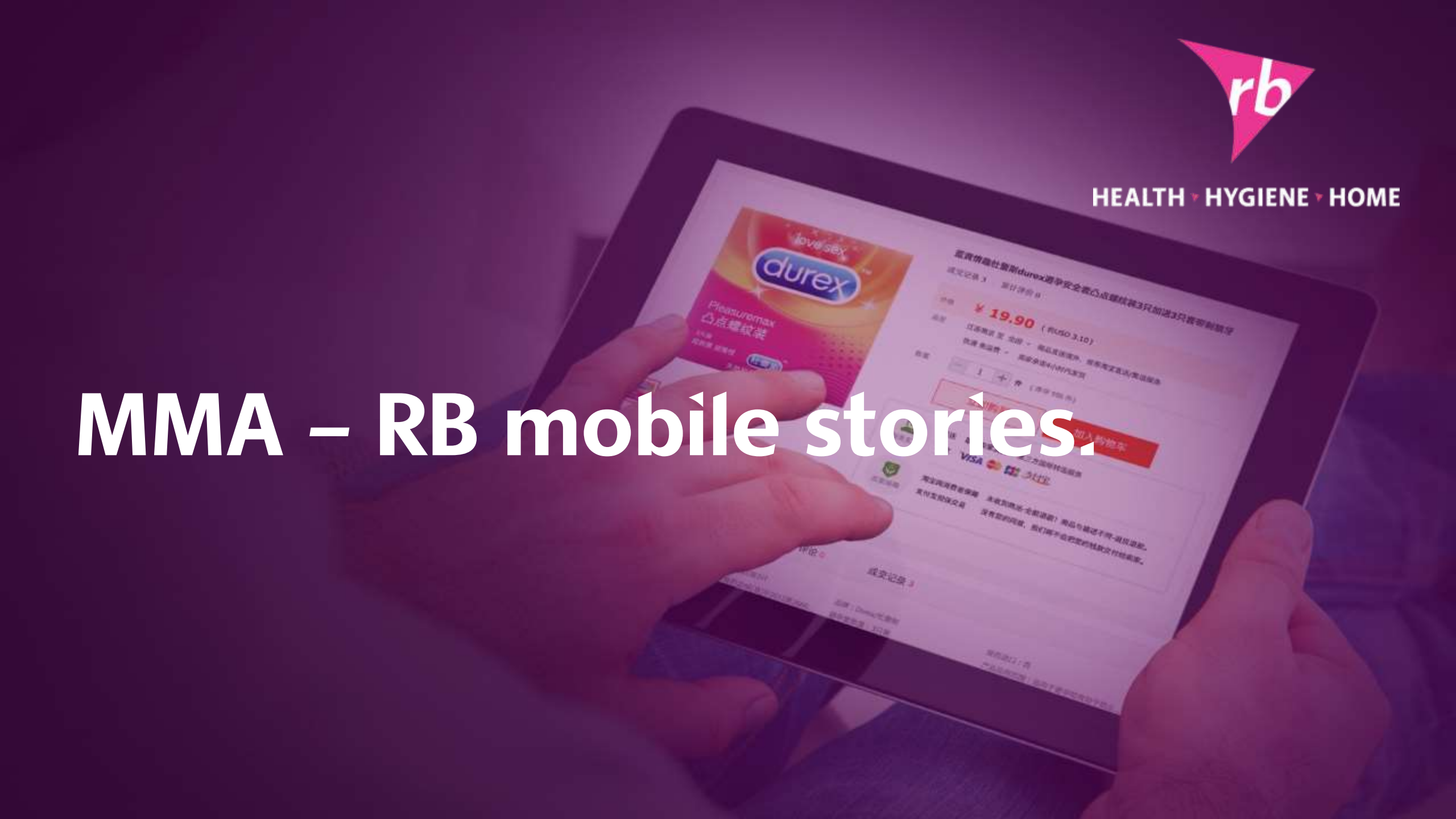


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MMA – RB mobile stories.

What ‘mobile’ means for us.

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From ‘site’ to ‘ecosystem’.

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2012

- Building a brand through influence
- Mobile responsive assets



2013 / 14

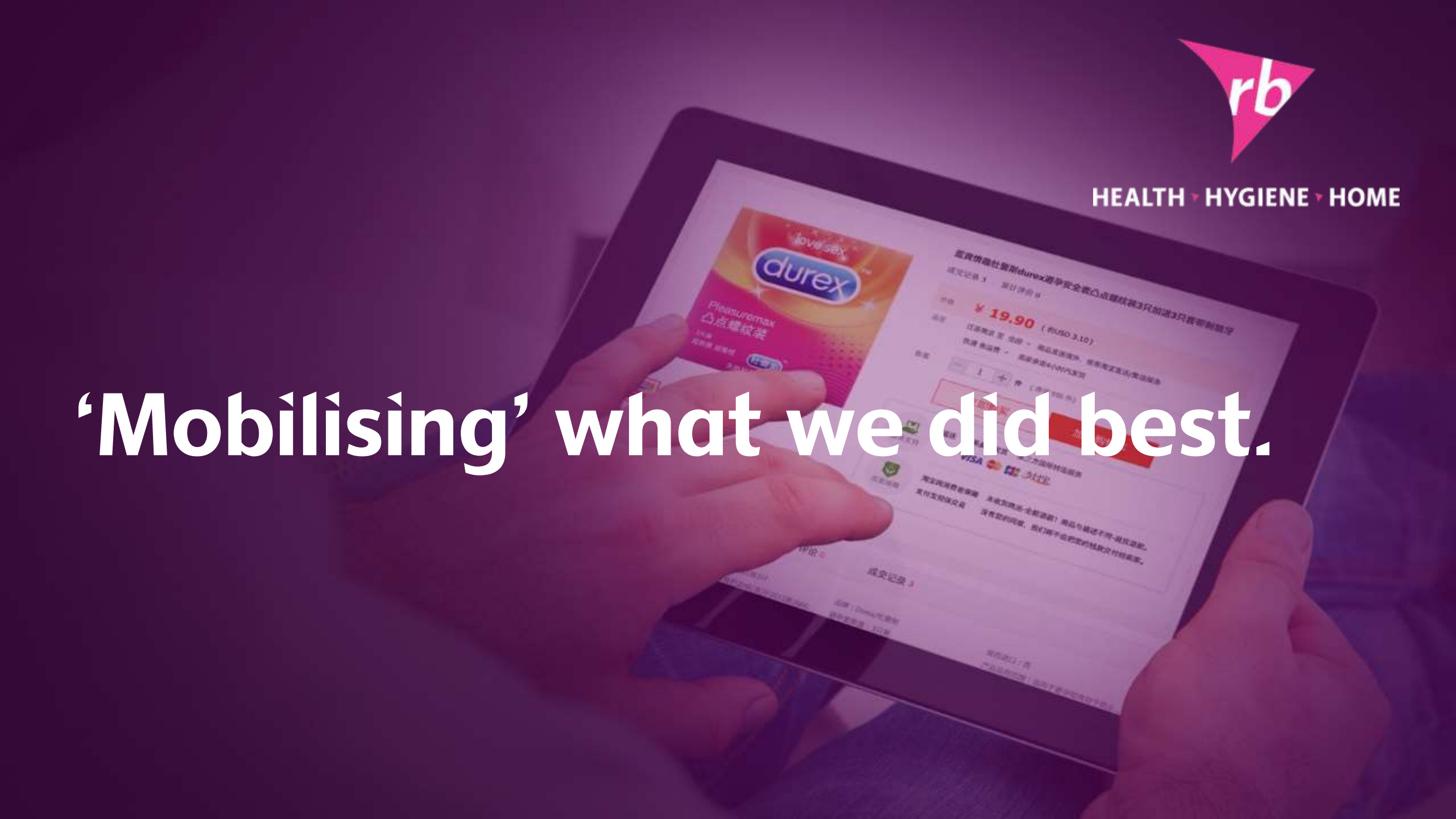
- Brand building through multiple touch points
- Mobile First / KOL / eCommerce / entertainment



2015 +

- Brand Ecosystem
- IoT / O2O / Cross Border





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‘Mobilising’ what we did best.

Why

01 / A channel to drive reach

1.49bn
users monthly worldwide

02 / It's mobile

1.31bn
users monthly worldwide

03 / It drives business impact

Reach



measured cross-platform.

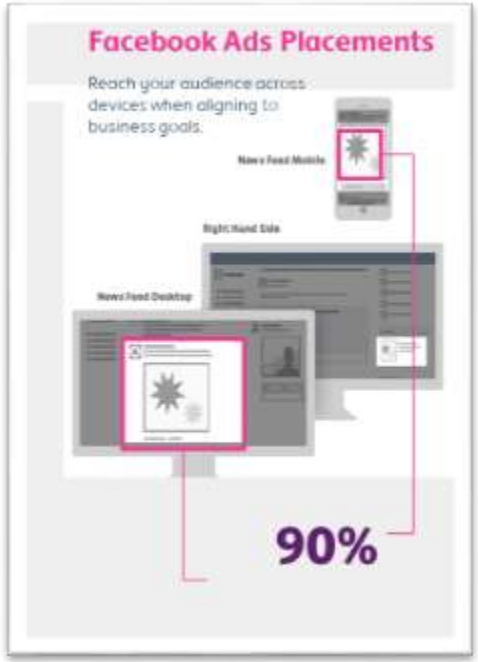
Resonance

Purchase Intent for campaigns measured by Nielsen Brand Effect.

Reaction

- FB activation
- Increase in penetration:

*influenced by factors such as campaign length, creative quality, etc.







+

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Video: Durex Earth Hour #TurnOffToTurnOn

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https://www.youtube.com/watch?v=d6VPUTtuKuk



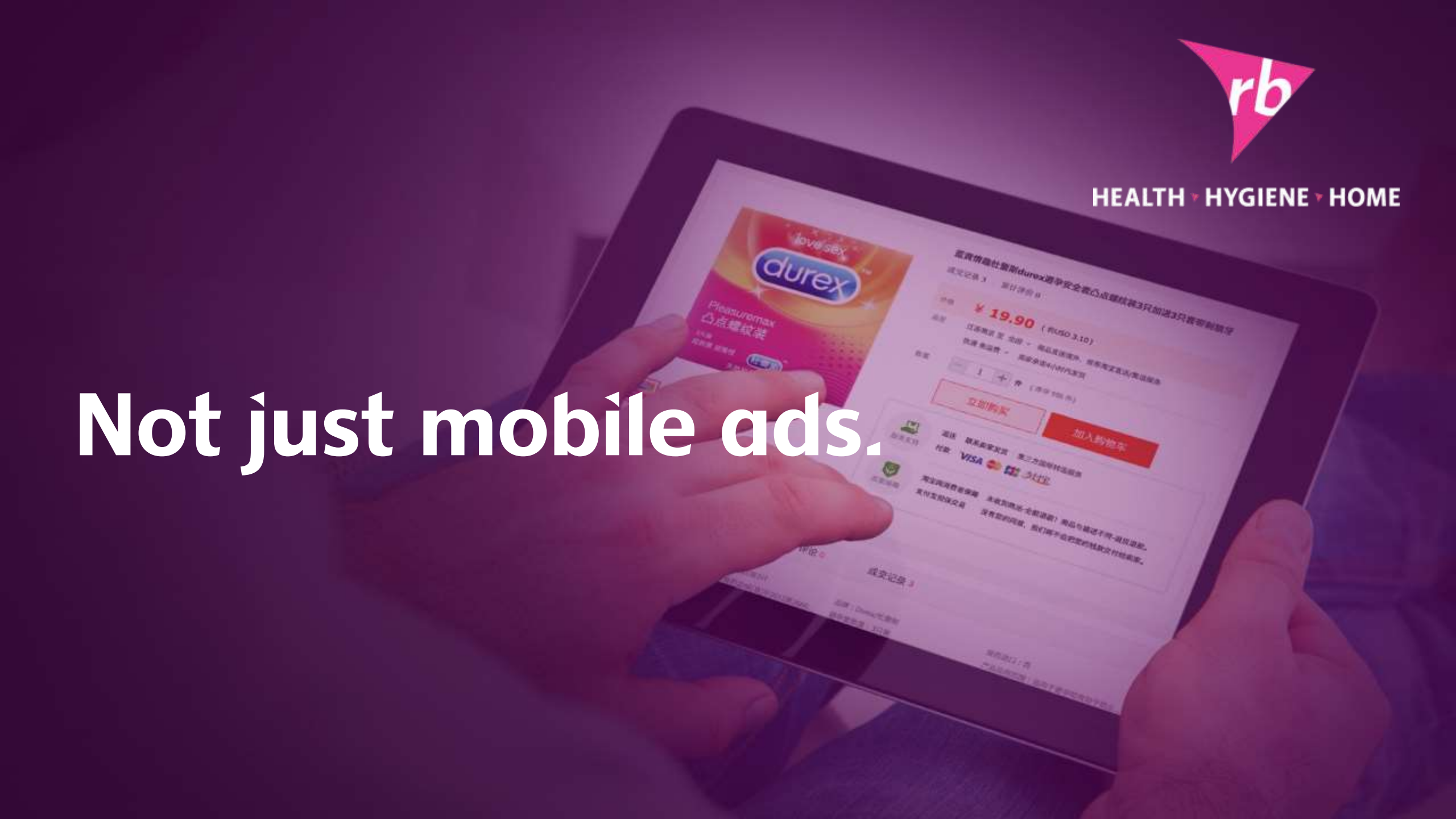












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Not just mobile ads.

Video: Dettol Global Hand Washing Day

give life a hand

Every minute a child dies from diarrhoea...
...When simple hand washing with soap could break the chain of infection

We set out to make a difference...
...To raise global awareness
...Drive real hand washing habit change
...And save children's lives

Dettol

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32 markets, 11 languages, >200 digital assets.
One common mission. To Save Lives.



https://www.youtube.com/watch?v=Z3_xgf-s91A

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Internet based business.



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Build Brand

from current business to digital business

To

build a **beloved brand** by leveraging digital platforms

- Digital Marketing
- eCommerce

Business Model

Internet/digital based business model

To

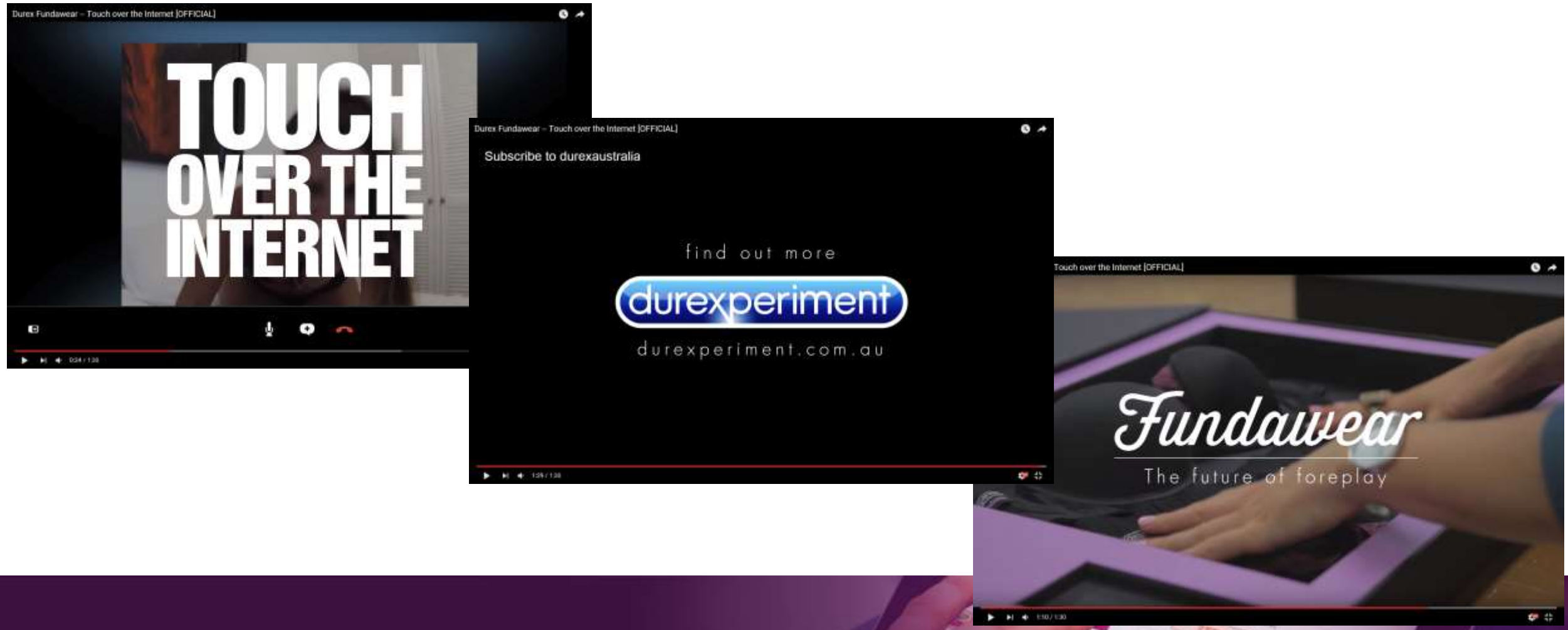
build a **beloved digital brand**

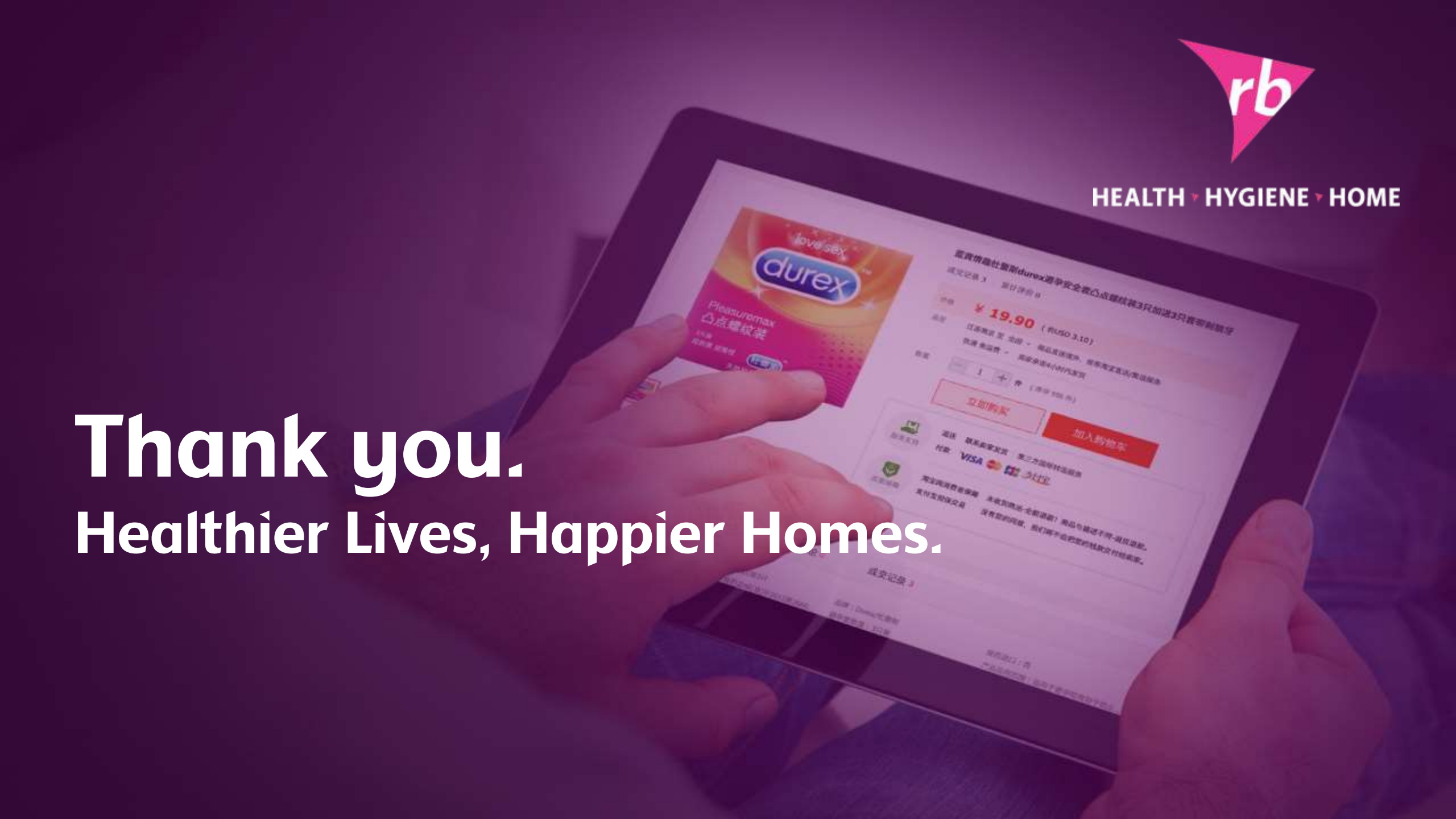
- Internet based business



Video: Durex Fundawear

https://www.youtube.com/watch?v=qb7DN3kpl2o





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Thank you.

Healthier Lives, Happier Homes.