MMA SM2 INNOVATION SUMMIT

DISRUPT. TRANSFORM. GO MOBILE.

#SM2Innovation
@MMAGlobal

MMA
MOBILE MARKETING ASSOCIATION

MMA SM2 INNOVATION SUMMIT



NAKED AND EXPOSED

MATT MURPHY

Partner/Executive Creative Director

72andSunny

#SM2Innovation
@MMAGlobal

DISRUPT. TRANSFORM. GO MOBILE.

Naked and Exposed

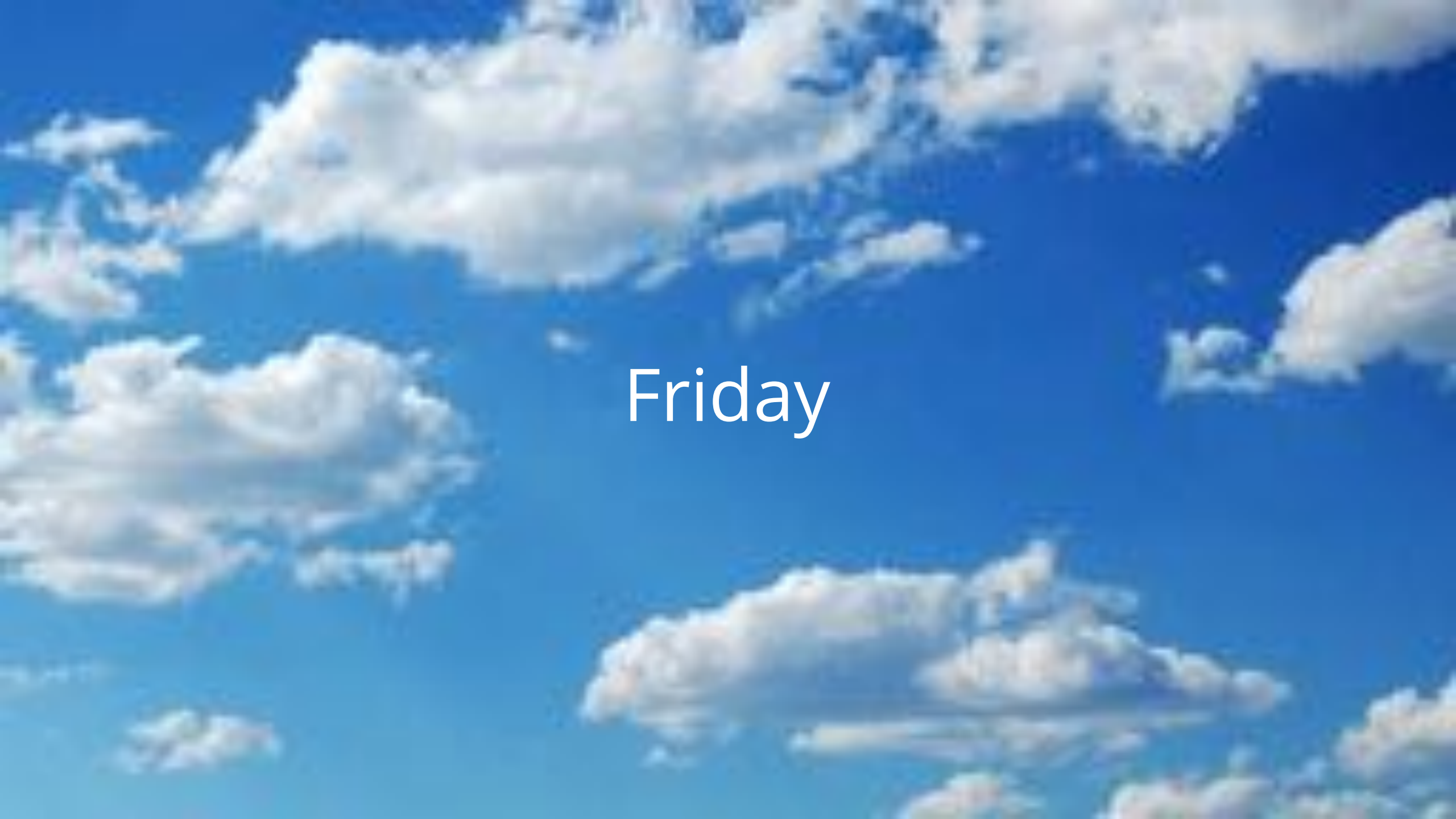
MATT MURPHY
MMA - SM2 INNOVATION SUMMIT
9.26.16

Hi.
I’m Matt Murphy
@mur_fee

Partner / Executive Creative Director
@72andSunny


2016


June


Friday


Unknown






Friday


Friday


June


Friday


June


2016


Friday

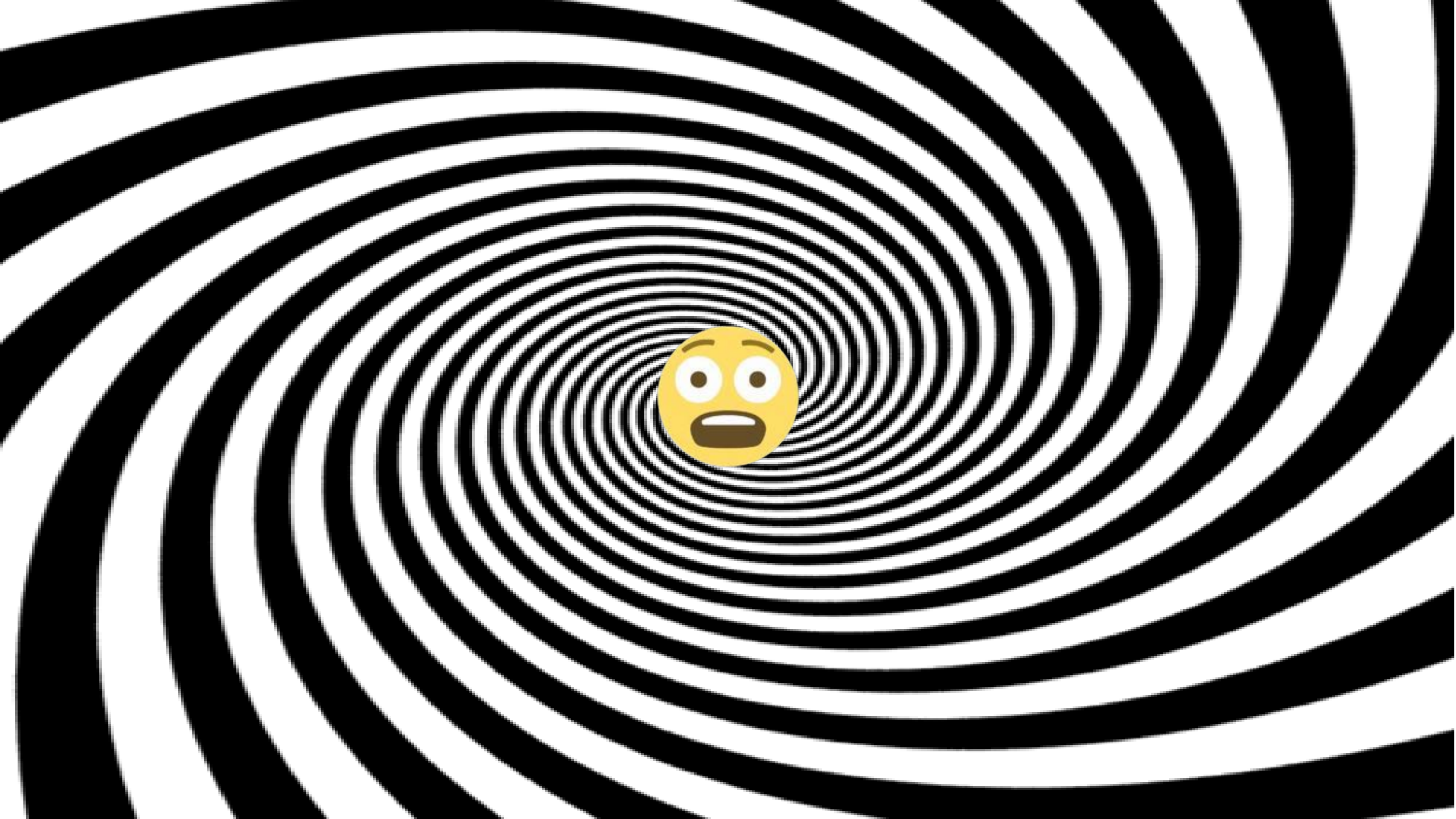

June


2016


Unknown







How am I going to call my wife?

How am I going to check my email?

How am I going to get TXTs?

What about the photos I just took?

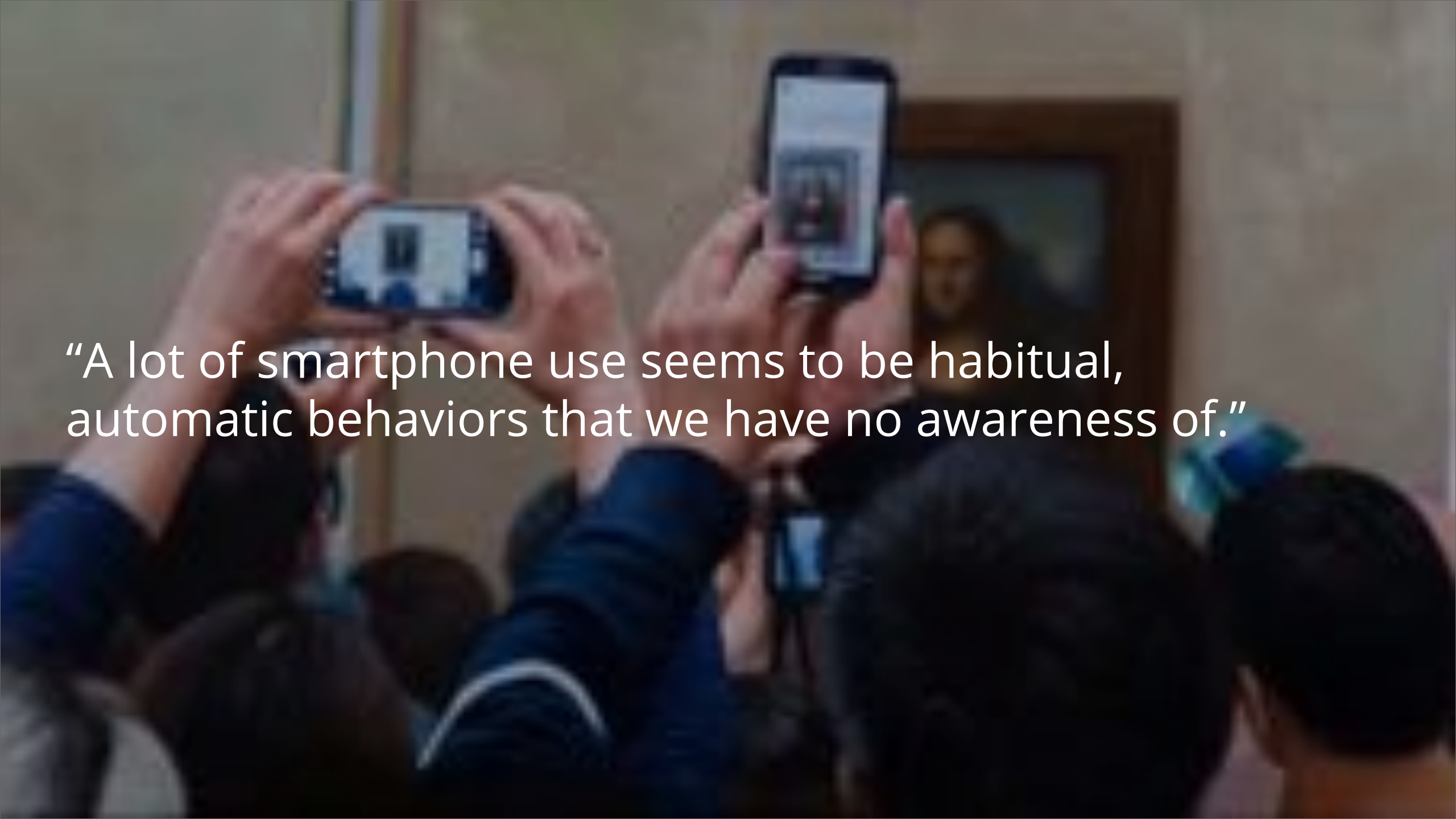
What about my Instagram?

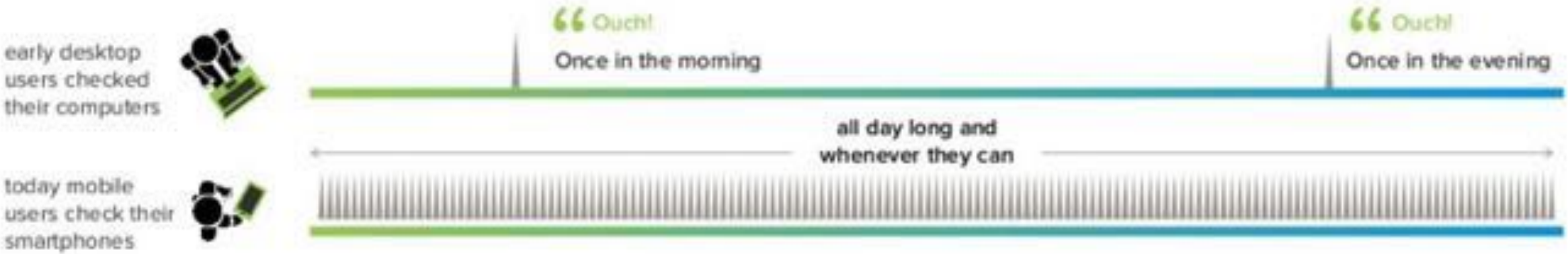
What if someone likes a pic? How will I know?

How will I find that one restaurant I wanted to go to?

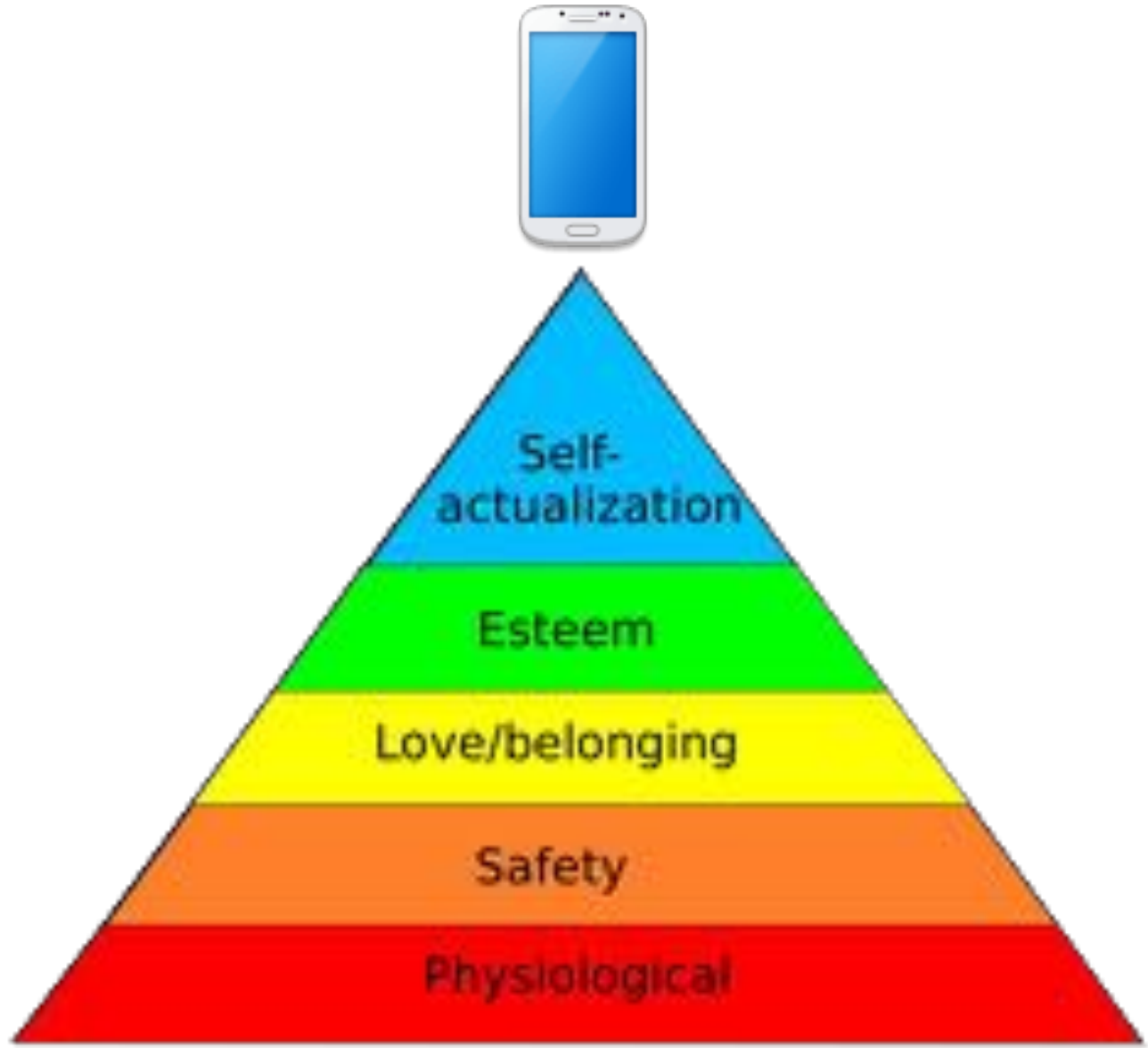
Who’s going to wake me up?

What about my alarm?


“A lot of smartphone use seems to be habitual, automatic behaviors that we have no awareness of.”


early desktop users checked their computers
Ouch!
Once in the morning
Ouch!
Once in the evening
all day long and whenever they can
today mobile users check their smartphones


Self-
actualization
Esteem
Love/belonging
Safety
Physiological


Self-
actualization
Esteem
Love/belonging
Safety
Physiological

A mobile phone is a mainline to our innermost feelings.

em·pa·thy

/ˈempəTHē/

noun

the ability to understand and share the feelings of another.

We spend a lot time talking about user actions and getting people to do something.

I’d like to go one step further and talk about how we want people to feel, emotionally.



Ask yourself:
What’s the feeling you’re looking to create?


SNICKERS
[HUNGERITHM]

Taste Rewind




Fort l'Ecadet
Pomme
Hanoiplage
Plage



Be smart.

Be purposeful.

Be caring.


Thank you