THE 8 GOLDEN RULES FOR MOBILE MARKETING

Vincent Blaney
Our sources of inspiration
for today’s session

Thousands of Digital Ad & Campaign Evaluations Globally
Performed a variety of meta analyses for our global clients

Special Studies
Innovative research on research to test/validate specific topics

Academic Collaborations
A variety of collaborations with a number of Universities
Some current Digital Hot Topics!

- Programmatic Buying
- Ad Blocking
- Native Advertising/Branded Content
- Live Video & Audio Content
- 8 second online attention spans
- BLE Beacons
- Pinterest/Snapchat Ad Integration
- Quality Content Marketing
- Optimizing App/Site Load times
So, how do you improve your digital communication?
Generally speaking the same process can be applied across the digital landscape.

**BREAK THROUGH**

- Attention: seeing the ad watched completely

**RESPONSE**

- Ad Reaction: Relevance

**IN-MARKET**

- In-Market: Sales uplift

- Memory: Brand recall, Message recall

- Brand Action: Brand Interest, Buying intent
Cracking Digital Display...
How long does it take before an ad is noticed?

And consumers will spend 3-4 seconds looking at the ad.

It takes 2-3 seconds

Think billboard rather than print
Build your animation
to guide attention in the right direction
Format & Placement

influence whether digital ads are noticed
Show product in use to drive relevance

<table>
<thead>
<tr>
<th>Relevance</th>
<th>% of Ads Showing Product in Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads in Top 20%</td>
<td>![Thumbs Up] 35%</td>
</tr>
<tr>
<td>All Others</td>
<td>![Thumbs Down] 8%</td>
</tr>
</tbody>
</table>
Showing product in use examples

Swiffer WetJet eliminates mud and the time it takes to clean it. #RealCleanRealFast

French's

Make a crowd pleaser this football-filled weekend with French’s Yellow mustard + a few simple ingredients. For more #FrenchsMixology: http://bit.ly/1xCPwvs

Charmin

Try Charmin Ultra Mega Roll, it lasts longer. http://spr.ly/618Q8Bk2Y

tresemme

These dreamy festival waves won't touch themselves up. (P.S. We're using Hairspray from our new Perfectly (un)Done Collection!* )
Don’t make people work to figure it out

### Brand Interest

<table>
<thead>
<tr>
<th>% of Ads Also in Top 20% Understanding</th>
<th>Bottom 20%</th>
<th>Below Benchmark</th>
<th>Around Benchmark</th>
<th>Above Benchmark</th>
<th>Top 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2%</td>
<td>10%</td>
<td>22%</td>
<td>29%</td>
<td>41%</td>
</tr>
</tbody>
</table>
What is this for?

bose
Never went to be far from your music?
#SoundTouch10 keeps it a touch away.
#MusicDeservesBose Pic. @margoandme
How is media consumed?
Video is video... right?
Video, video everywhere

Consider what, where and how your consumer will view

- TV re-formatted vs Made for web
- Desktop and/or Mobile
- Long form/short-form
- In stream and in feed
- Pre, mid, post rolls
- Skip, Click, Auto
- 360 & VR
- Portrait/ Landscape
- In banner
- User Generated Content
To maintain attention
Ads need to be likeable and different

Regression analysis on our video copy test benchmark (+500 cases) shows that together with differentiation, likeability is the most important driver to watch a video completely.
What does it mean to be different?

Showing brand in a unique way

Provide how to’s/tips/tricks

Unique storyline

“What is that?”
But don’t forget...
It will take a lot to beat the skip
Mobile Social Video viewing

Short attention span

Videos longer than 7 seconds start to see divergence
Mobile & social = shorter attention span
Social has good recall, but not because people fully watch the video

Attention scores per device

Memory scores per format on mobile

<table>
<thead>
<tr>
<th></th>
<th>Fully watched</th>
<th>Brand recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>78%</td>
<td>80%</td>
</tr>
<tr>
<td>Desktop Video</td>
<td>67%</td>
<td>54%</td>
</tr>
<tr>
<td>Mobile Video</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Mobile FB Video</td>
<td>39%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Reveal brand in first 3 seconds

Brand Recall

Ads in Top 20% 75%

All Others 50%
Brand Shown for 50%+

Brand Recall

Ads in Top 20%  ➕  44%

All Others  ➕  19%
Don’t Rely on Packaging Logos
in order to communicate the brand

<table>
<thead>
<tr>
<th>Aided Brand Recall</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo in Ad Scenes</td>
<td>72%</td>
</tr>
<tr>
<td>Logo on Package only</td>
<td>58%</td>
</tr>
</tbody>
</table>

Videos that featured logos on packaging only were not able to drive the same level of Aided Brand Recall as videos that more prominently featured logos.
Prominently Display Brand

17% of mobile videos tested in US never show the brand in clearly visible manner.
What Brand?
To thrive in a mobile environment videos should make sense when played without sound.
Deliver key message w/in 10 sec’s

Message Recall

% of Ads Message Delivered w/in 10 Seconds

Ads in Top 20%  

62%

All Others  

37%
Don’t overload Product Benefits
Similar with TV ads, fewer product benefits retain more attention

• Consumers have a limited amount of information that can be retained.
• Do not attempt to overload a video with product features and benefits as this can have an impact on the amount of the video that is watched by viewers.
Digital first is crucial
If a TVC is to be used, breakthrough must be front of mind

Communicate quicker - you only have a few seconds to grab attention

Focus on the brand and product more prominently and earlier

If a TVC execution is to be used, it must be tailored
MetrixLab Digital Tips

MAXIMIZE CREATIVE...

- Brand early, and use multiple brand cues
- Show product in use
- Make the brand the star, not an accessory
- Keep it simple, use only one or two claims

FORMAT...

- Use a strong opening hook for video
- Think billboard rather than print for display/posts
- Think silent movie
- Only use the time you need

...AND DEVICE...

- Attention is more fleeting on mobile, so ensure your brand is not lost!
- For smaller screens, keep it even shorter and simpler
- Zoom in for images on smaller screens
- Assume video doesn’t cross devices