

Cheat Sheet: Mobile Marketing

Quick usage stats

- 40.5 mln, or 86% of UK adults, own a mobile phone (*Mori, Sep 2006*)
- 2.6 mln or 10% of UK households rely on mobile phones exclusively (*Ofcom, Aug 2006*)
- There are more mobile phones in circulation than the population of the UK suggesting that many consumers now own multiple phones (*MDA, Sep 2006*)
- In the UK 3.2 bn SMS messages are sent each month (*MDA, Sep 2006*)
- 1.4 bn mobile internet pages are viewed per month (*MDA, Sep 2006*)
- 5.8 mln mobile TV subscribers, rising to 131 million by 2010 (*In-Stat, Nov 2006*)
- 12 mln, or 25% of UK adults, own an MP3 player. 60% of them own an iPod (*Statbox, 2006*)

Marketing applications

Text alerts, reminders and updates

- Most banks are using mobile to send account balance and other alerts as a value-added service. Alert services typically are configured and managed on a website and often include room for the brand to up-sell services, like credit cards or savings accounts
- Airlines, other transport providers and hotels send travel updates, check-in reminders and special offers via SMS

Text-to-short code services

- "Pop Idol" taught people to text whilst watching TV. Now every reality show has a mobile voting mechanic as a means to reach beyond the screen and engage with viewers

Text-to-win promotions via on-pack short codes

- Pepsi ran one of the most high profile text-to-win campaigns to date around the World Cup with the "What's In Your Locker?" Xbox 360 promotion

Mobile vouchers redeemable online or at POS

Vouchers sent to consumers via SMS or Bluetooth to be redeemed at retail outlets using existing payment terminal infra-structures

- BP Wild Bean Cafes send vouchers by text message for a free coffee in order to increase footfall
- Virgin Mobile sends its loyal customers mobile barcode tickets for music events
- In Japan people can take a photo of a barcode displayed on a poster to redeem it at a retail outlet later

Mobcasting

People use mobile phones to podcast (transmit video, pictures, sounds) to a common blog

- Ideal for PR, e.g. in Feb 2005, a group of volunteers created The Gates @ Central Park (<http://nycgates.blogspot.com>), a mobcast that allowed visitors to Christo's Gates art project to post audio clips, photos and text from their mobile phones to a common blog. The blog generated enormous buzz around the installation and was covered in NY Times and all other media
- Another variation of a mobcast is a podcast delivered to a mobile phone: Bacardi-branded radio streams exclusive music content 24/7 to mobile phones across the world

Mobisodes

A series of short video clips created for mobile phones or iPods, usually offering exclusive or first-to-see content

- US networks are using mobisodes to promote TV shows, such as 'Lost'. Viewers can download episode summary, preview coming episodes or view extra footage
- 'Prison Break: Proof of Innocence', a spin-off of TV series, was made exclusively for mobile phones. Toyota Yaris sponsored the series and had a 10-second ad spot at the beginning of each mobisode in conjunction with the car being incorporated into each mobisode.
- Chelsea Now – Chelsea FC's mobile services, which allow fans with video phones to download match highlights, get exclusive interviews from the with Jose Mourinho, John Terry and Frank Lampard, and watch classic Chelsea games from the club's archive

Mobile TV

- Virgin Mobile has become UK's first "broadcaster" via mobile in Oct 2006. VMTV allows Virgin Mobile customers watch BBC1, ITV1 and E4 at no extra cost. People like the idea of staying tuned to their favourite programmes wherever they are, besides the novelty of it adds "coolness factor" to the excitement

Interactive outdoor

Via Bluetooth - short-wave radio technology that transmits signals between phones, computers and other devices without the use of wires in a data-bubble up to 50m in diameter. Brands embed 'transmitter boxes' at poster sites, retail locations, entertainment venues, public spaces or kiosks

- Channel 4 broadband documentary channel FourDocs was promoted using bluetooth-enabled London Underground '6 sheets'. Users could receive one of eight documentaries made by ordinary people. The films also linked to the FourDocs site, where people could

upload their own films. 15 bluetooth 'jacks' (poster sites) recorded 5,000 downloads in 2 weeks

Interactive cinema

- Fiat have gone interactive in cinema in Brazil. Six minute long interactive clip (shown before the main feature) has 16 different endings depending on the choices by the audience. During the clip the audience is given 4 different questions, the answers to which they need to text to a short-code. The final version of the clip is compiled from the options that gather most votes and is shown after the main feature