



SMoX: What we now KNOW about Mobile

MARKETING EVOLUTION

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Mobile is the greatest transformation in consumer behaviour that we will see in our lifetime


THAT MOMENT
YOU REALISE YOUR PHONES'S NOT IN YOUR POCKET
memegenerator.net



So what?

"We are grappling to figure out what the right level of investment is and what principles need to be applied for Mobile."

CMO, FMCG Company

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What is the promise of Mobile?

Brand Opportunity:
Mobile offers new ways to connect with consumers and activate your brand.

Media Opportunity:
Mobile is underpriced and underspent vs. its performance.

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Brand Opportunity

It´s my personal screen	Highest attention during content consumption vs. other media
Always on - I check it all the time	Opportunity for more frequent/ongoing interaction
With me in different moments/need states	Opportunity to customise content
It´s my social device	Opportunity to engage, participate, interact and CONNECT

SMoX

Smart Mobile Cross Media Effectiveness Studies

A global, industry-wide research initiative aimed to help marketers win in mobile

SMoX



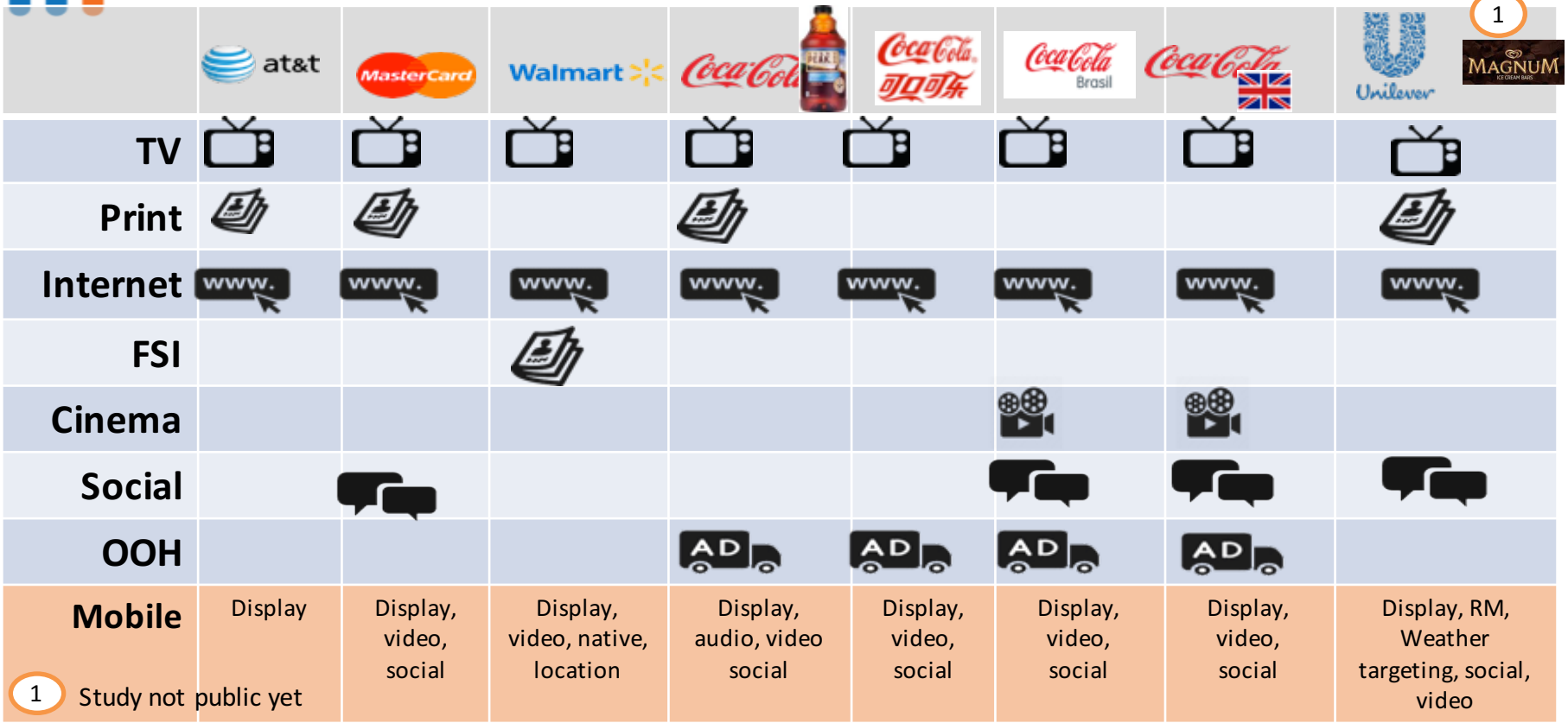
Partners

Association of National Advertisers

ADVERTISING RESEARCH FOUNDATION

American Association of Advertising Agencies

Variety of media in each campaign mix



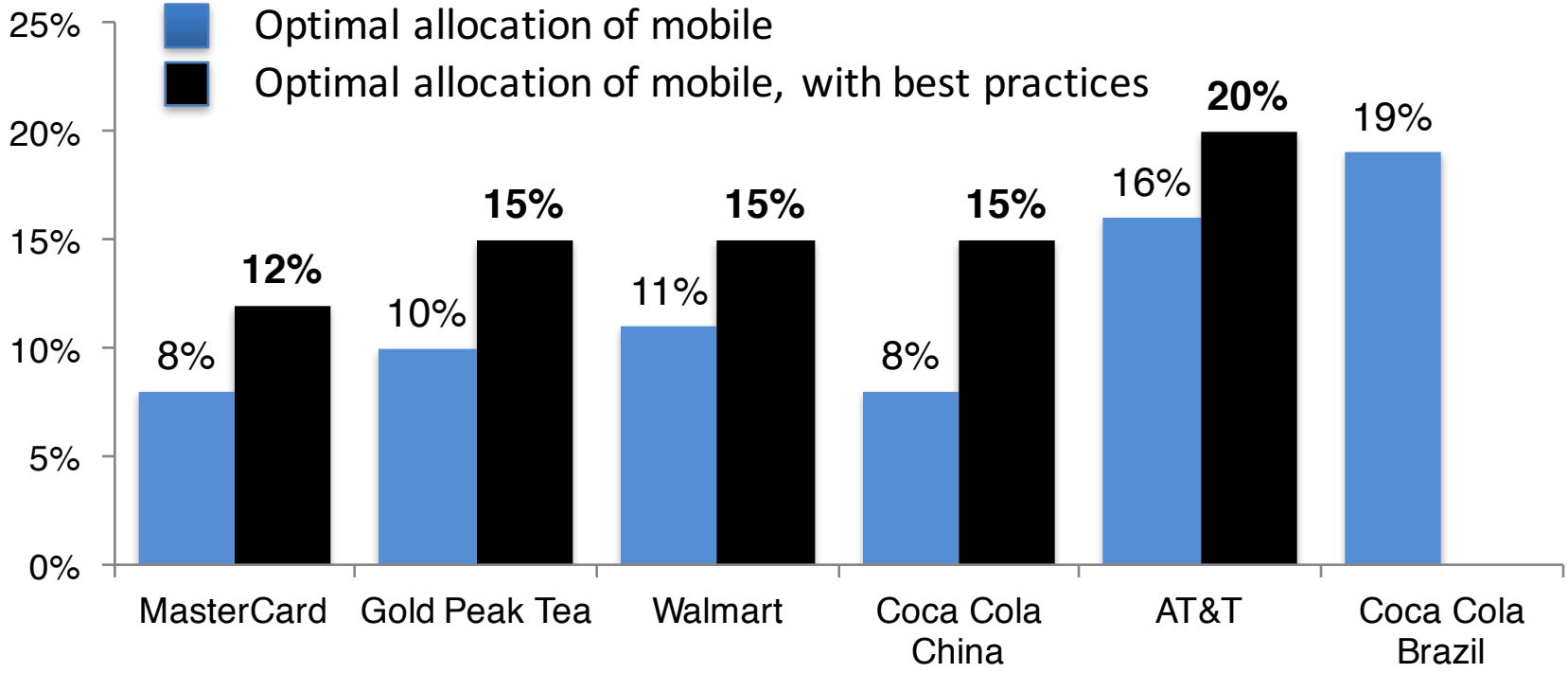
1 Study not public yet

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Optimal allocation of mobile is double digit, higher when best practices are applied

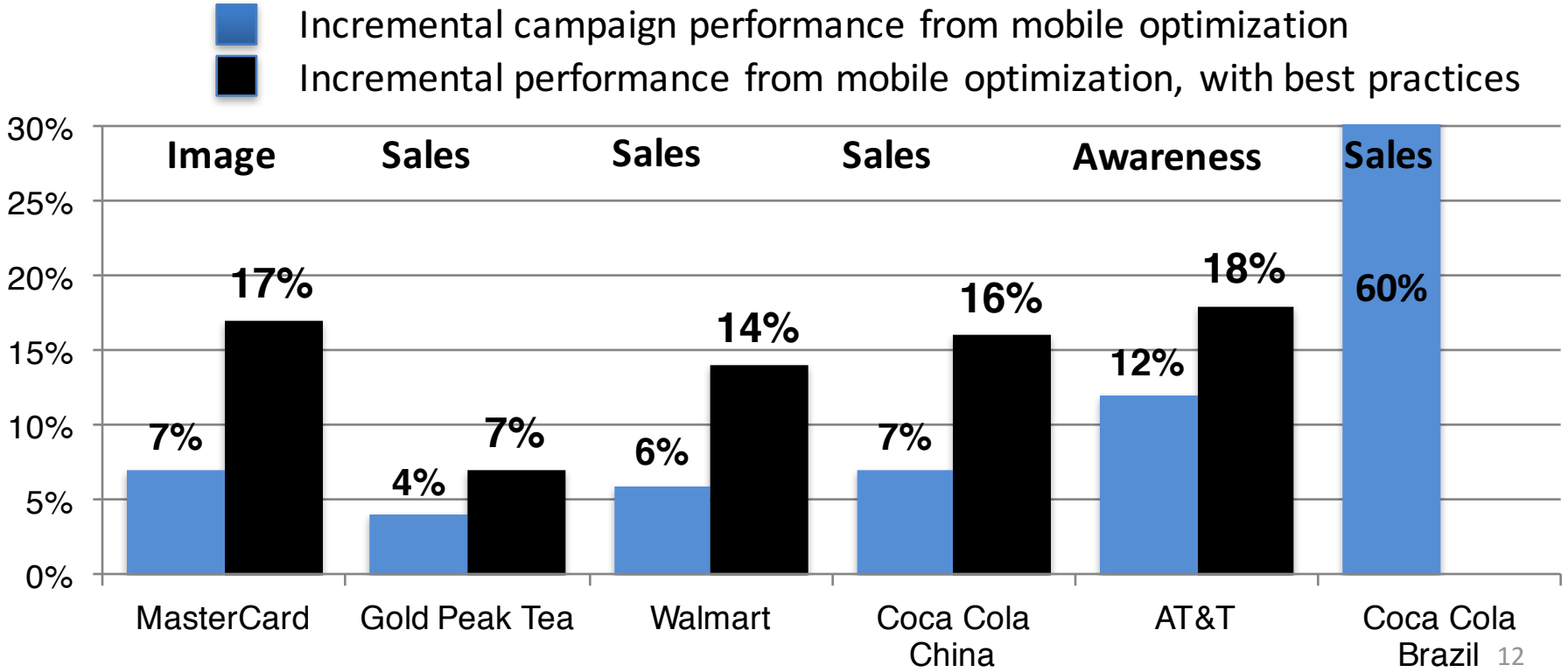


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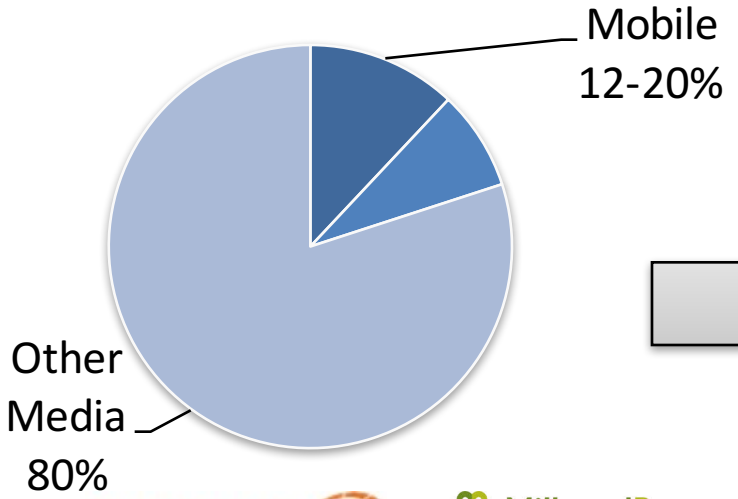
Optimising *for* mobile and *within* mobile drives incremental results

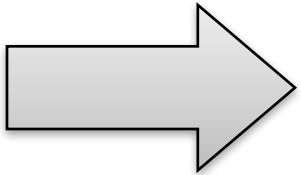


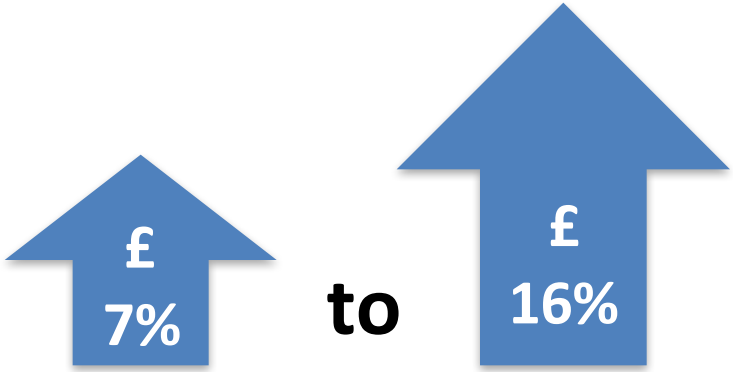
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In Summary – SMoX Proves:

	Allocation to Mobile in the Mix, when mobile is done right
All Studies to Date	**12% to 20%**





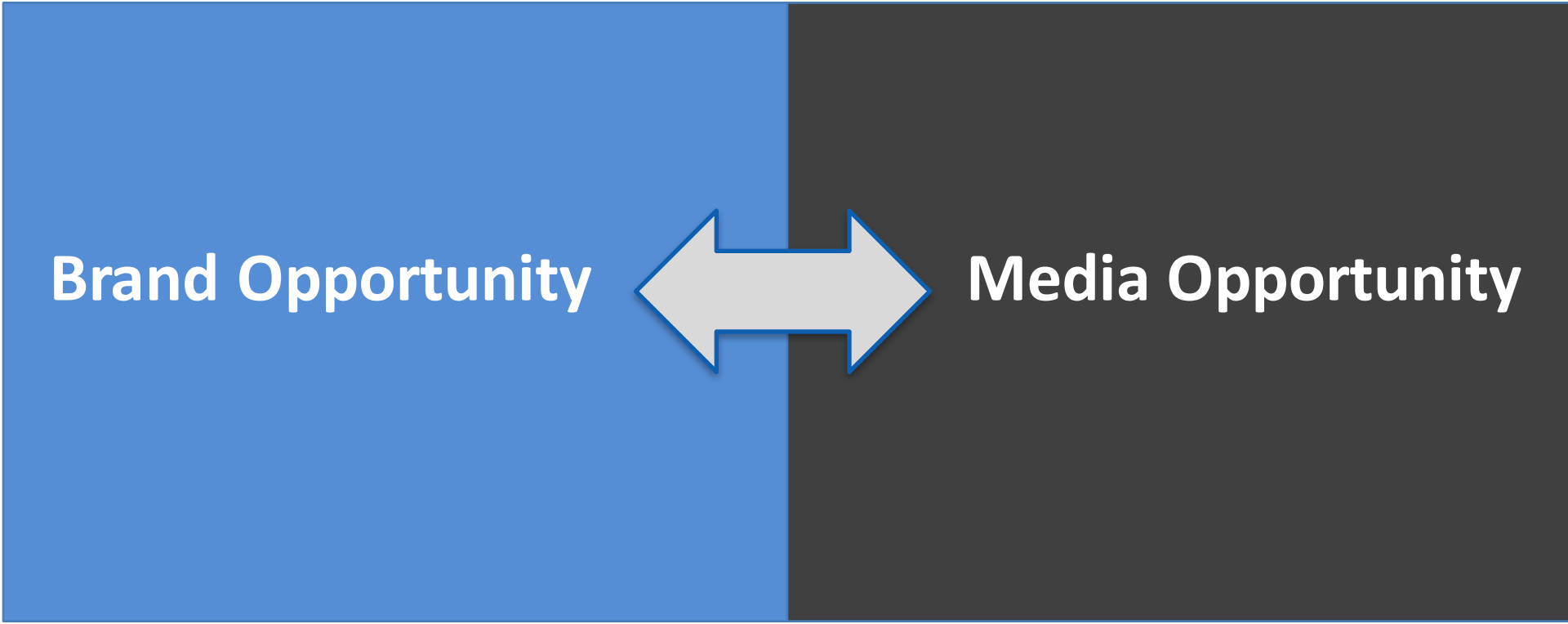


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What is the promise of Mobile?

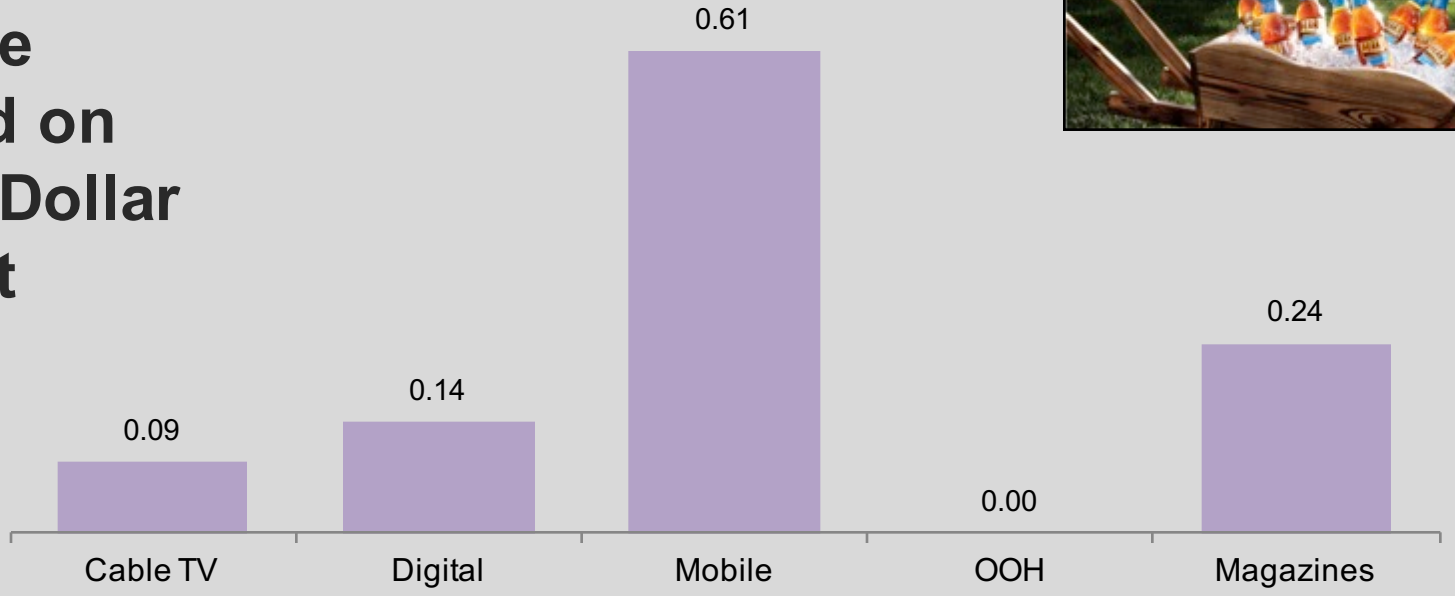


Closer to my day, all day: Mobile drives awareness and is more cost efficient

People Impacted on Metric per Dollar Spent

Media Efficiency by Medium
Top of Mind Brand Awareness

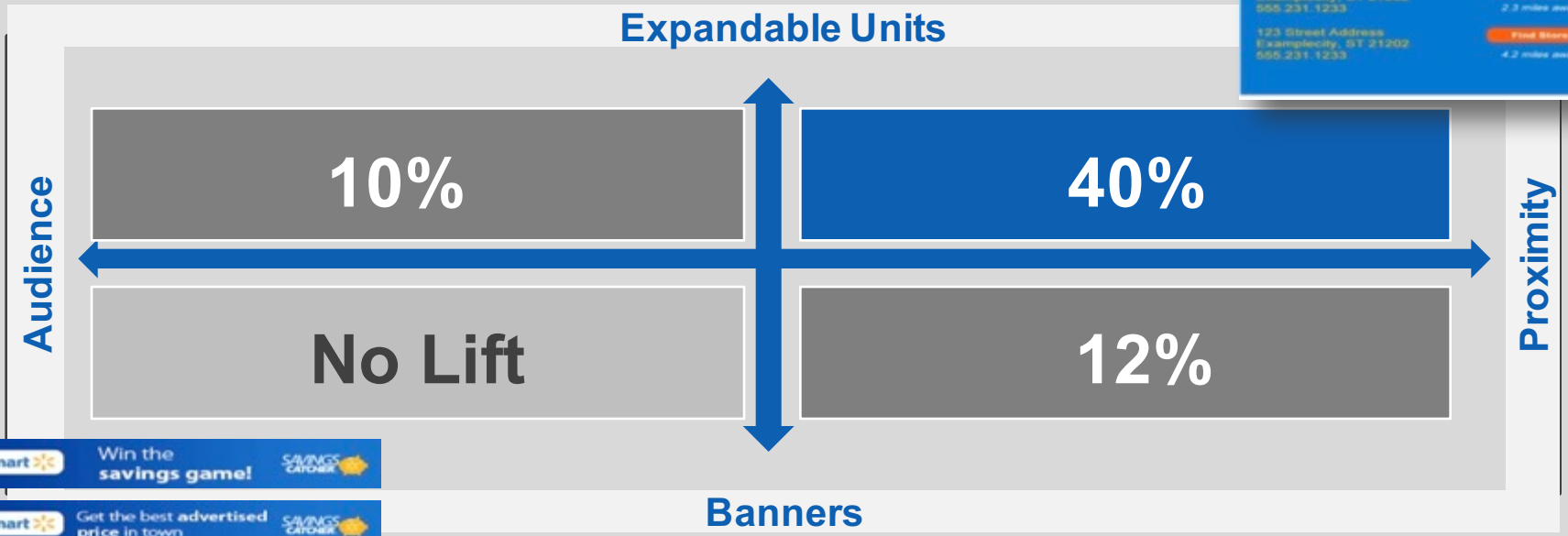


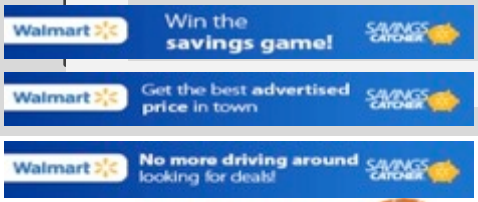


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Closer to my Habits: And drives traffic to shops very effectively







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Closer to Knowing Needs (Hunger): drives effectiveness of Ads EXPONENTIALLY!

	Day of the week	Time of Day
With targeting	130	1290
Without targeting	100	100

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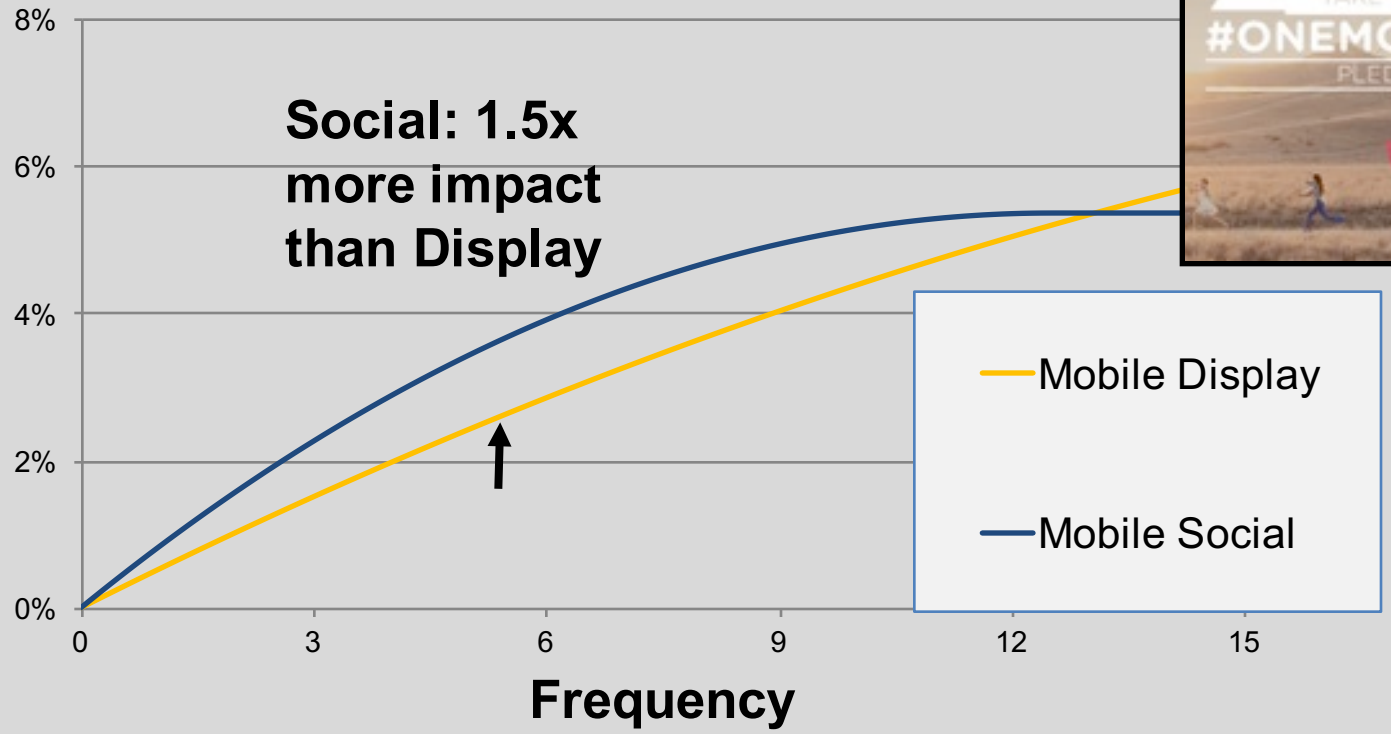
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Closer to My World: social works better than display



Image:

% Increase Good Card to Carry When Traveling

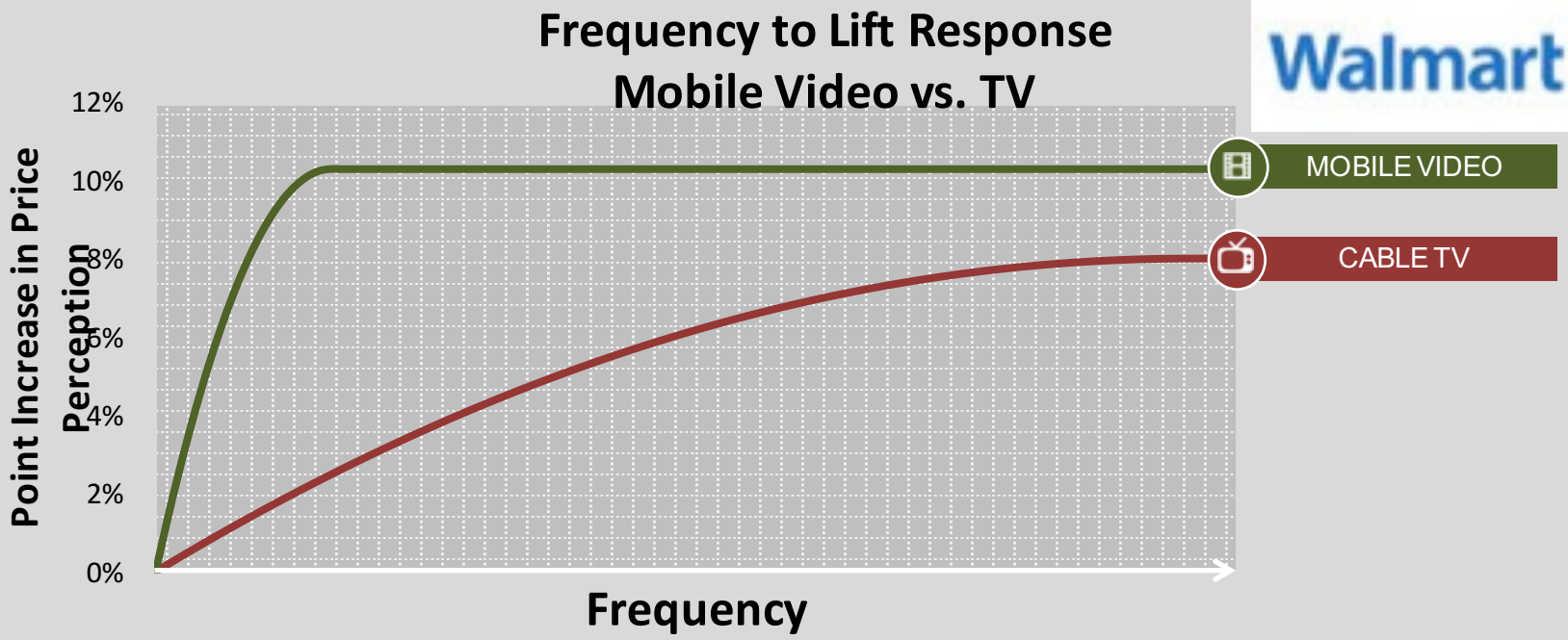


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Closer to My Face: Mobile Video is more effective than TV



Coca-Cola UK:
Happiness & Choose Coke Campaign SMoX Results

Britta Anderson
Digital Marketing EU



Coca-Cola UK Campaign Overview

GOALS

Awareness

Image

Purchase Intent

Foot Traffic

Sales (primary)

MEASUREMENT PARAMETERS

TARGET:

People 16-29

DATA COLLECTION

6/1 ⇨ **10/31**

2015

MEDIA AND CREATIVE

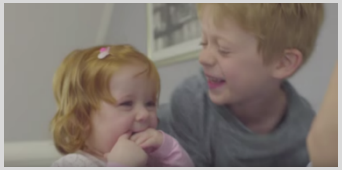
TV & DIGITAL (TWO VARIANTS, HAPPINESS & CHOOSE COKE)

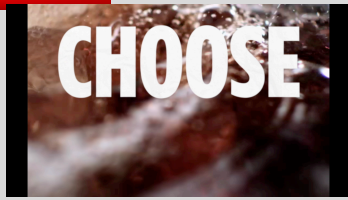




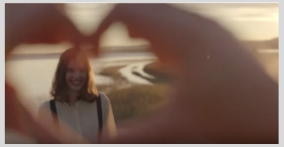








CINEMA



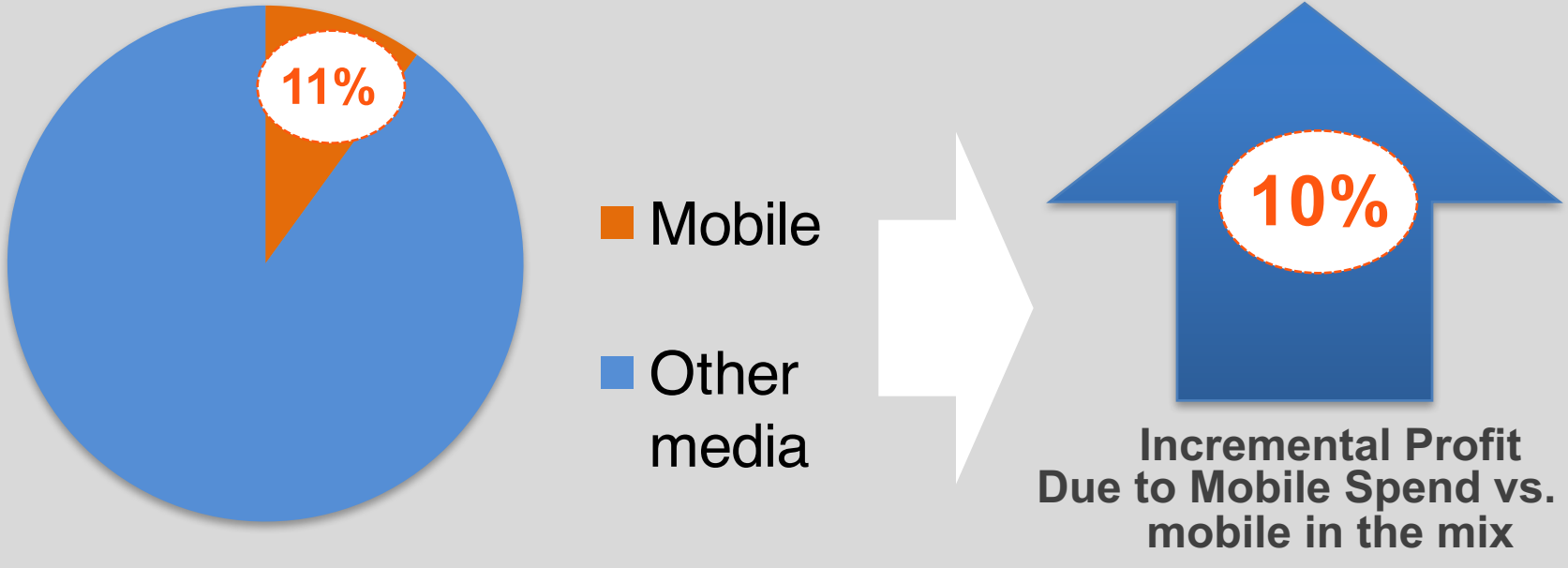


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Mobile offers an additional 10% upside in incremental profit based on its effectiveness, reach, and cost at 11% of the total campaign spend.



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Programmatic mobile banners performed significantly better than mobile banner benchmarks

	Cost	Effectiveness
Programmatic Mobile Display	50	300
Mobile Display	100	100

Effectiveness Index is based on lift on Intent to Purchase, calibrated for UK based on population, reach, frequency and costs
Benchmarks are inclusive of Marketing Evolution U.S. CPG Beverage measurements

In fact, programmatic mobile banners emerged as one of the most efficient media in the campaign

	Cost	Effectiveness
Programmatic Mobile Display	40	165
Campaign Average (across all media)	100	100

Effectiveness Index is based on lift on Intent to Purchase

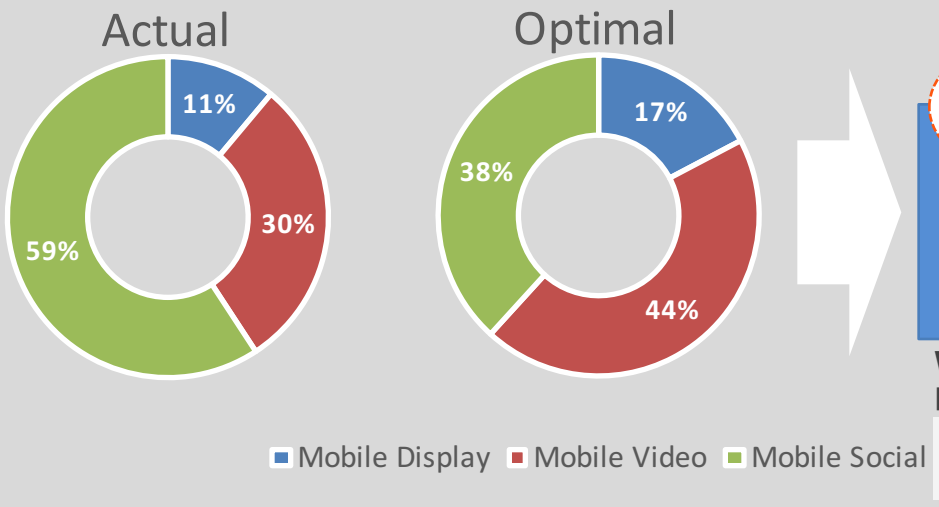
Mobile video was overall more efficient than TV (using the same creative)

	Cost	Effectiveness
Mobile Video	70	180
TV	100	100

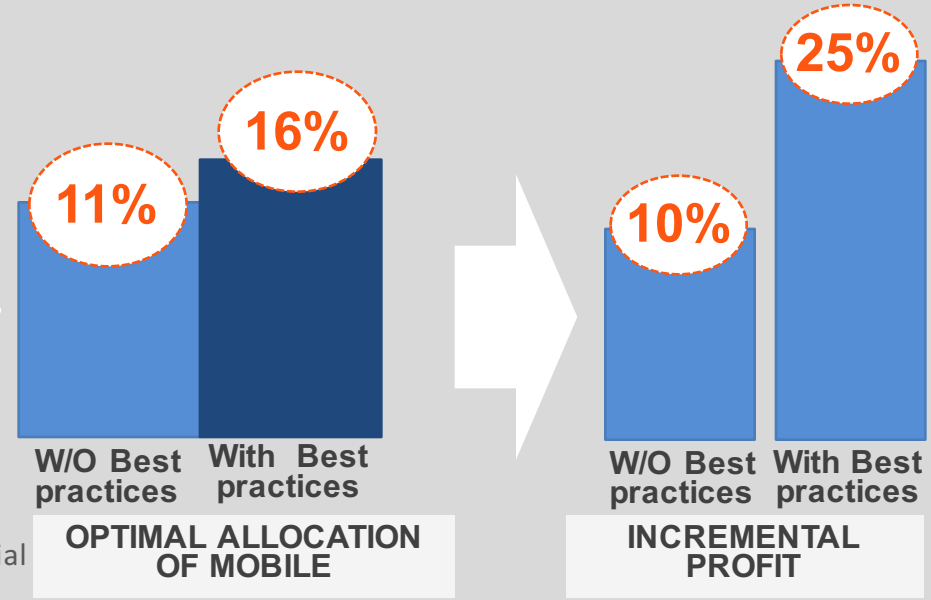
Effectiveness Index is based on lift on Intent to Purchase

Optimising within mobile would further improve campaign impact, increasing profit by 25%

Mobile Video and programmatic display should get increased allocation



Improvements in mobile allocation will further boost profit



*Optimal allocation of Mobile w/ Best practices is calculated by including the increase in people impacted by targeting mobile video ads (assumed to be +400K in people impacted) combined with the optimal allocation within mobile: (shown to be +264K).

In Summary

- Mobile offers an additional 10% upside in incremental profit based on its effectiveness, reach, and cost in the UK at 11% of the total campaign spend.

- Video and programmatic display emerged as key drivers
  - Programmatic improved results versus standard mobile display
  - Mobile video was very efficient driver of impact in relation to TV

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Coca-Cola

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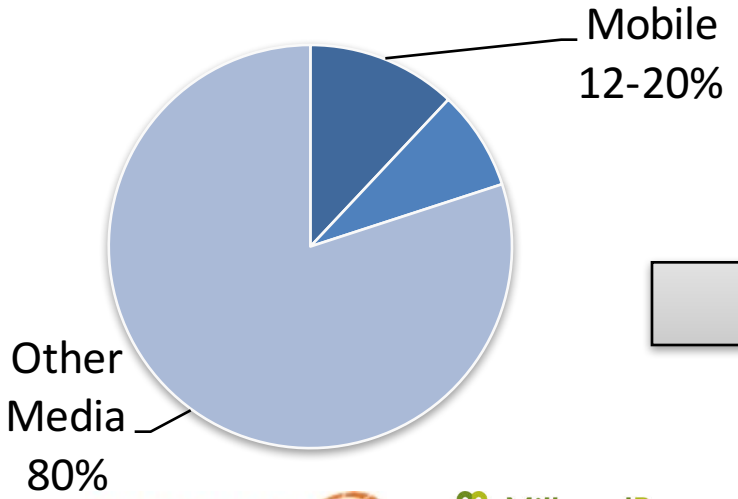
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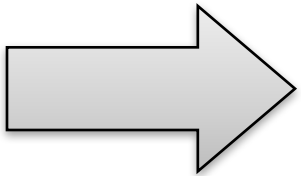


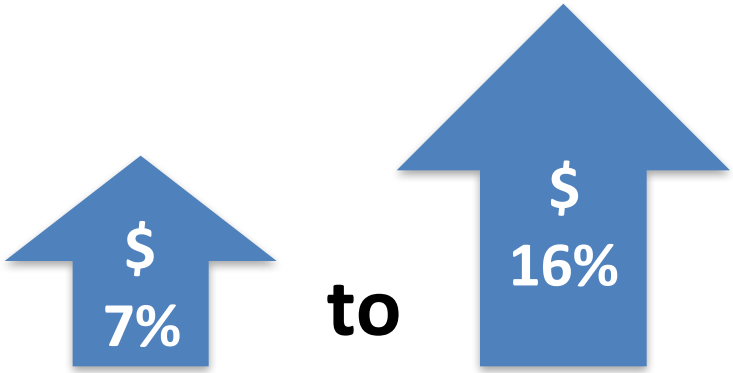
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So what is the current optimal allocation for mobile of total advertising spend?

DOUBLE DIGIT

...allocation to mobile in your total marketing mix.

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Capitalising on Mobile is a 2-Step Process







1. Optimise Mobile in the Marketing Mix

That's the *physics* of media

2. Build capabilities within Mobile

Education, test & learn,
Access industry experts

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