MARKETING LEADERSHIP FORUM

MMA

#MMAF2016



Bank of America Focuses on Building Relationships with Mobile



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BRAND BUILDING IN THE MOBILE ERA



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@LouPas



WE LIVE IN EXTRAORDINARY TIMES



MOBILE IS THE HUMAN OPERATING SYSTEM



MOBILE IS A REVOLUTION

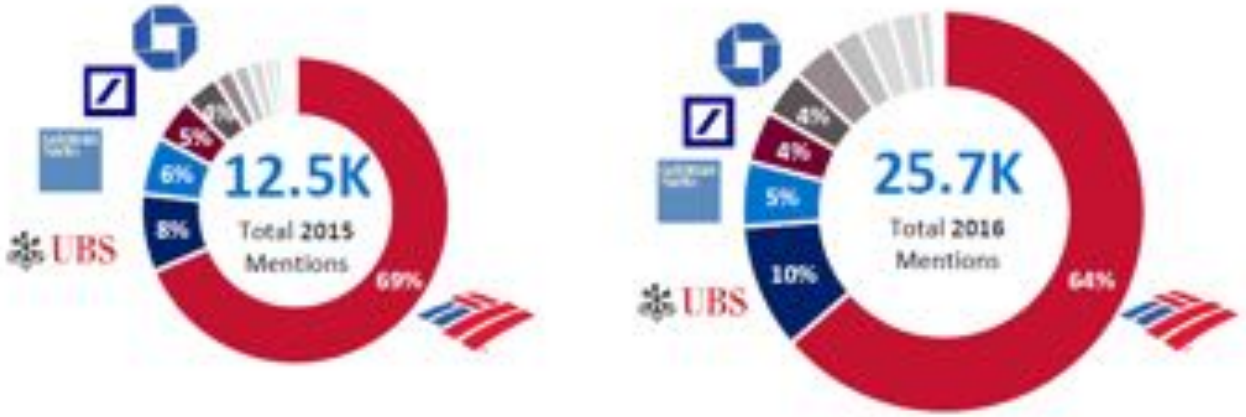


LET’S ACT ACCORDINGLY



BUILDING BRAND BY WINNING WEF

Financial Services Share of Voice (YoY)



By focusing on most relevant themes and scaling use of real time responsive content, Bank of America remained dominant in overall share of voice for entire financial services category while overall social conversation more than doubled.


3 SIMPLE RULES
FOR THE MOBILE REVOLUTION



1 SPONTANEITY TAKES A LOT OF PLANNING



2 CONTEXT ALWAYS MATTERS



3 ADD VALUE, DON’T MAKE NOISE

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