

Crossing the Chasm – Winning consumers in the mobile first age

Sandeep Ranade

Executive Director

KANTAR

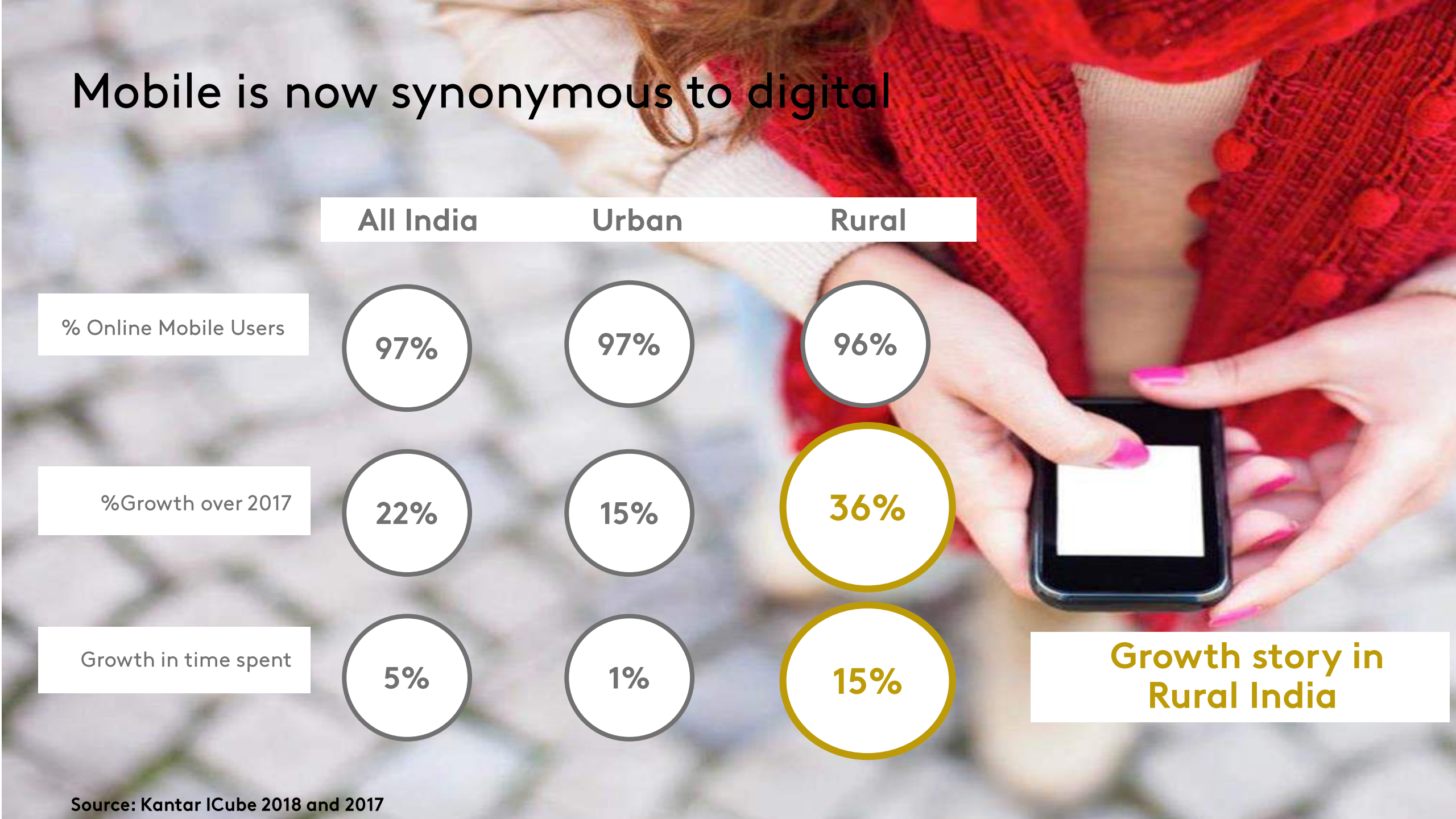
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Bisk Farm- Googly Biscuits ads

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Mobile is now synonymous to digital



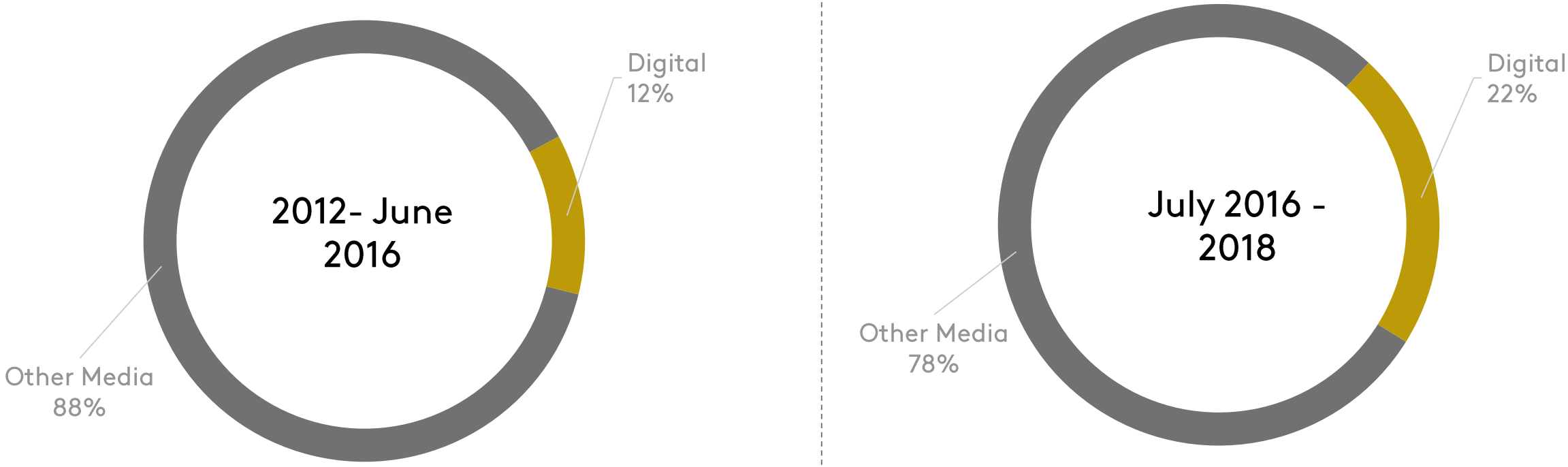
	All India	Urban	Rural
% Online Mobile Users	97%	97%	96%
%Growth over 2017	22%	15%	36%
Growth in time spent	5%	1%	15%

Growth story in Rural India

Source: Kantar ICube 2018 and 2017

Share of online spends is growing

Average Share of spends



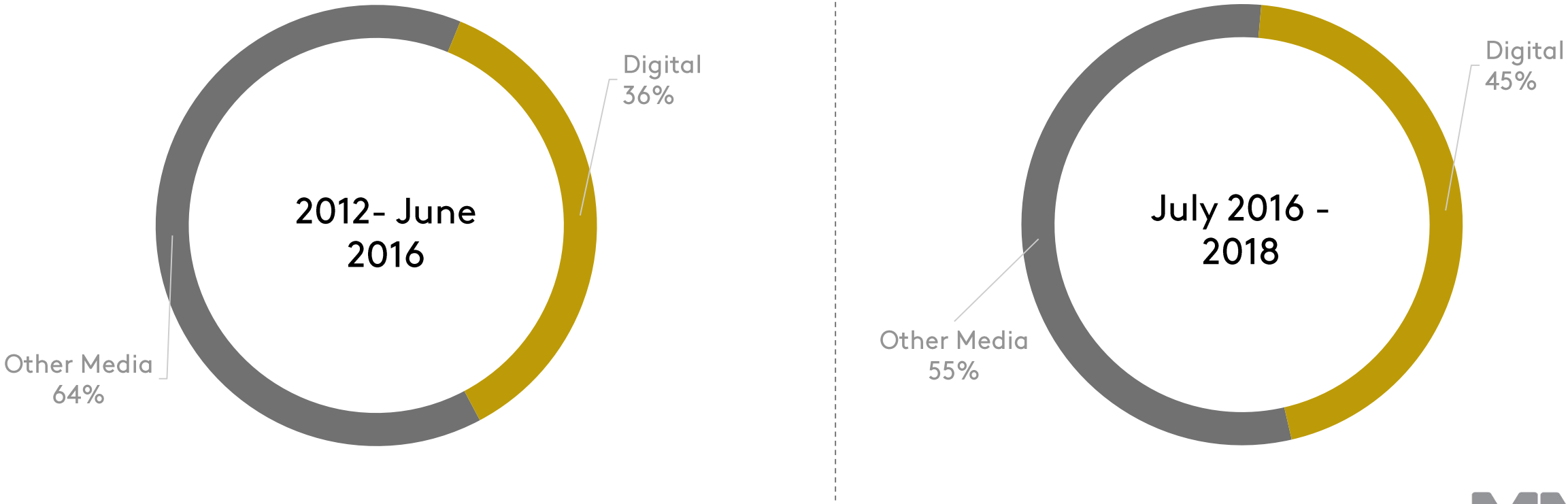
Source: Kantar India database CrossMedia 77 campaigns;

47 campaigns from July 2016- 2018 & 30 campaigns from 2012- June 2016

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Impact of online campaigns on brand KPIs has also grown

Average Share of impact across the Brand KPIs

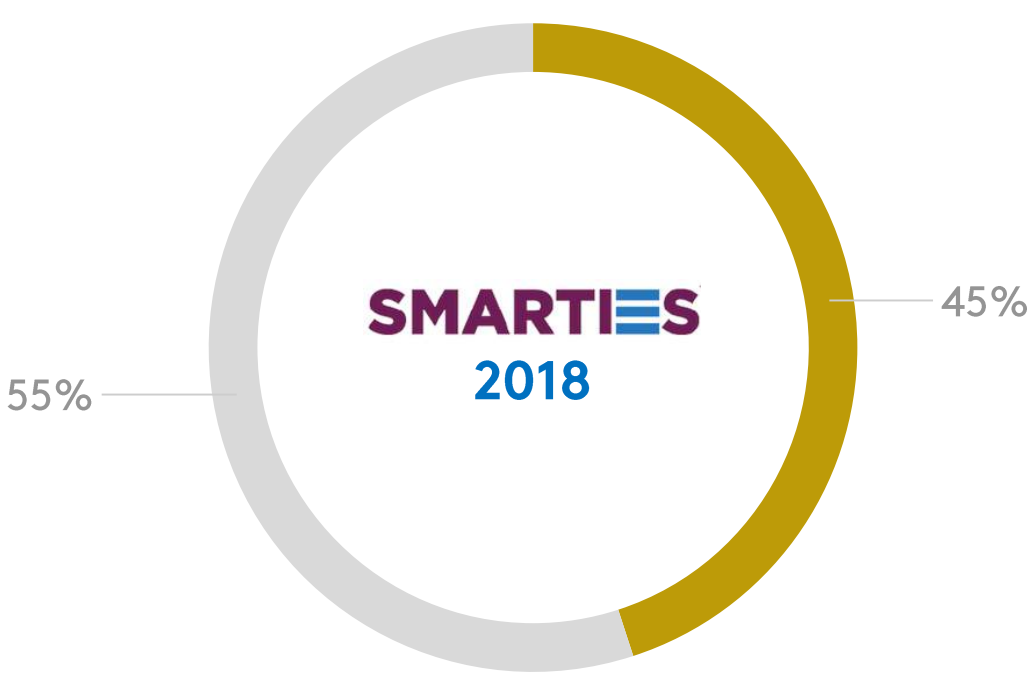


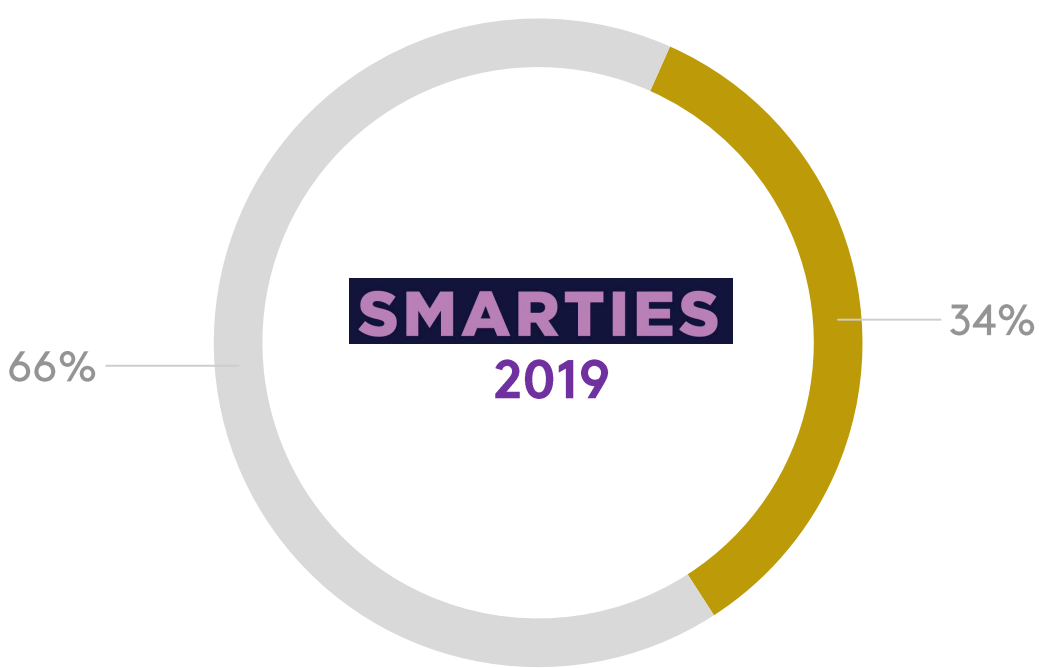
Source: Kantar India database CrossMedia 77 campaigns; Brand KPIs – Salience, Consideration and Imagery

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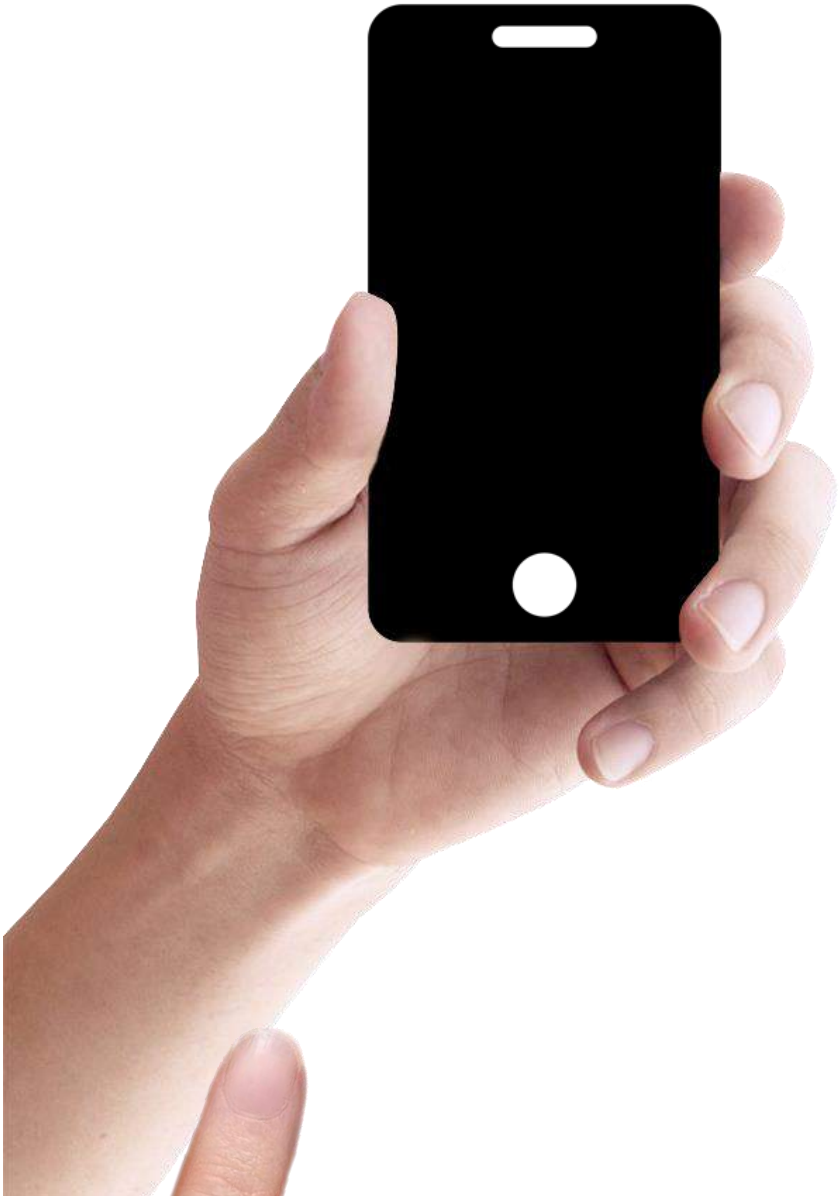
More winning campaigns deployed multi-media strategy

% of winning campaigns used Mobile as the only channel





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LEARNINGS

+ SMARTIES

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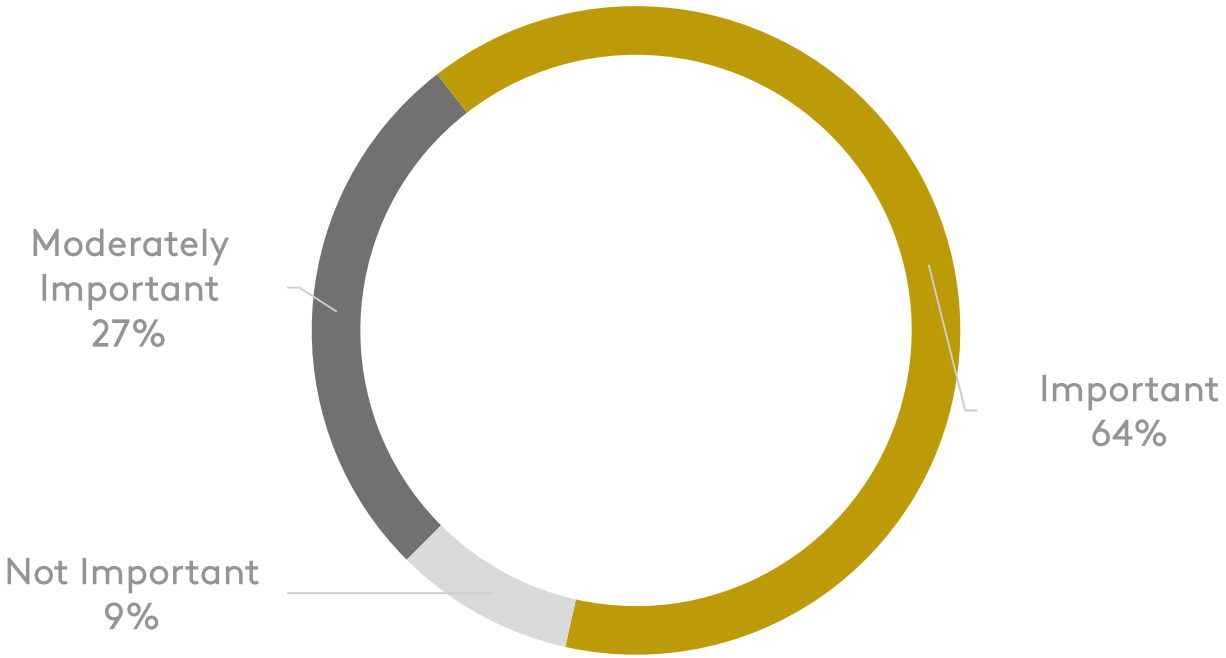


Context Matters

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Advertisers agree that custom content is important, but need to better understand context

How important is developing **custom content** for marketers today?



How confident are you that your organisation understands the **impact of context on creative executions**?

Advertisers

32%

Not at all confident + Not very confident

Source: Kantar Getting Media Right Global report 2019

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What do we mean by context?



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Tailor your approach to the context

Video



- Generate an emotional response
- Use music and audio to engage
- Brand early and utilise companion banners

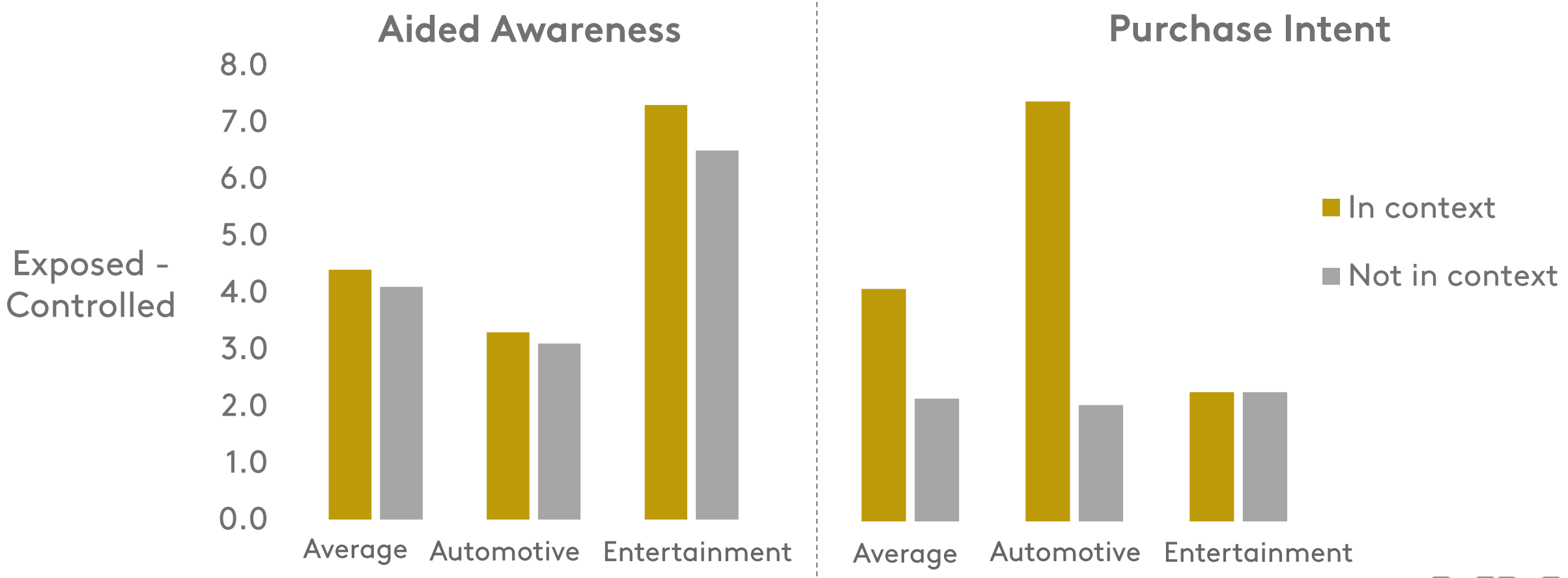
Social



- Grab attention with unexpected situations
- Ensure caption sets suitable expectations
- Branding in the first 3 seconds
- Don’t rely on audio

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Category context tends to have little effect on Brand Awareness, but can have a big effect on Purchase Intent

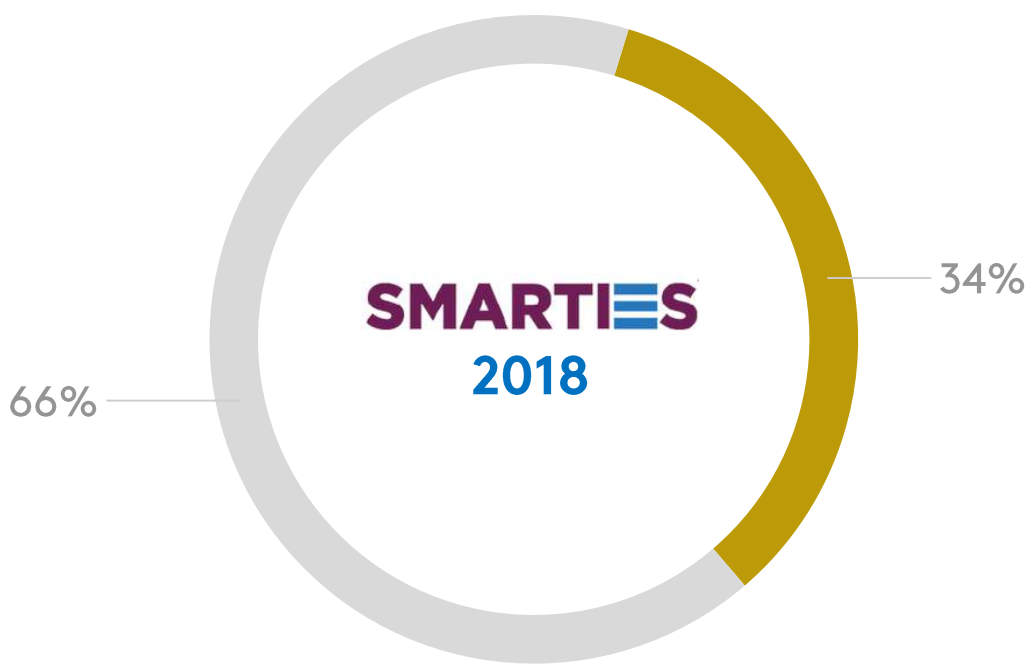


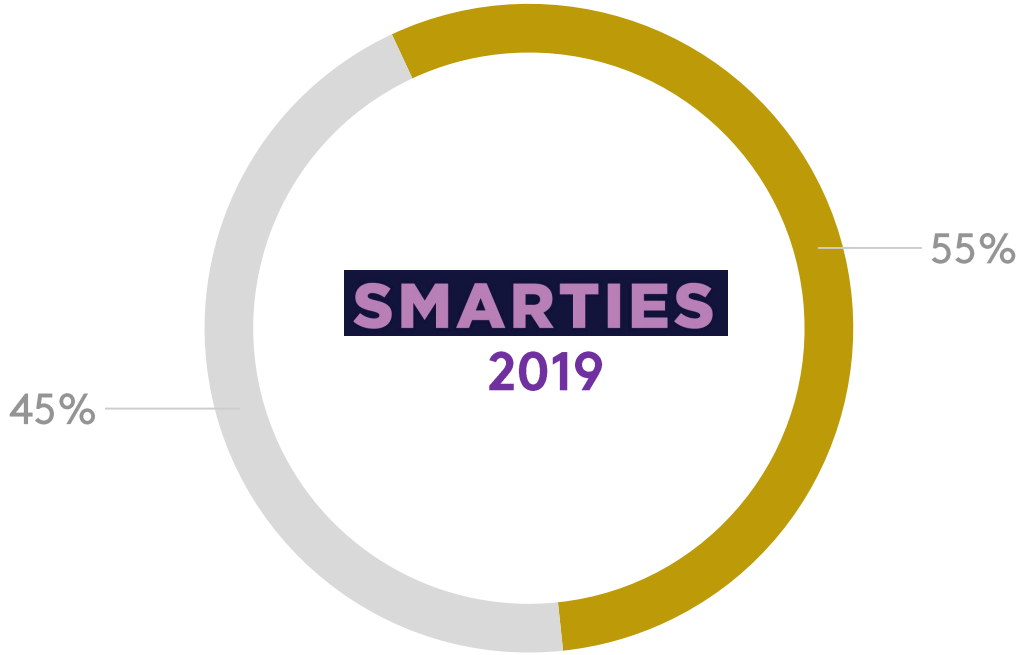
Source: Kantar Insights Market Norms Database 2016

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Go Native

% of winning campaigns deployed native ad formats



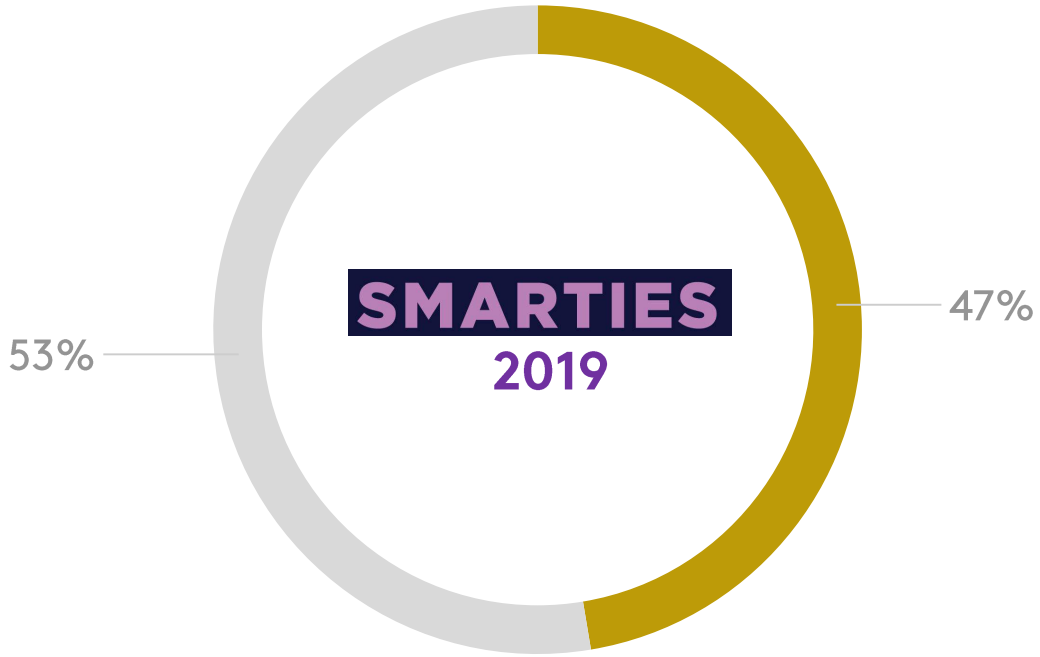


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Speak your consumer's language!



% of winning campaigns deployed vernacular communication



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Synergy is the key

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Everyone talks about

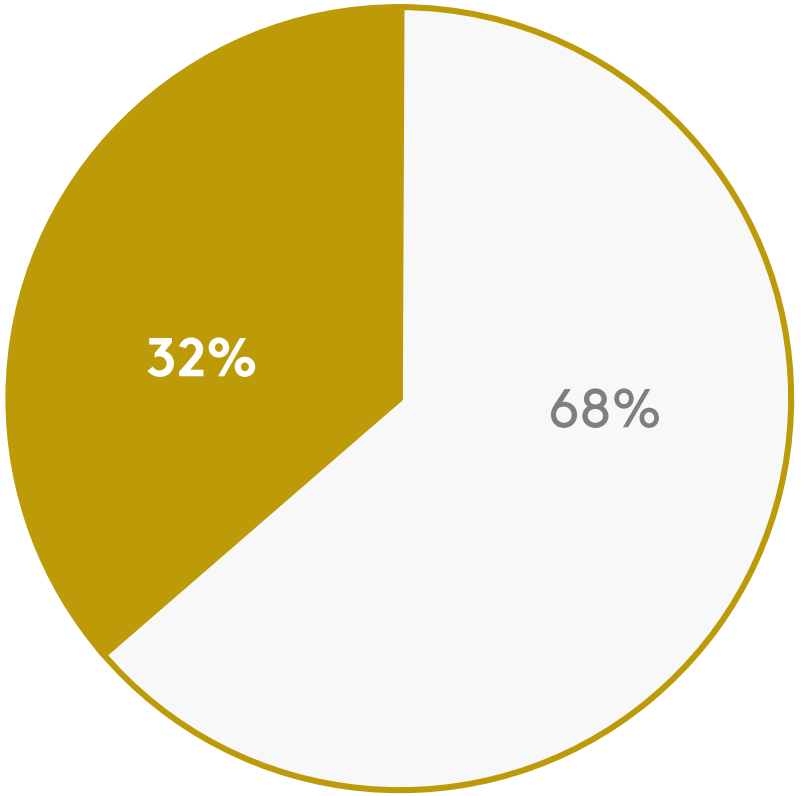
EITHER OR

but we must be more



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In India 32% of all returns can be explained by the Synergistic effect of the campaign

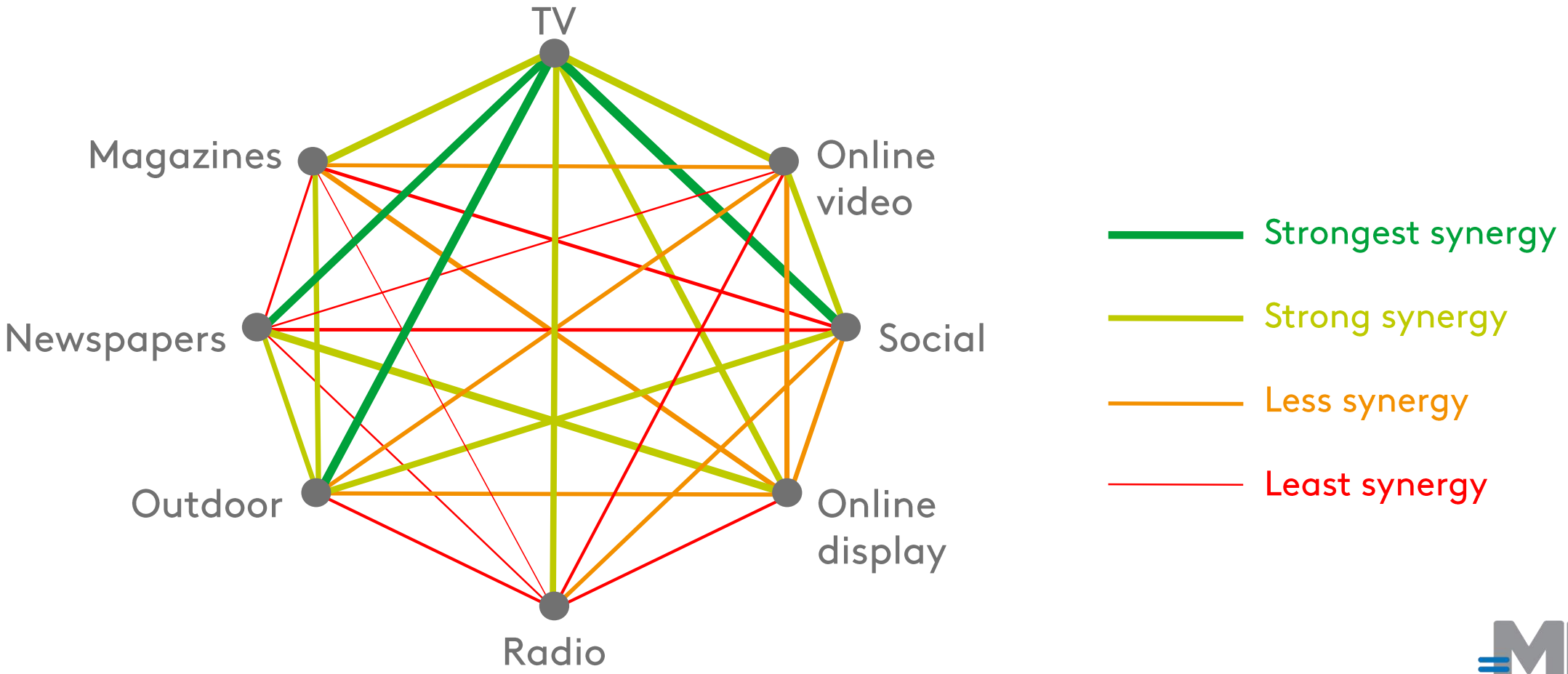


Source: Kantar CrossMedia database analysis (68 campaigns in India)

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Identify touchpoint synergies that fit with your strategy

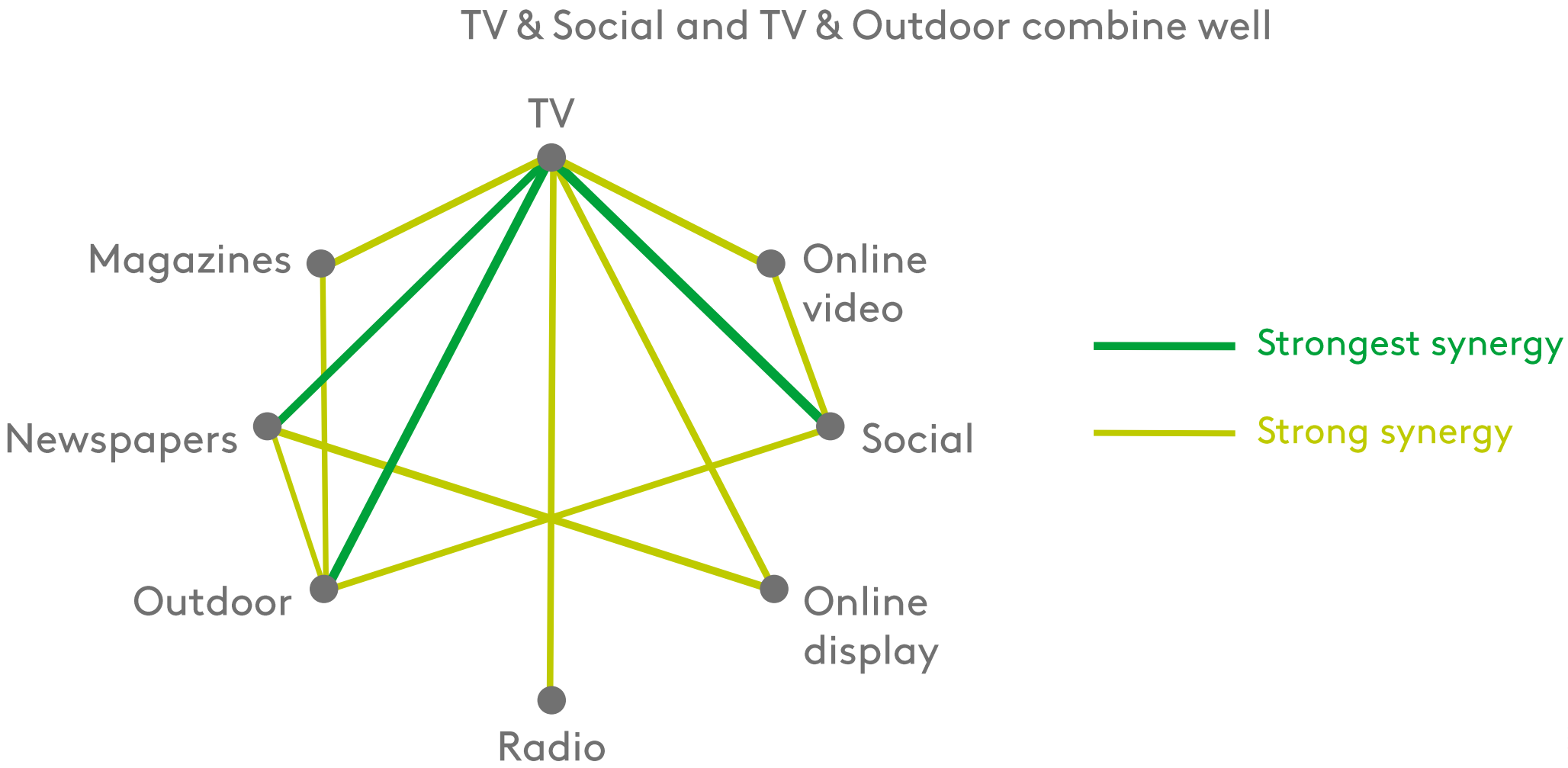
When thinking about synergies, it is important to understand how the different touchpoints build on each other



Source: Kantar Global database CrossMedia 1,067 campaigns

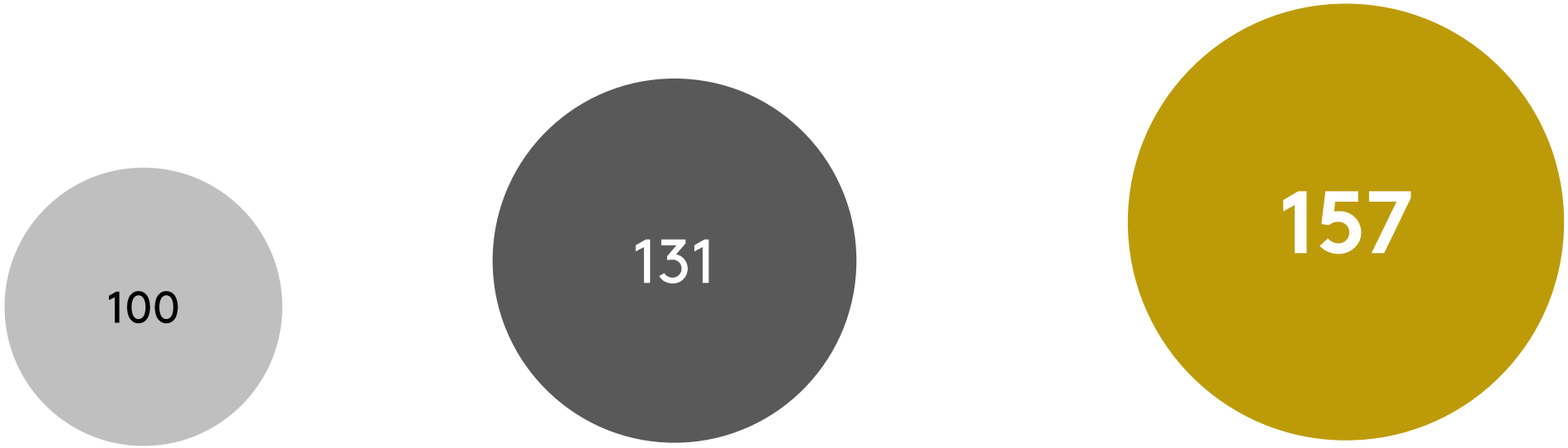
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All channels benefit from synergies, but some channels work particularly well with each other



Source: Kantar Global database CrossMedia 1,067 campaigns

Integrated AND customised campaigns are more effective



	Not well integrated	Integrated – similar ads, but **not** well customised to individual	Integrated **and** most media were customised well
Base	(57)	(64)	(102)

Source: Kantar Global CrossMedia studies, 2015-2017

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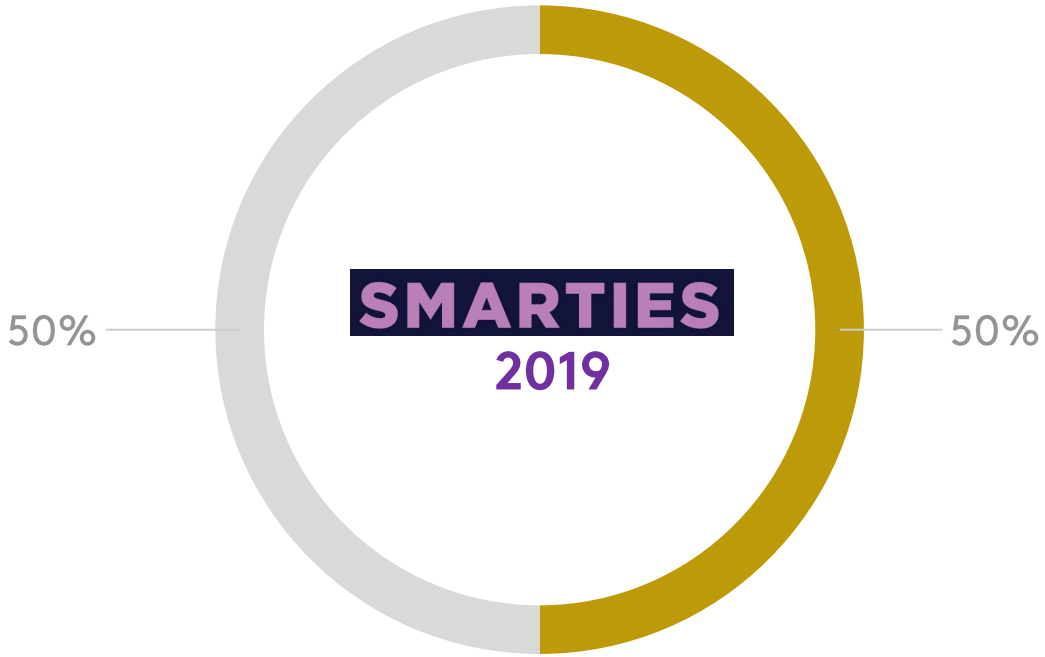


Experience and Engagement

Leverage “Mobile” capabilities



% of winning campaigns leveraged true capabilities of mobile



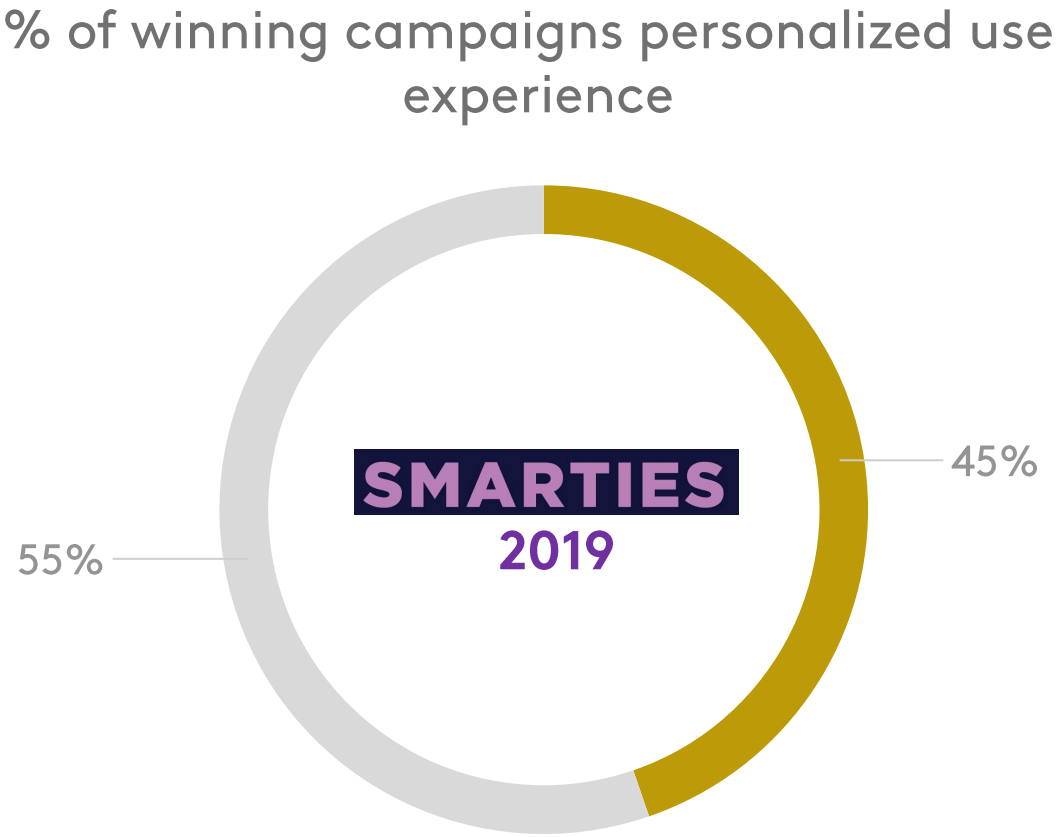
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Leverage “Mobile” capabilities



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Personalize!



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To engage consumers, offer something back, but make sure your offer is useful and mobile-savvy

Mobile value spectrum



18% Latest Product News



27% Free Tools
(e.g. shopping lists, reminder)



44% Deals & Coupons



27% Interest-based Info
(e.g. recipes, sports scores)



25% Location-based Info
(e.g., store locations, promotions)



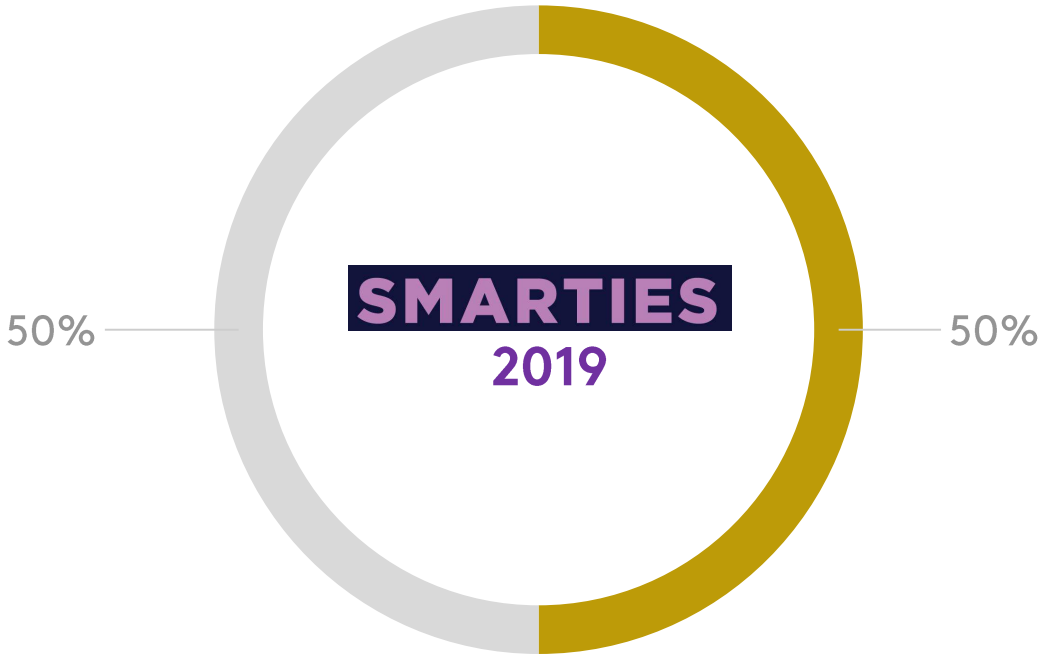
15% Fun Features
(e.g., branded game, song downloads)

Source: Kantar AdReaction Changing Channels study, 2012

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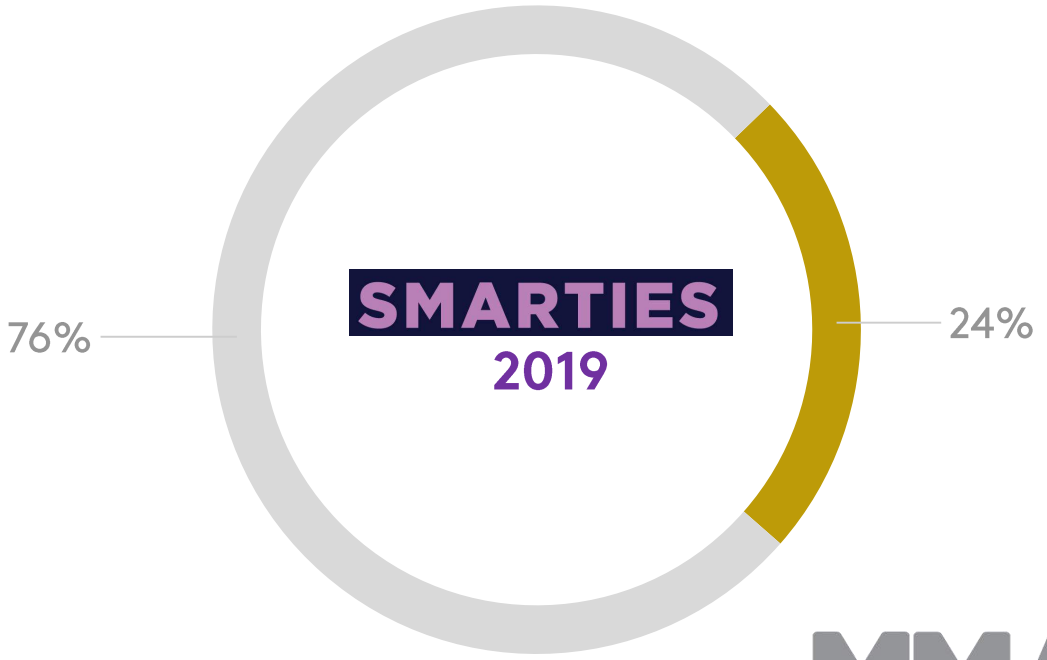
Interactive

% of winning campaigns delivered interactive experiences



Local Targeting

% of winning campaigns were targeted LOCALLY



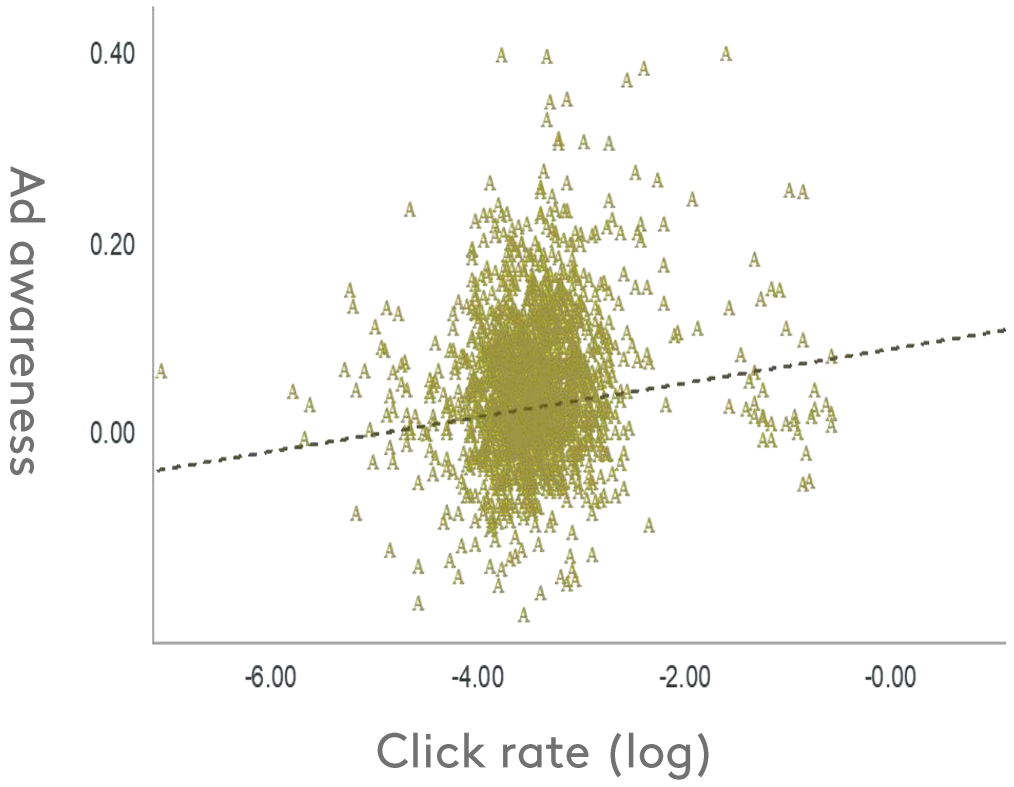
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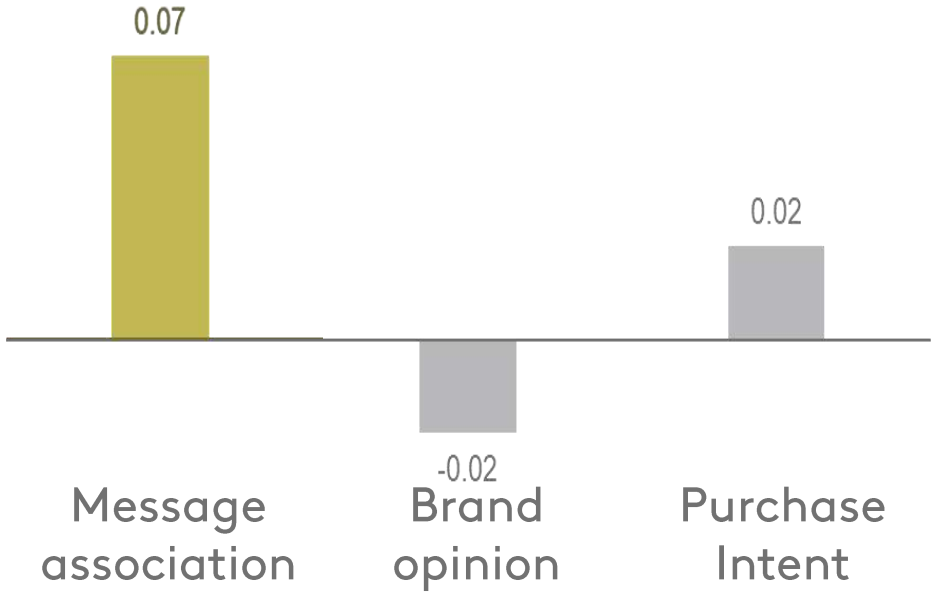
Creating Balance

Clicks are not corelated with Brand Impact

Industry uses lots of different measures and performance metrics to assess the effectiveness of a digital campaign, and optimization still is heavily dependent on click rate



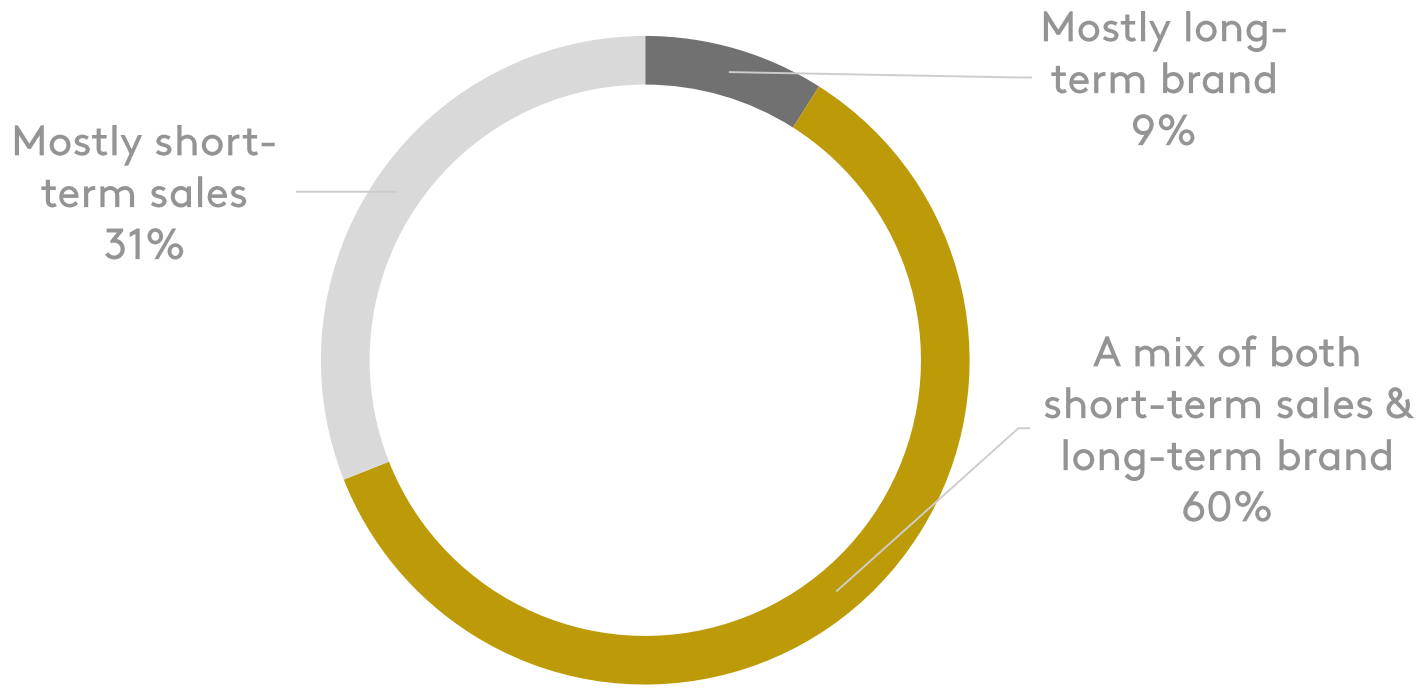
Only 0.3% of online banner ads are ever clicked!



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Marketers want balanced measurement, but what actually happens is skewed short-term

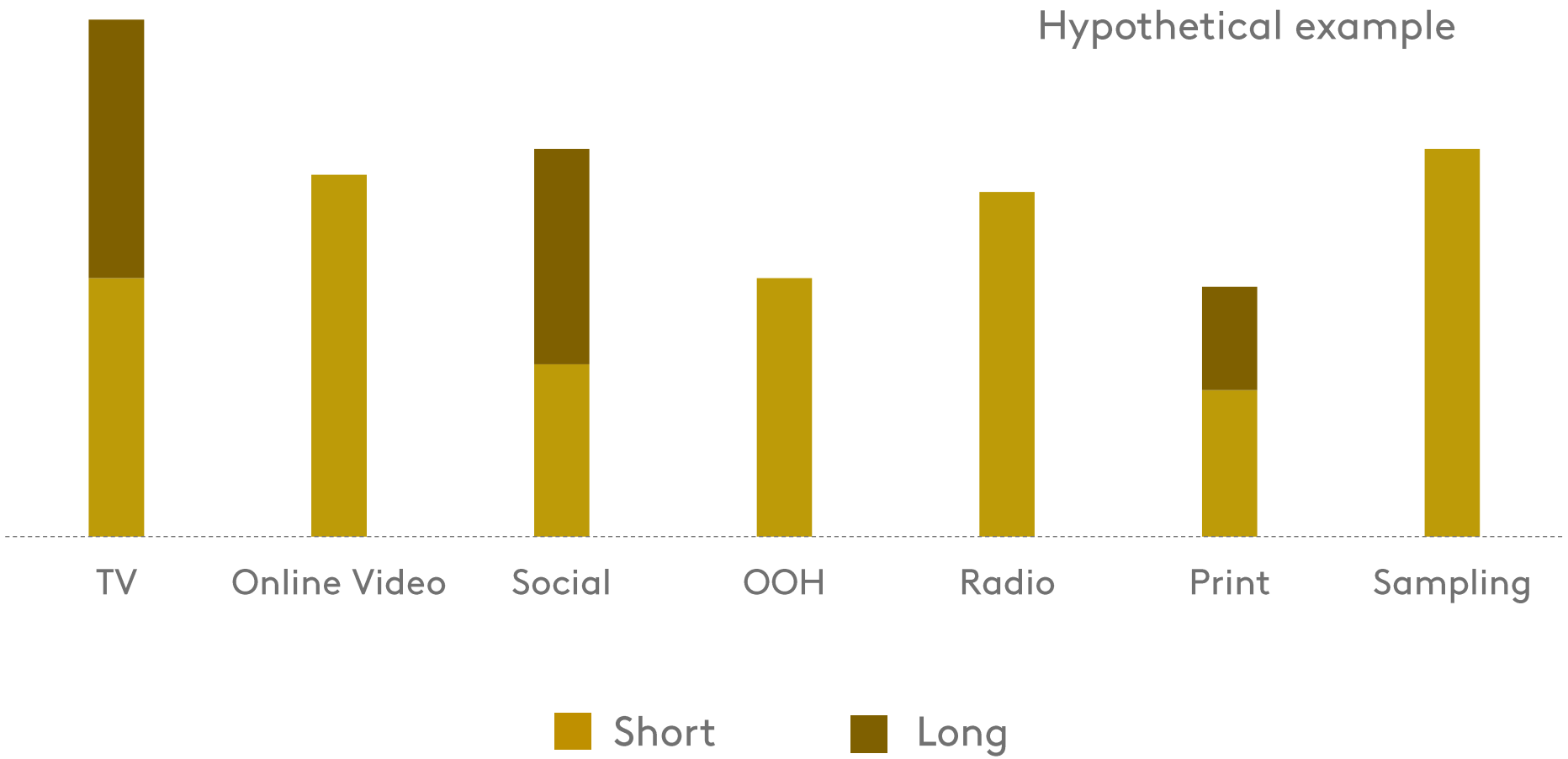
Which type of measurement do you (Advertisers) currently use?



Source: Kantar Getting Media Right Global report 2019

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Impact on short-term sales & long-term effects on brand can be measured

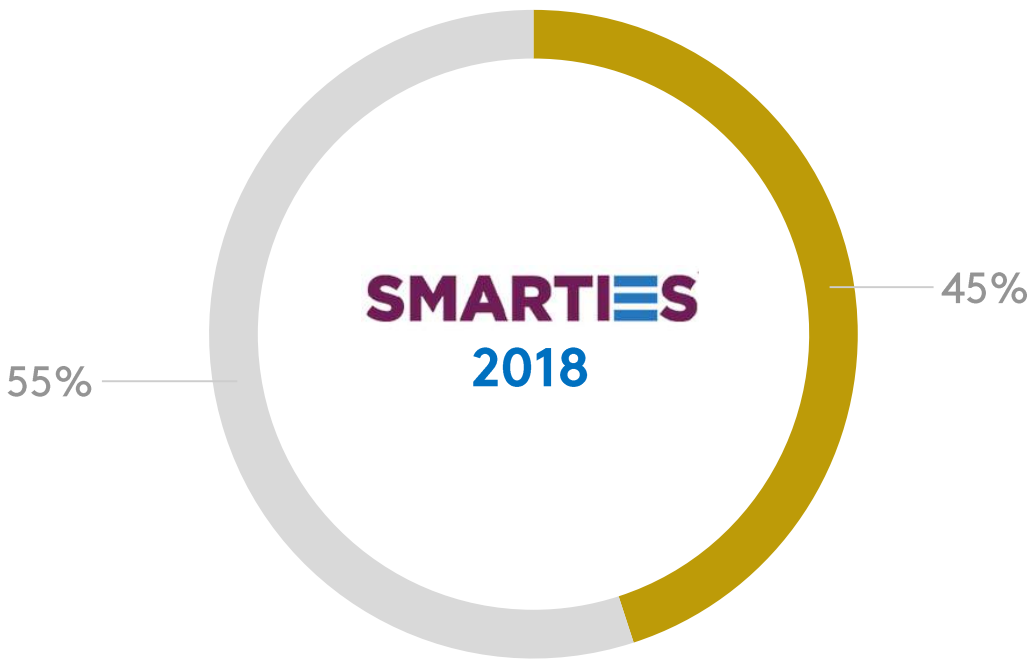


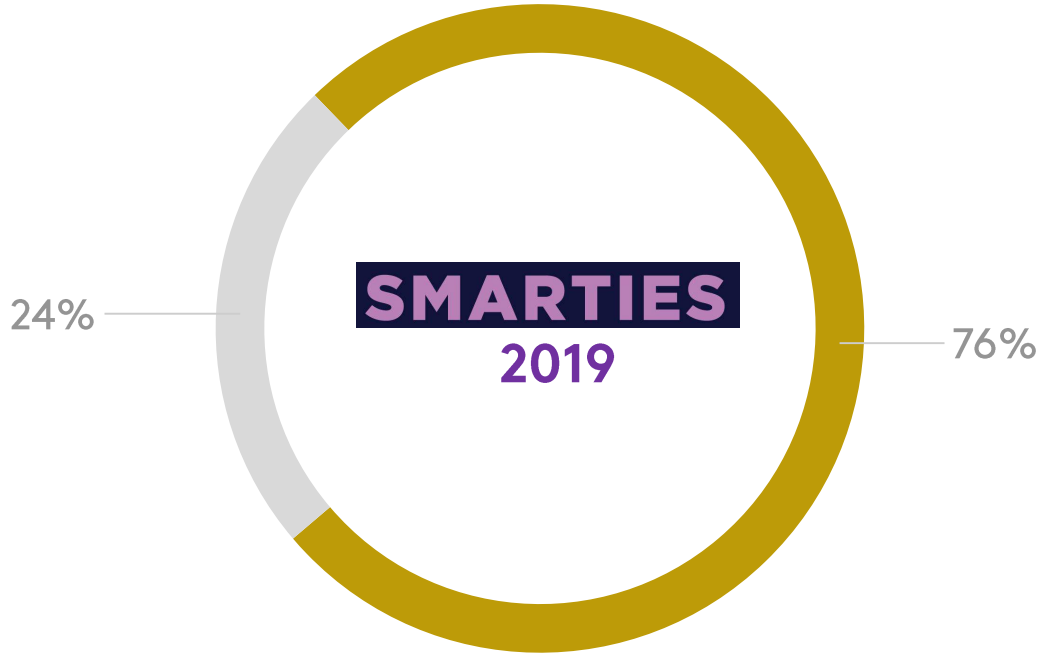
Source: TMROI study

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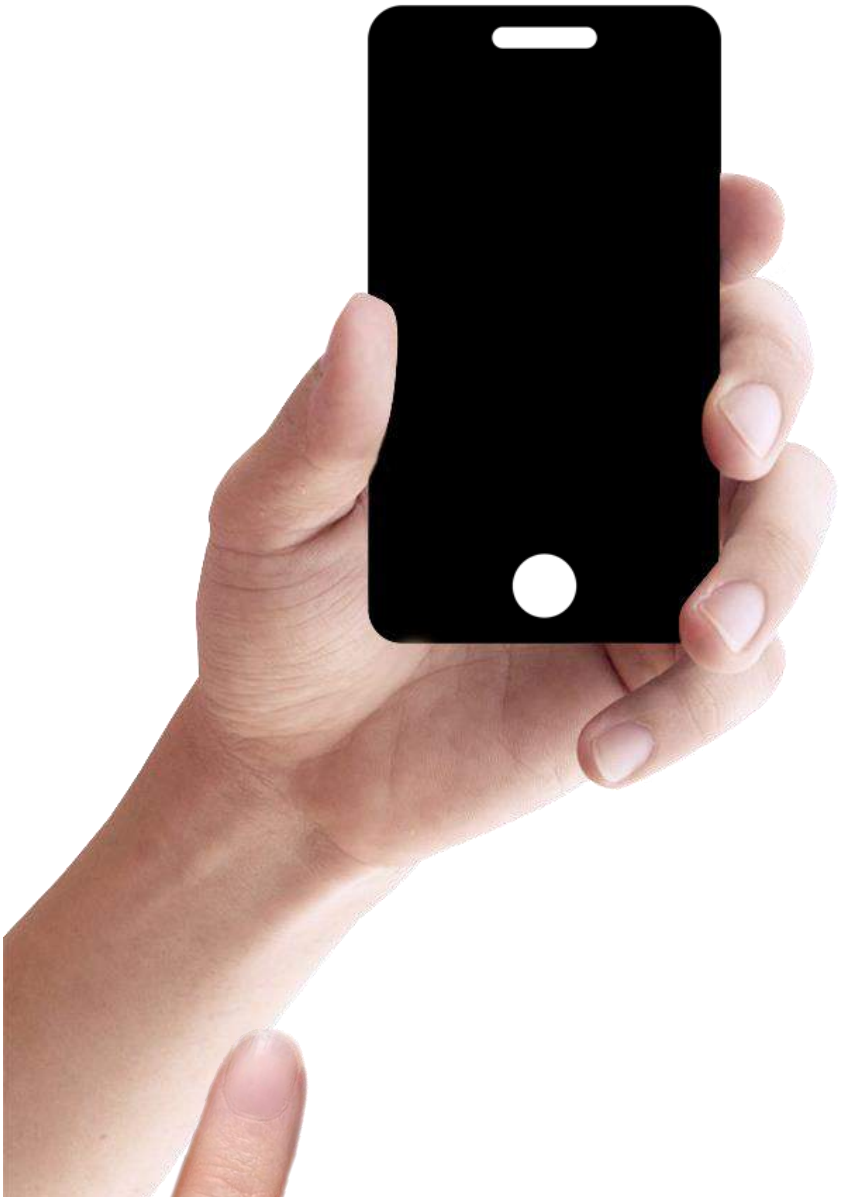
Deploy a relevant measurement

% of winning campaigns measured it right





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LEARNINGS

+ SMARTIES

- Context matters
- Synergy is the key
- Experience and engagement
- Creating balance

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THANK YOU

Sandeep Ranade

Executive Director, Insights Division- Kantar

sandeep.ranade@kantar.com

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