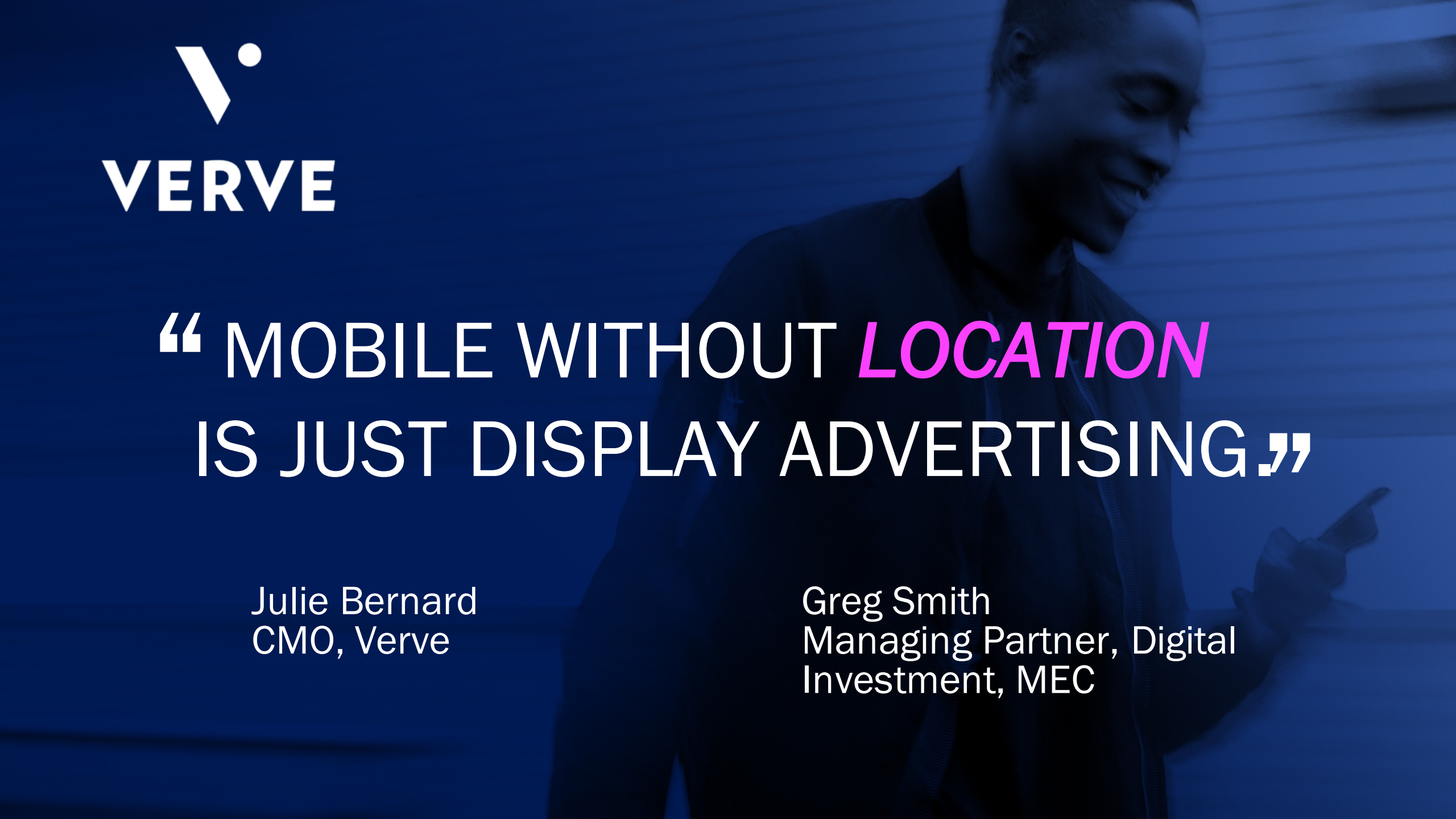
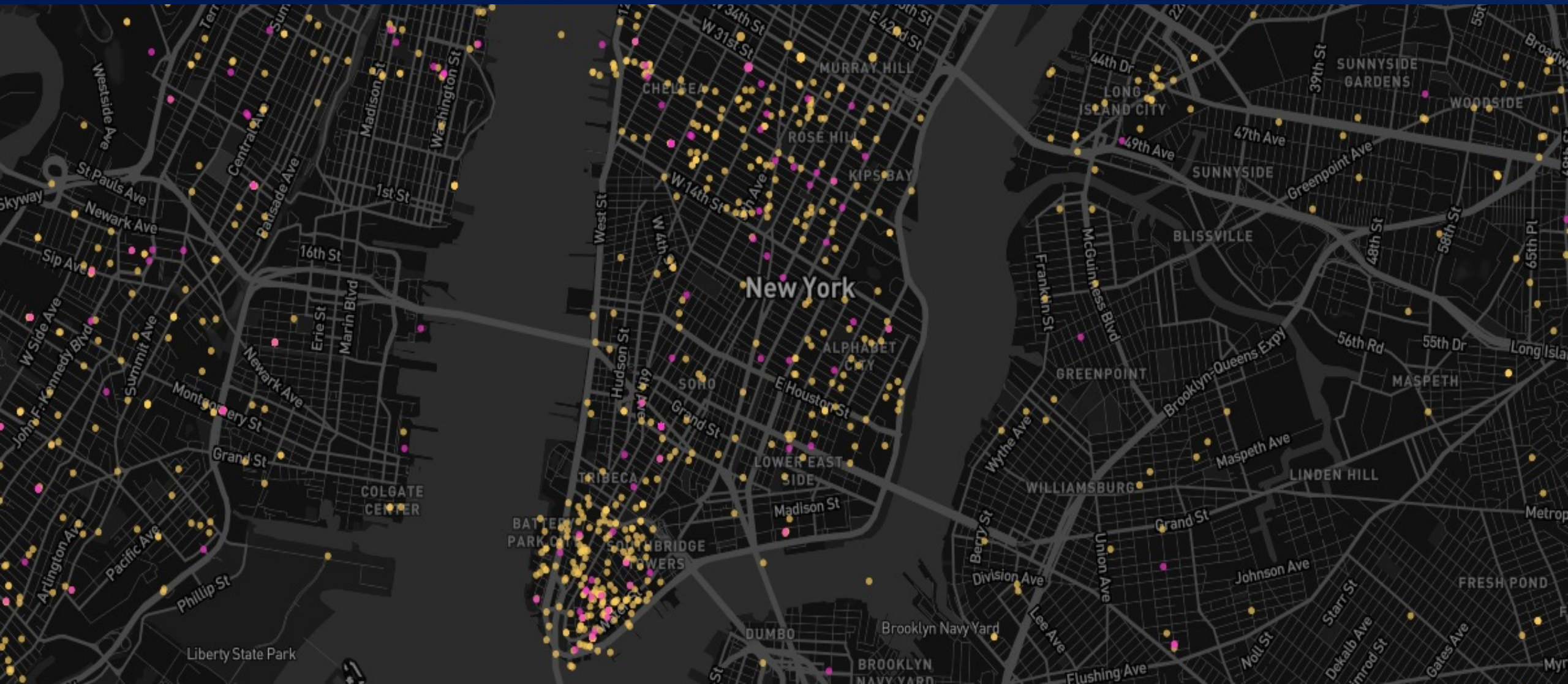

VERVE
“ MOBILE WITHOUT LOCATION
IS JUST DISPLAY ADVERTISING.”
Julie Bernard
CMO, Verve
Greg Smith
Managing Partner, Digital
Investment, MEC

LOCATION CONTEXT MATTERS




WITH MOBILE,
EVERY ACTION IS
AN INTERACTION.

New Data, New Opportunities

May 11. 2016

Your Computer = Your Employee



=

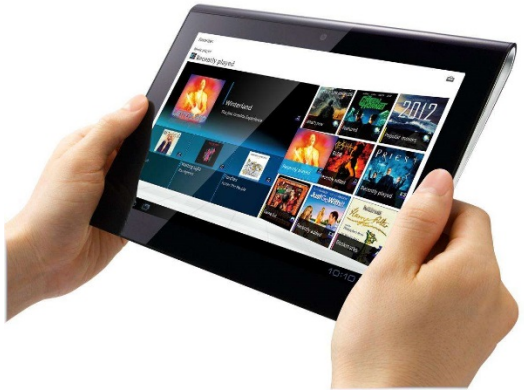


- A utility, “Office”

- Helps you with “deep” searches

- Your filing system

Your Tablet = Your Baby



=



- You use this in your home more than anyplace else

- You cosset this device

- You don't take this out of your home as much

Your TV = Your Grandparents



=



- A slower way to get information/entertainment

- Long stories, but generally interesting

- You still love this format

Your Smart Phone = Your Lover



=



- Closer to you than anything else

- Knows more about you than any other device

- You'd miss it more than anything

New Sources for New Data

We all inhale and exhale data

New Sources for New Data



The Weather Company
An IBM Business

Do people shop differently on a rainy day?

New Sources for New Data



The Weather Company
An IBM Business

Do people shop differently on a rainy day?

VERVE



What can where people have been tell me about who they are?

New Sources for New Data



The Weather Company
An IBM Business

Do people shop differently on a rainy day?

VERVE



What can where people have been tell me about who they are?



What's the opportunity during a "surge"?

New Sources for New Data



The Weather Company
An IBM Business

Do people shop differently on a rainy day?



fitbit

What's the opportunity to target based on a heart rate?

UBER



What's the opportunity during a "surge"?

VERVE



What can where people have been tell me about who they are?

New Sources for New Data



The Weather Company
An IBM Business

Do people shop differently on a rainy day?



Can I keyword target music lists and get better results?



fitbit

What's the opportunity to target based on a heart rate?

UBER



What's the opportunity during a "surge"?

VERVE



What can where people have been tell me about who they are?

MEC

New Sources for New Data



The Weather Company
An IBM Business

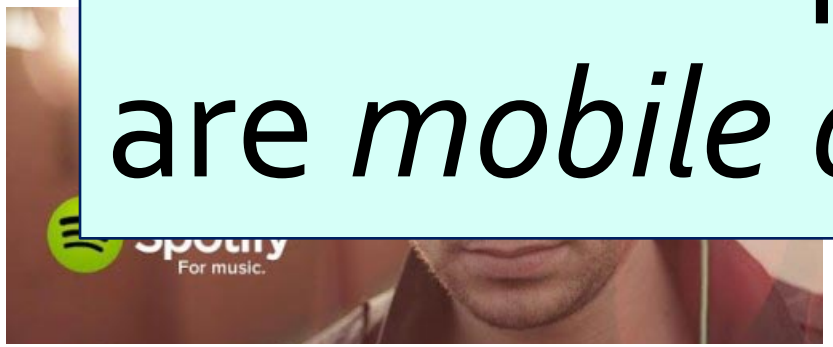
Do people shop differently



fitbit

What's the opportunity to target based on a heart rate?

All these opportunities are *mobile opportunities*



better results?



What's the opportunity during a "surge"?

VERVE



What can where people have been tell me about who they are?

Examples

At the right moment: Delivering timely offers

Opportunity: A hotel chain wanted the chance to convert travelers when they're in transit and/or their plans have changed. Is there a viable market here?

Insight: When plans change we're most open to changing plans.

Idea: Use "update apps" like FlightAware to reach travelers on the road with special offers that might get them to change their hotel.

Status: Deployed in 1Q. Moderately successful.



Who they are: Using geo-data

Opportunity: A major studio is launching a summer blockbuster that will especially resonate with those who have strong religious beliefs

Insight: Films are really successful when a core audience sees them more than once and bring others

Idea: Create a "believer" segment of those who have been within 50 yards of a religious institution regularly. Create a look-alike model

Status: Deploying in 3Q



Background to foreground: Bringing tech to life

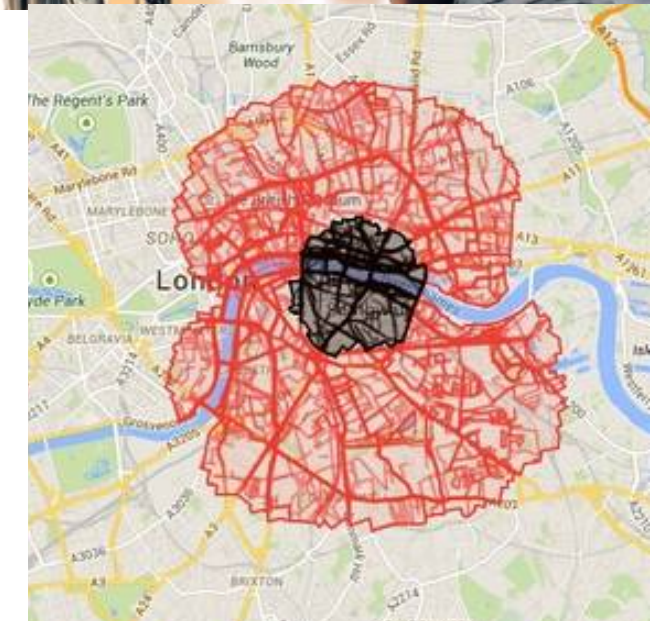
Opportunity: A phone company wanted to dimensionalize its coverage and technology to people who take this for granted

Insight: We make people think differently about everyday tech by applying it to an extraordinary event

Idea: Use the company's coverage and GPS capabilities to run the outline of a giant poppy across London for Remembrance Day (30 miles). Fitness trackers were given to 600 runners to map the course in advance

Status: Runner Ben McBean, alone, raised £15,000 in one day







Where they are: Adapting their favorite tool

Opportunity: China has 200M overseas travelers, 40% of global luxury, 90% of transactions are made internationally

Insight: This target will buy more if we make it easy for them to buy more. **WeChat** has 697 million active users, **WePay** has over 200 million users

Idea: Hyper-geo-target WeChat on the mainland to build affinity, WePay in the US when they're in the vicinity of our stores

Status: Deploying in 2Q



Closing Thoughts



Closing Thoughts

- We have unprecedented ability to use non-traditional, non-media data sources to connect with consumers



Closing Thoughts

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- Don’t repurpose; new creative, new content



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Closing Thoughts

- We have unprecedented ability to use non-traditional, non-media data sources to connect with consumers
- Don't repurpose; new creative, new content
- Don't worry about scale; the scale sucks right now for most unique programs
- Remember the role that the smartphone plays in consumers' lives
- If you think you're already doing a lot, you're wrong



Thank You