – 7/30/2010
Study kicks off - 8/1/2010
Report available – 11/15/2010

Sponsorship

Solo: \$25,000.00 Shared: \$5,000.00



MMA RESEARCH SPONSORSHIP PACKAGES - 2010

SOLO RESEARCH SPONSOR PACKAGE (UNDERWRITES ENTIRE PROJECT COST)

- **MMA Research Global Circle of Experts** - Automatic Invitation to Join
 - Right to use designation, logo and 50 word testimonial from VP Market Intelligence
 - Right to Semi-Annual Circle Members Only Conference Call to advise VP Market Intelligence
- **Research Survey and Reports**
 - Survey: Up to 5 “sponsor-only” survey questions (space and project permitting)
 - Research Reports: Branding & corporate profile, including
 - 1 page teaser report - prominent mention & logo
 - 2-3 page Power Point Executive Summary - prominent mention & logo
 - Full report - prominent mention, logo and full page (250 word) corporate description
- **MMA Forum**
 - Research Panel - Speaking Invitation as appropriate, determined by the MMA
 - 2 Complimentary passes to the MMA Forum where research is presented
 - Valuable on-site & online branding to include:
 - One full page collateral piece distributed on registration or partner table
 - Company logo in event show guide
 - Prominently displayed on the MMAF website with link to company site
 - HTML email and press releases distributed by the MMA in conjunction with the event
- **MMA Research project website** - Prominent sponsor branding and linked sponsor description
- **Research Webinar** and follow-on research presentations
 - Webinar co-hosting/ participation
 - Prominent sponsor logo placement
- **MMA Research Public Relations**
 - Quote & Prominent Sponsor included in Press Releases & Press Alerts
 - Inclusion in Research promotion plan via MMA’s social media (Twitter, Linked In)

SHARED RESEARCH SPONSOR PACKAGE (5 MAXIMUM; LIMIT ONE PER MMA MEMBER CATEGORY)

- **Research Survey and Reports**
 - Survey: 1 “sponsor-only” survey question (space and project permitting)
 - Reports: Branding & corporate profile in research report, including
 - 1 page teaser report - shared prominent logo placement
 - 2-3 page Power Point report - shared prominent logo placement
 - Full report - shared logo placement & 1 paragraph (50 word) corporate description
- **MMA Forum**
 - 20% discount passes to MMA Forum where research presented
 - MMA Forum -Logo placement as Research Partners
- **MMA Research project website** - shared logo placement
- **Research Webinar** and follow-up research presentations: shared logo placement
- **MMA Research Public Relations** - sponsor mention in Press releases