

Digital Reach



mobile strategies for business.



8 WAYS TO SELL EVEN MORE STUFF MOBILE IN THE MIX



Agenda

- Overview to mobile
 - Trends, pace, business models, commerce
- Mobile Commerce
- Live demos
- Future developments
- Summary



Setting the scene - PC focused to date....

2009.....



We spent over 100 million euros promoting our businesses on the web.

We did so for a version of the web that was almost 100% PC based.



We are connecting in new ways.....

2010.....

On the move



Casual
Browsing



“Within 2 years 60% of digital advertising worldwide will be directed to mobile platforms – compared to 2% today” IDC July 2010

New Publishing formats

New Advertising platforms

New Marketing challenges



Analogy to PC



Setting the scene

- How do we make money on the Internet?

– Connectivity 




vodafone



– Advertising 




106-108 fm

– Commerce 



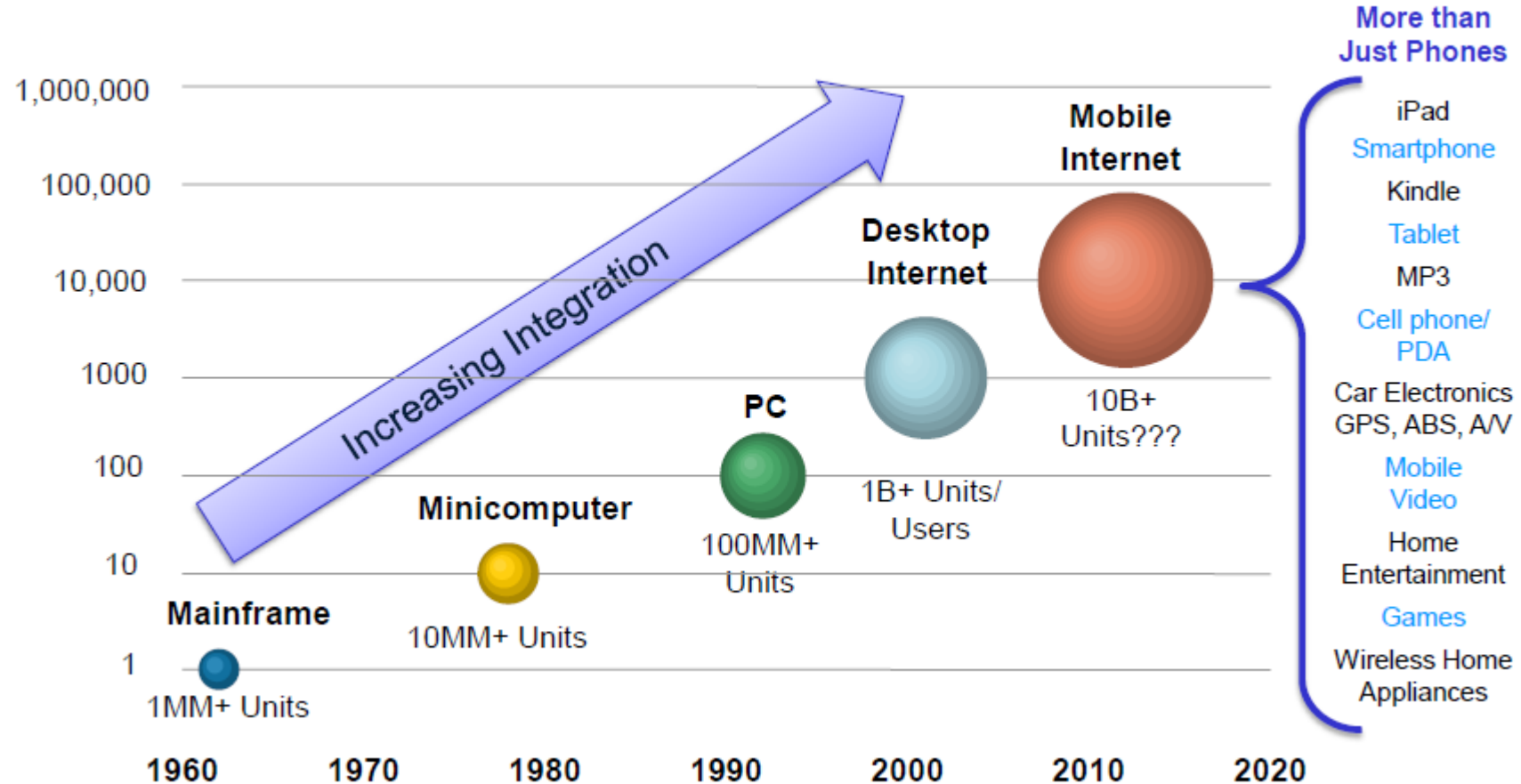


- Mobile extends the Internet in new ways



Lets re-define mobile for a minute....

Computing Growth Drivers Over Time, 1960-2020E



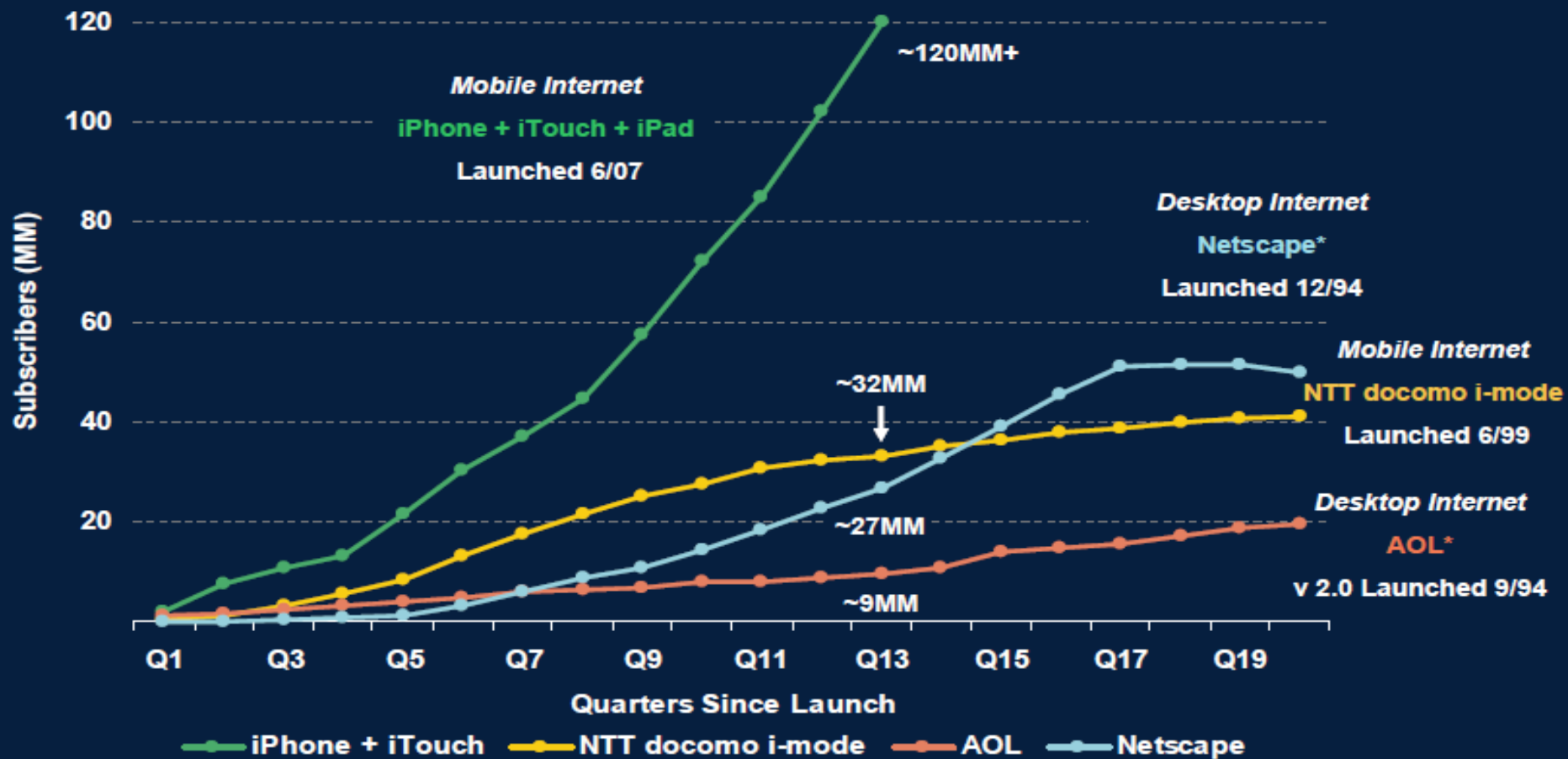
Note: PC installed base reached 100MM in 1993, cellphone/Internet users reached 1B in 2002/2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.



Analogy to PC – Shorter Timeframe

Apple iPhone + iTouch + iPad Ramp – The Likes of Which We Haven't Seen Before

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch



Note: *AOL subscribers data not available before CQ3:94; Netscape users limited to US only. Morgan Stanley Research estimates ~65MM+ netbooks have shipped in first 11 quarters since launch (10/07). Source: Company Reports, Morgan Stanley Research. Data as of CQ3:10.

Apple & Google driving growth....

Global Smartphone Market Share - Q4:10 vs. Q4:09

OS vendor	Q4 2010 shipments (M)	% share	Q4 2009 shipments (M)	% share	Growth Q4'10/Q4'09
Total	101	100%	54	100%	89%
Google*	33	33%	5	9%	615%
Nokia	31	31%	24	44%	30%
Apple	16	16%	9	16%	86%
RIM	15	14%	11	20%	36%
Microsoft	3	3%	4	7%	-20%
Others	3	3%	2	3%	65%

*Note: The Google numbers in this table relate to Android, as well as the OMS and Taps platform variants.
Source: Canalys estimates, ©Canalys 2011



Pace – it's a much shorter timeframe



What we do on our PC is transferring to our phone...

Global Mobile Data Traffic Growth / Top-Line Mobile data traffic will increase 39X from 2009 to 2014



Source: Cisco Visual Networking Index (VNI) Global Mobile Data Forecast, 2009–2014

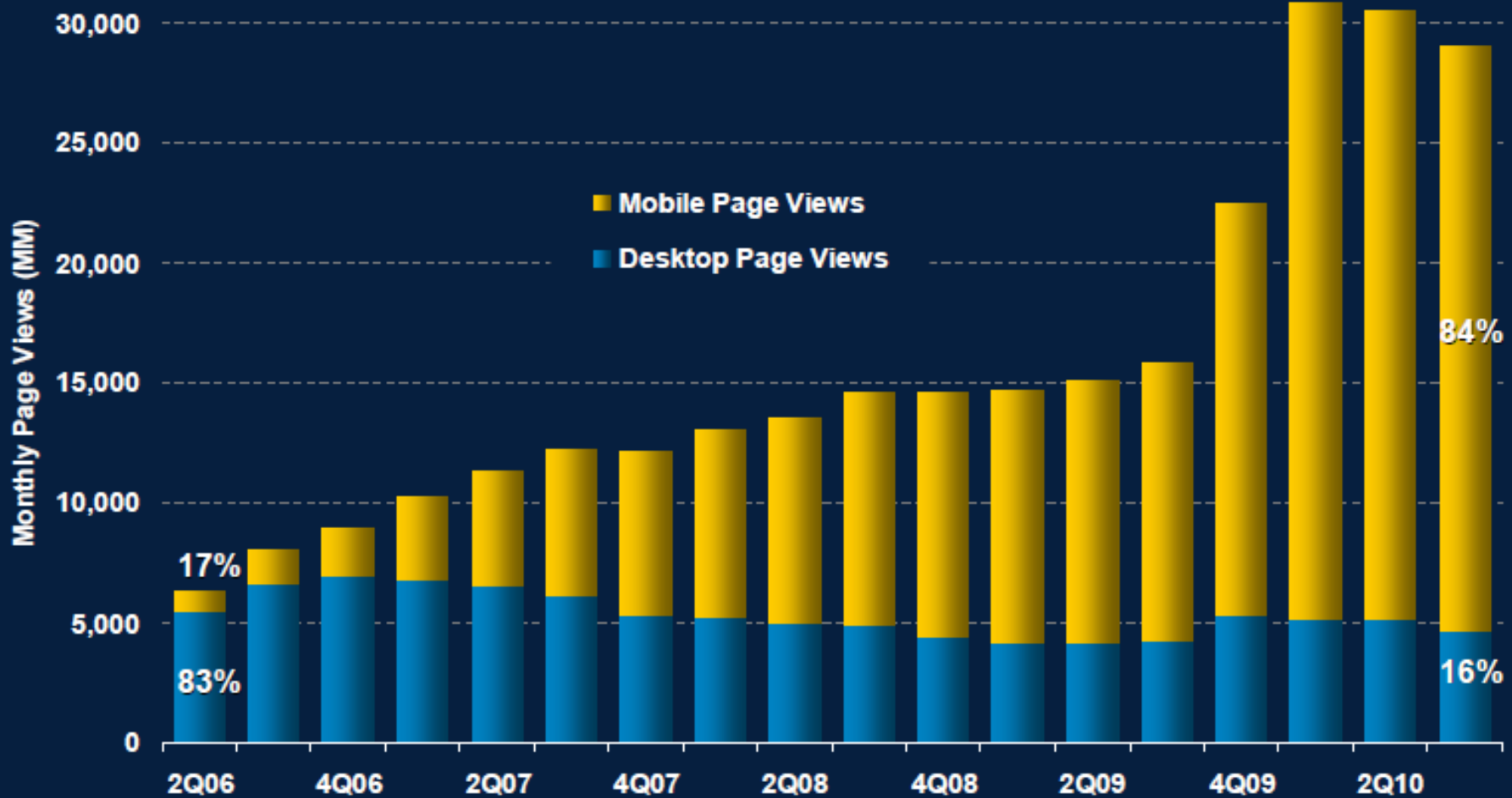
Cisco VNI Mobile Data Forecast_2010 © 2010 Cisco Systems, Inc. All rights reserved. Cisco Confidential

By 2013 64% of all global internet traffic will be mobile



Japan Social Networking Trends Show How Quickly Mobile Can Overtake Desktop Internet Access – Mixi Mobile Page Views = 84% vs. 17% Four Years Ago

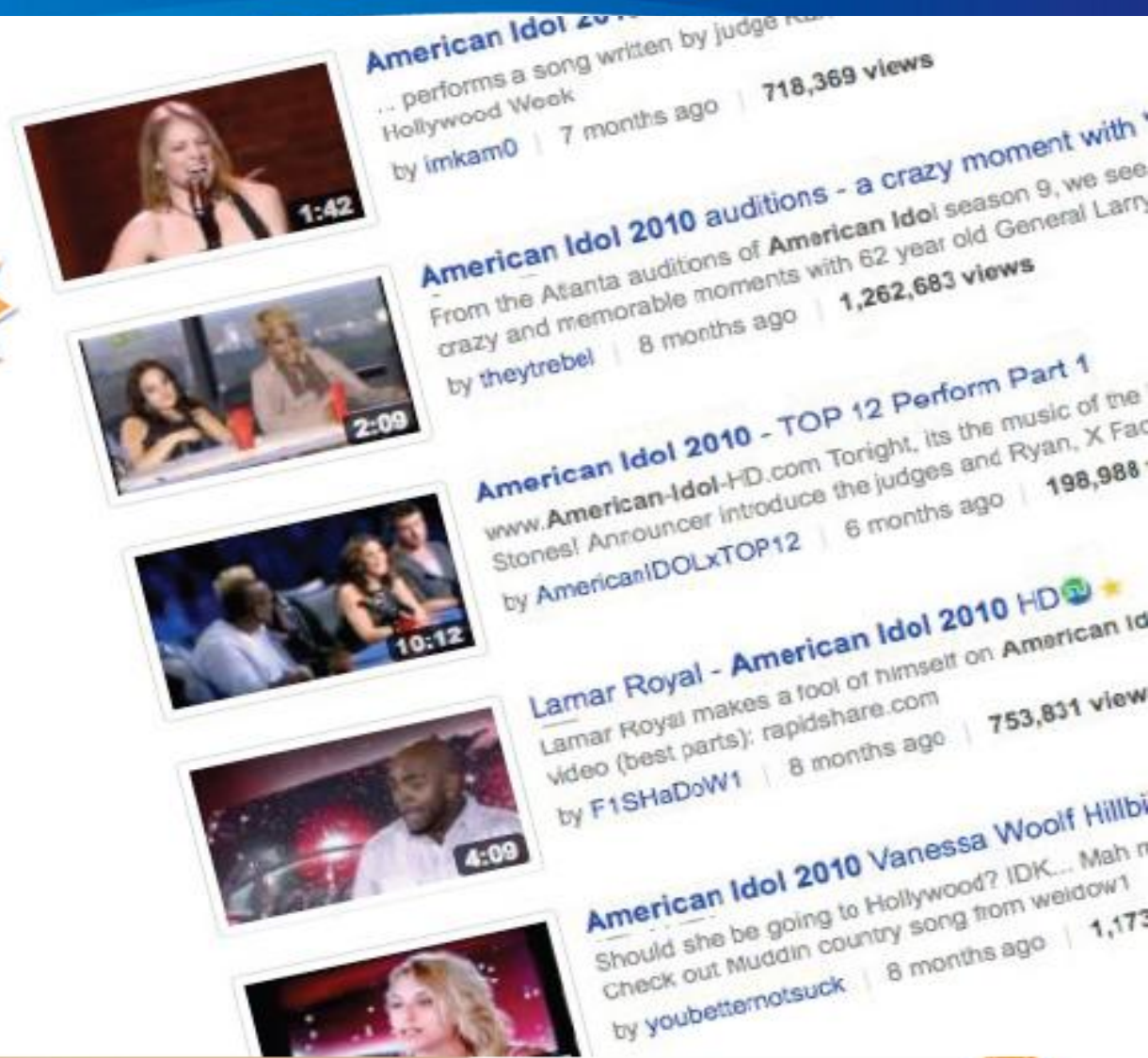
Mixi's (Japan's Leading Social Network) Monthly Page Views, Mobile vs. PC, CQ2:06 – CQ3:10



Its not just social networking...

100M
YOUTUBE
VIDEOS
PLAYED
ON MOBILE
DEVICES
A DAY

#39



download this
<http://www.mobileYouth.org/download>

Phasing

ITS CHANGING FAST SO WHERE ARE WE
AT NOW?



Mobile is evolving....



Phase 1 - Connectivity

- Barriers are down
- Smartphones evolve
- Data packages emerge
- Speeds increase
- Customers get it



Phase 2 – Content & Services

- Webservices and content are mobilised
- The app store evolve
- The phone becomes part of our media consumption
- Ad funded



Phase 3 (a)

Commerce begins
Major online brands extend to mobile (ebay, amazon, government, banks, Gap, Ralph Lauren)



Phase 3 (b) 2011

- Many companies extending web sales to mobile
- Integrating mobile to drive calls to call centres
- Extending mobile into cross media messaging

Emergence of Commerce



Mobile customers are generating revenue now...

marcokalman

**\$1 BILLION
ORDERED VIA AMAZON
MOBILE IN 2009**

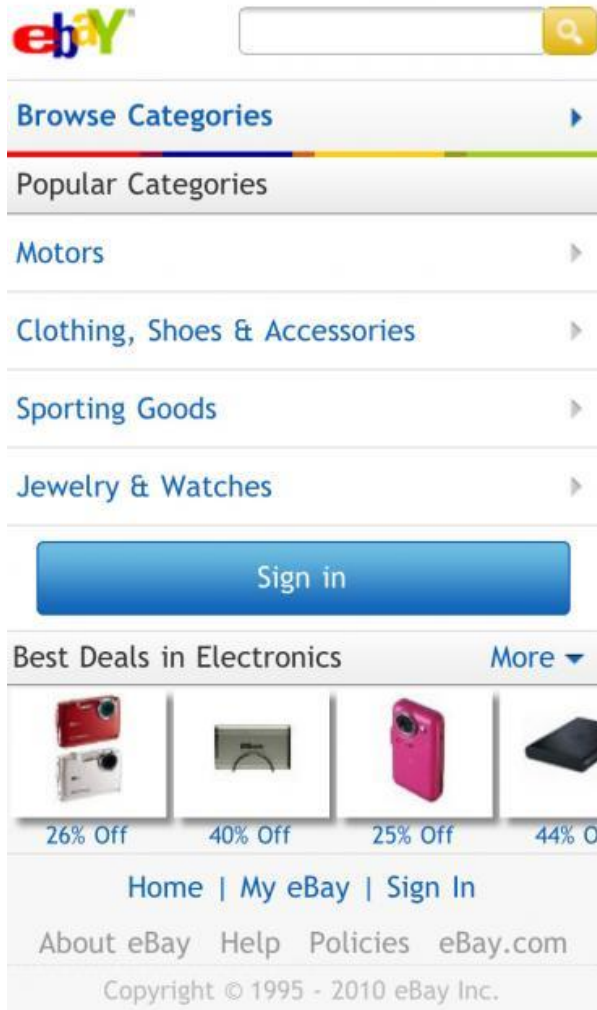
#44

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UNDERSTANDING MOBILE YOUTH CULTURE SINCE 2001



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<http://www.mobileYouth.org/download>

And its growing incredibly fast.....



Ebay sell 1 item every 2 seconds on mobile and 1 Ferrari a month

Total sales value of \$2bn in 2010 – expect it to be \$4bn in 2011 (John Donahue)

10% of all of PaddyPower's sales come from mobile

11.5% of all UK shoppers use their mobiles to research before they shop0 (ITPro.co.uk)

In 2010 m-commerce accounted for £127m worth of goods in UK and its predicted to doubled to £275m by 2012 (eBay & MMA)



Not creating something new – extending existing services

Recommended For You

Computer & Accessories

Electronics

Movies & TV

Music

Software

- Apple iPad MB292LL... Apple \$553.95
- splash Masque Scre... Splash \$14.95 Prime
- The Code Mimi Leder \$15.99 Prime
- AppleCare Protectio... Apple \$131.28 Prime
- CrazyOnDigital USB... CrazyOnDigital \$4.99
- Way of War John Carter \$17.99 Prime
- MacBook Pro 13-inc... Apple \$1,149.99 Prime
- CTCstore Black Wav... CHI \$4.57 Prime
- Topkapi Jules Dassin \$12.49 Prime

FREE SHIPPING on orders more than \$195
\$8 flat-rate on other orders

MY ACCOUNT | SIGN IN
0 items in MY SHOPPING BAG

RALPH LAUREN

WOMEN CHILDREN BABY HOME SALE STYLE GUIDE RUGBY.COM SEARCH

The World of RALPH LAUREN FALL 2010

THE ULTIMATE LUXURY:
RALPH LAUREN COLLECTION AND PURPLE LABEL ARE NOW AVAILABLE ONLINE

RALPH LAUREN Collection
Shop a curated selection of looks from the Fall 2010 runway, watch the show and learn the trends.

RALPH LAUREN Purple Label
A collection of exquisitely tailored apparel and luxurious sportswear.

Lauren

- Men's Clothing
- Women's Clothing
- Shoes and Accessories
- Children's Clothing
- Baby Clothing
- Ralph Lauren Home
- Ralph Lauren Sale

Find the perfect summer outfit for men, women, children and the baby for all your outdoor events this summer. Shop women's clothing to find summer dresses for cook-outs and swimsuits for pool parties. Give dad golf shirts and men's shorts for Father's Day. Pair this all with the perfect summer accessories, Ralph Lauren sunglasses and Polo hats. Prepare for vacation and camp by stocking up on beach towels for the whole family. Make your summer even brighter by stepping out in Ralph Lauren luxury clothing and fashions for the whole family.



Not creating something new – extending existing services

iPad 17:33 44%

Skirts Accessories Bottoms Dresses

regular tall petite

Color: **black print** #791607
prices may vary

\$49.50

Size:

00 0 2 4 6 8
10 12 14 16 18 20

Select Qty Black Print

1 \$49.50 [add to bag](#)

about this product

fabric & care

- 100% Viscose.
- Dry clean.
- Imported.

overview

- High-quality printed woven skirt.
- Sits below the waist.
- Side zip.
- Pleated throughout.
- Hits above the knees.


1969 Stream Gap Finder Shop

Not just big brands.....

iPad 17:29 46%

Sign In Recent 165 Search Results electronics


Garage Equipment & Tools All Listings Sort by Best Match Advanced...



ELECTRONIC WIRING FAULT DIAGNOSTIC TRACKER TOOL NEW !!

0 bids
2d 16h


€99.99
FREE SHIPPING



Ring 3Pin Electronic (Ford G.M.) Flasher unit RFL3

Buy It Now
6d 23h


€14.79
+ €22.85



GAS SOLDERING IRON - Electronic Instant Ignition S

Buy It Now
26d 19h


€11.40
+ €3.15



GAS SOLDERING IRON - Electronic Instant Ignition

Buy It Now
15d 18h


€20.56
+ €3.15



ELECTRONIC COMPONENT ENGINE STETHOSCOPE

Buy It Now
17d 4h


€89.32
+ €18.31



GOOD QUALITY 15 PCE ELECTRONIC SCREWDRIVER TOOL SET NEW

Buy It Now
22d 22h


€8.01
+ €5.72



THERMOPHIL ELECTRONIC THERMOMETER PYROMETER TUNING

0 bids
5d 3h

€34.35



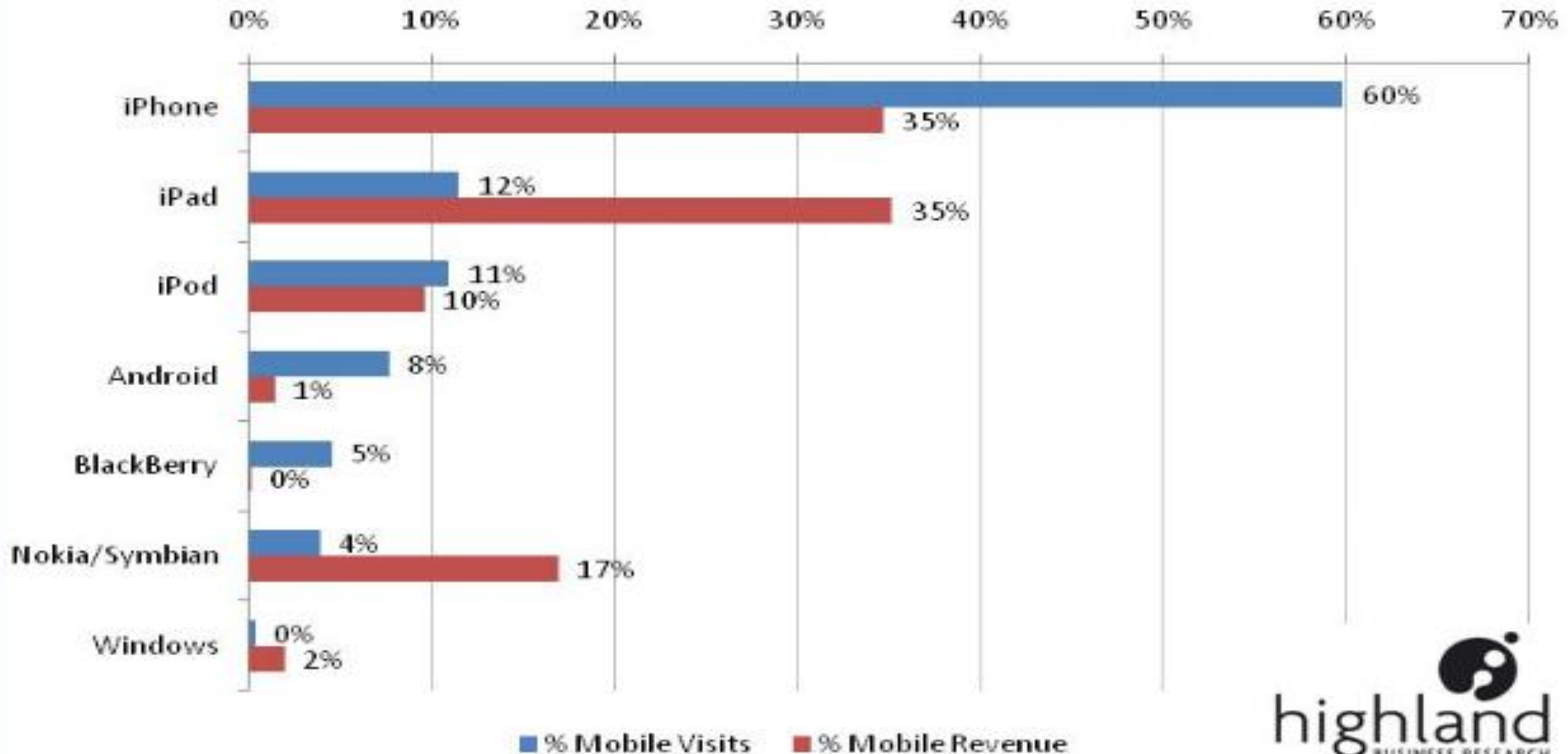
Sealey Autocharge 12V Electronic Battery Charger 6V 12V

Buy It Now
18d 18h

€45.75
+ €28.58

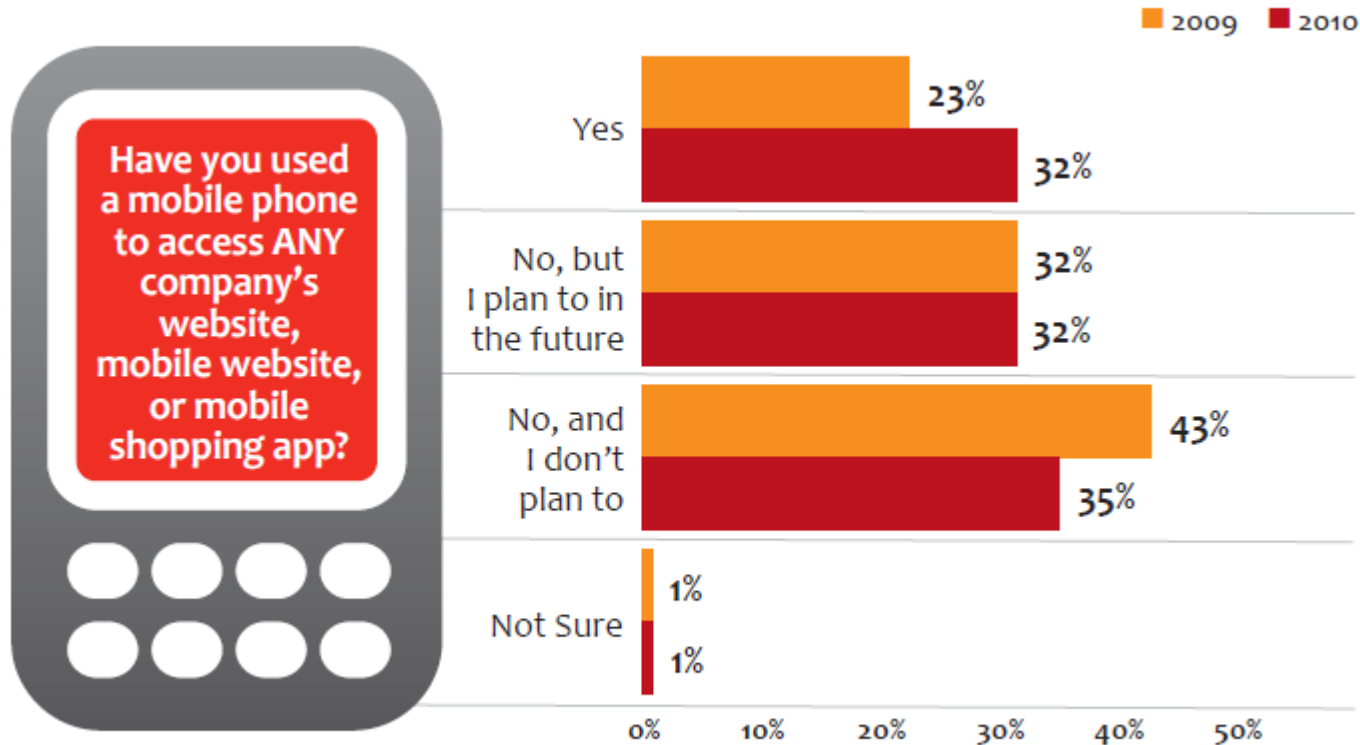
Different devices are more likely to purchase...

UK Retail Sites July to September 2010 - % Mobile Visits and Revenue By Device



Survey of 32 online retailers in UK

Two thirds of online shoppers use or will use mobile



Research, purchase and compare.....

Ways shoppers used a mobile phone to access retail websites, mobile sites, or mobile apps this Christmas season:	2009 U.K.	2010 U.K.	2009 U.S.	2010 U.S.
I used my mobile phone to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	14%	30%	11%	30%
I made purchases online from my phone	2%	8%	2%	11%
I used my mobile phone to compare products or prices while I'm shopping in person in a store	4%	11%	3%	15%
I used retailer-developed mobile shopping applications	1%	5%	1%	7%



In-store purchasing behaviour

In which of the following ways did you use your phone while shopping in a store?

	2009 U.K.	2010 U.K.
I accessed that store's website on my phone	56%	67%
I accessed a competitor's website on my phone	17%	26%
I accessed a shopping comparison website (Shopzilla.com, Shopping.com) on my phone	18%	21%
I accessed that store's mobile shopping application on my phone	5%	14%
I accessed a competitor's mobile shopping application on my phone	3%	6%



Mobile is good for online and for brand too...

	Mobile Shopping Satisfaction 80+ (Highly Satisfied)	Mobile Shopping Satisfaction 69 or Lower (Dissatisfied)	% Difference Between Highly Satisfied & Dissatisfied
Brand Commitment	88	65	35%
Likelihood to Return	93	73	27%
Purchase Next Time	91	69	32%
Purchase Offline	77	59	31%
Purchase Online	90	68	32%
Recommend	92	67	37%
Retailer Satisfaction	91	67	36%



What does this mean for you?

Key Considerations

- What are your objectives?
- Who is your target audience – what kind of devices are they likely to use?
- m-commerce is not e-commerce
 - Always on, always with us, unique features
 - Personal, screen size
 - Redemption mechanics
 - Location based – 50% of mobile activity starts with search
- Best practice



Its not just apps

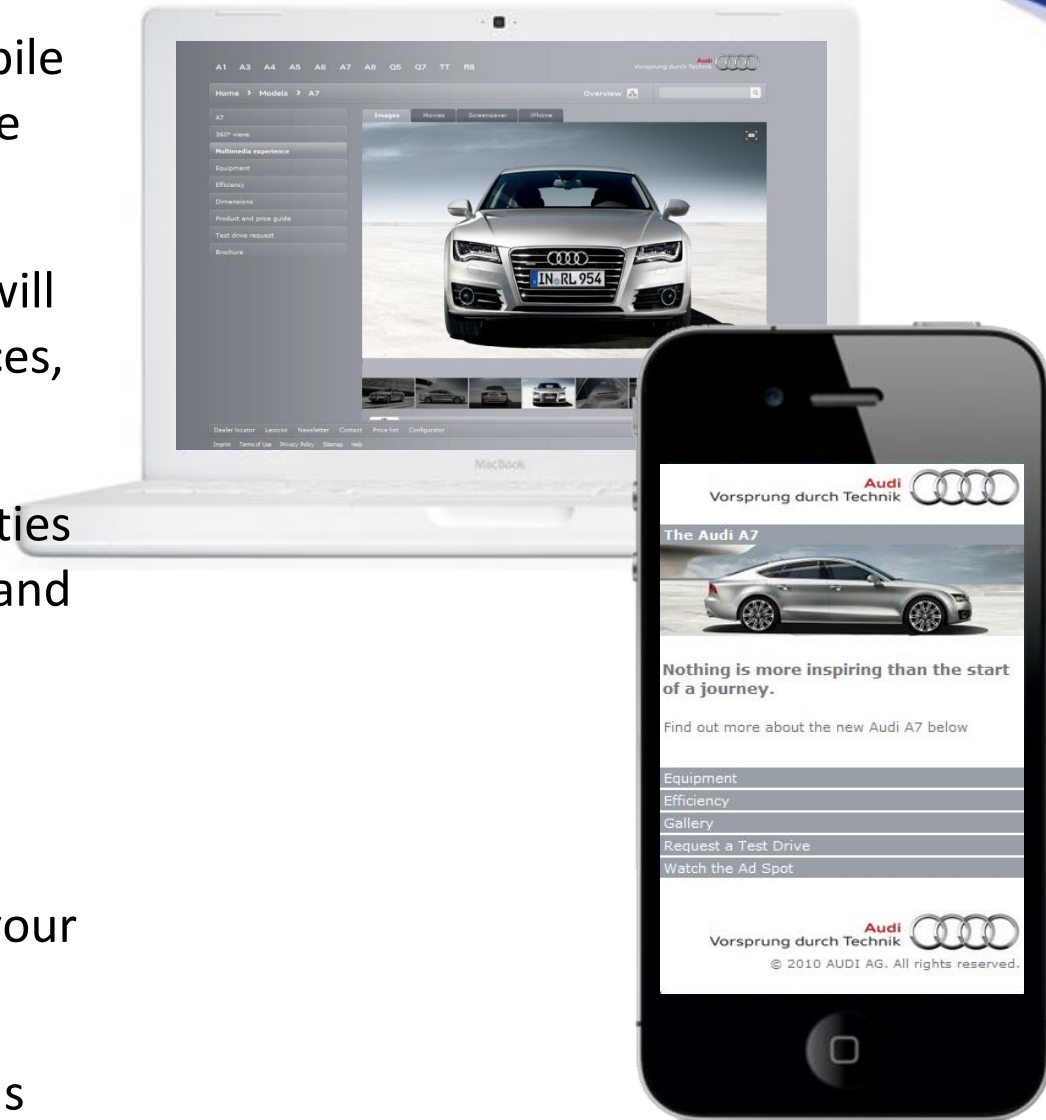
In 2011 there will be three dominant formats

- A mobile Internet site working across all phones old and new
- Mobile apps optimised for key devices eg. iPhone, Android and Blackberry ...app store
- Browser based apps – designed for the browsers on latest smartphones ...HTML5...design once for many phones. Benefits of app but delivered in the browser.



Creating a mobile sales channel

- Clarity of message and easy navigation are important on mobile devices, the user has limited time and limited screen real estate
- Flash elements of your website will not render on most mobile devices, notably the iPhone
- Make use of the unique possibilities on mobile: touch screens, voice and location capabilities, click to call
- Focus on the key messages and elements
- Auto-detect and re-direct from your website
- Promote through offline channels



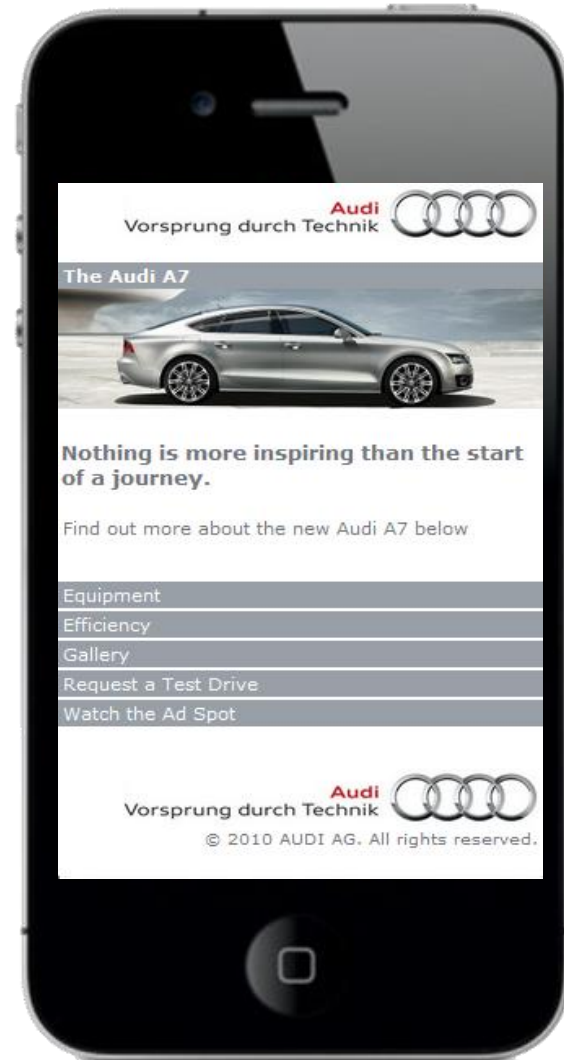
Optimisation is key....

Website viewed on mobile



Vs.

Mobile optimised website



Considerations in build....

Structure:

Less casual browsing, more of a specific task oriented therefore minimise the number of pages and maximise flow of information

Content:

Volume of content should be tailored and specific – key messages

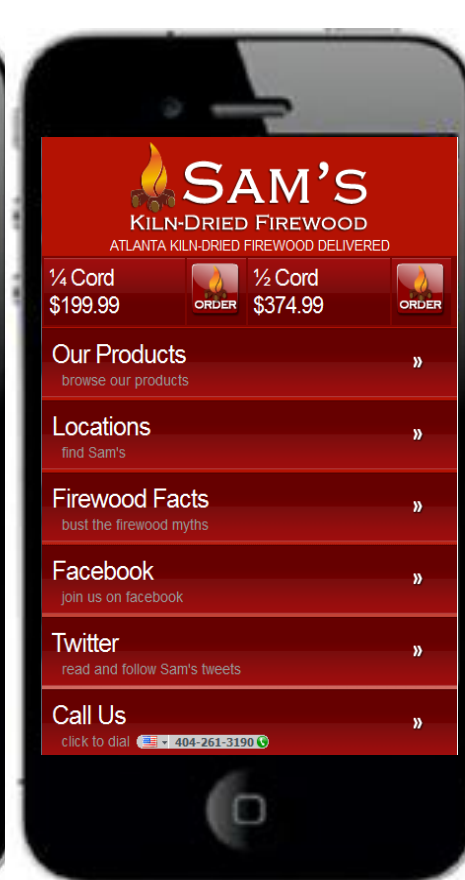
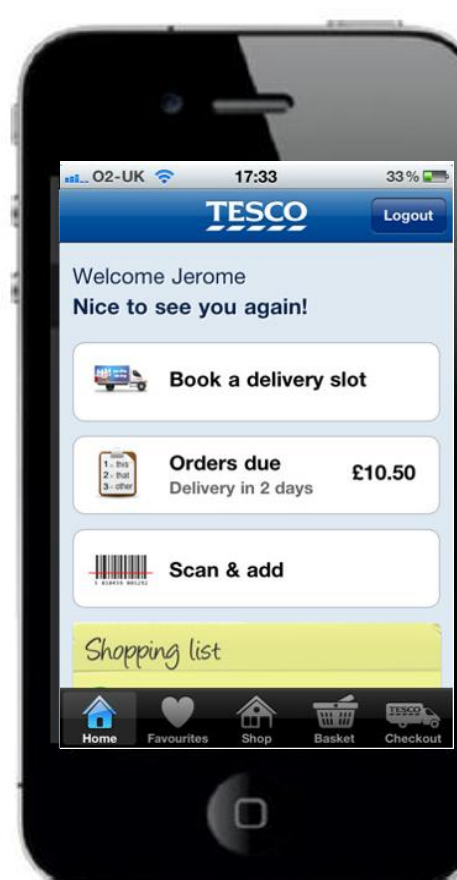
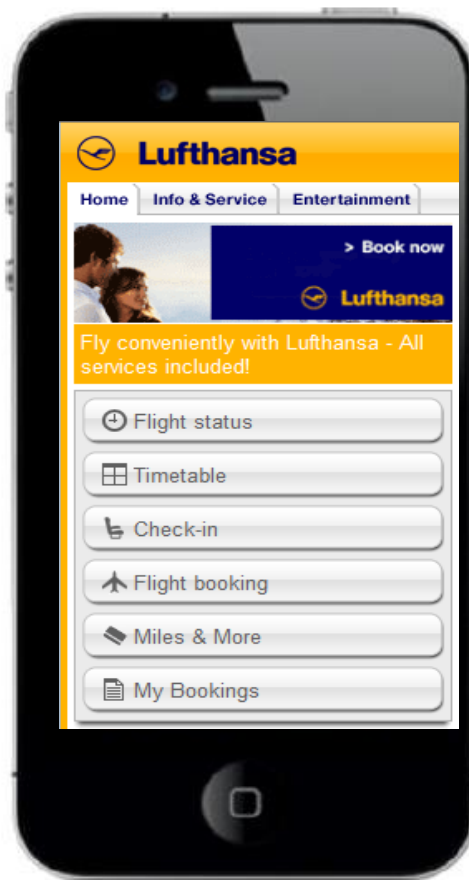
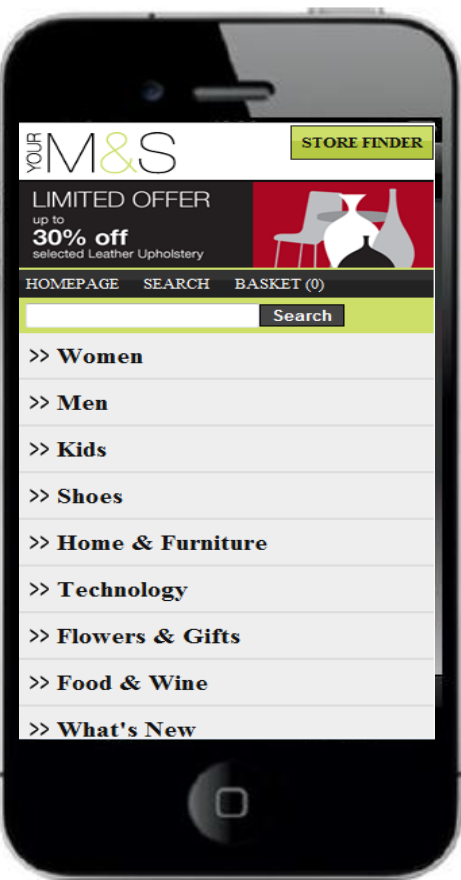
- minimal number of clicks to the most relevant information
- images and video are highly engaging and can influence purchasing decisions (Wi-fi) Rhythm NewMedia

Language:

Byte size chunks require simple language, mobile is not for prose



Some good examples

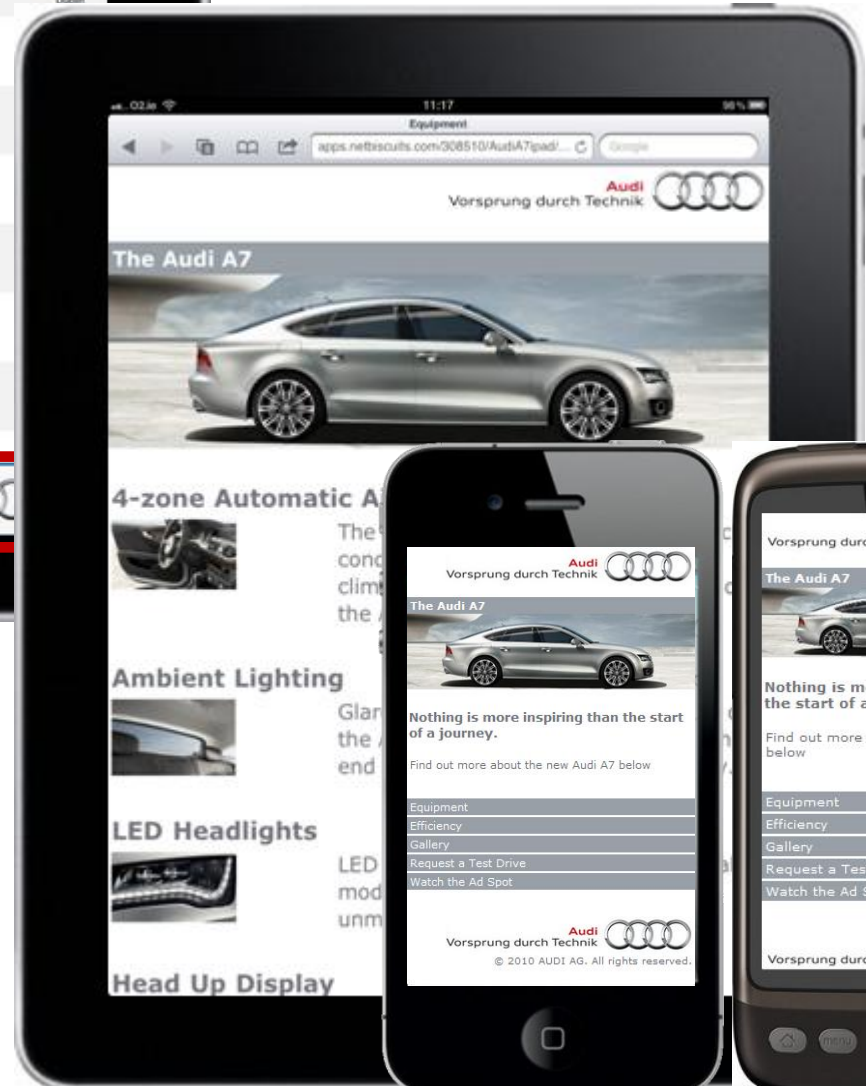
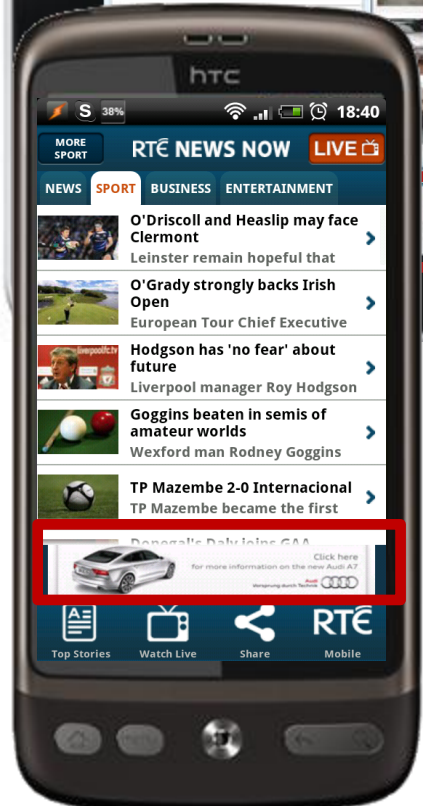
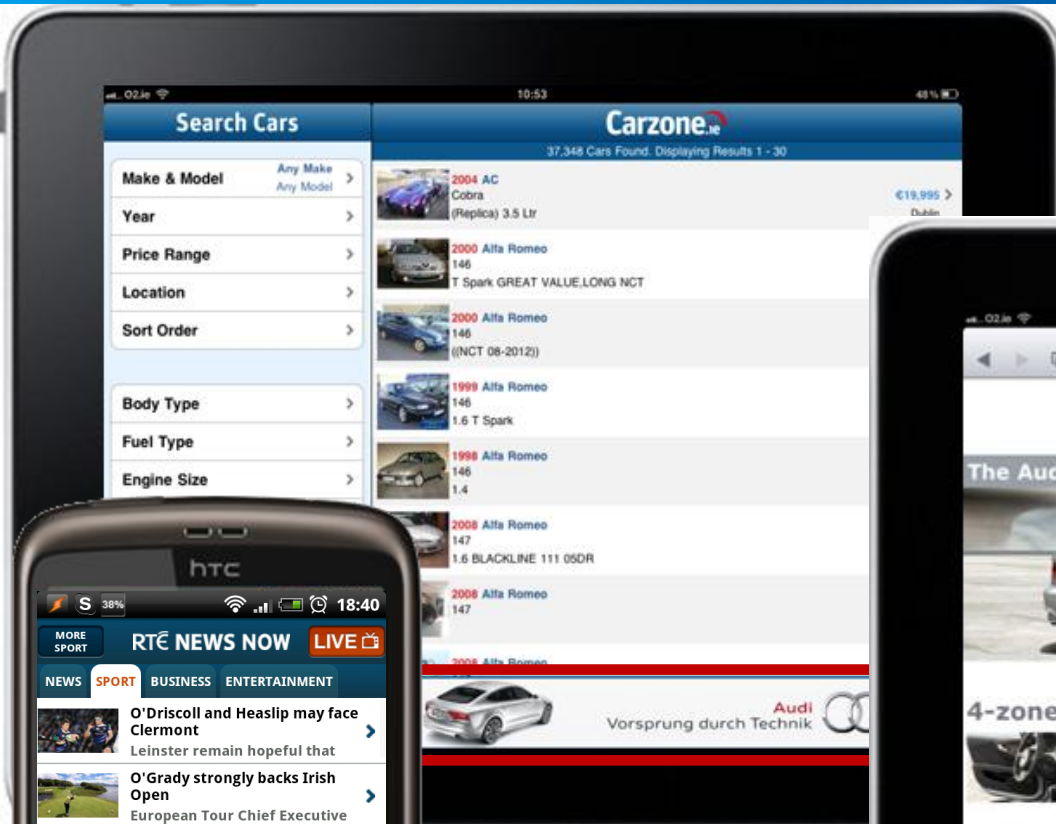


Mobile Advertising and Marketing

DRIVING TRAFFIC AND DOWNLOADS



Audi A7



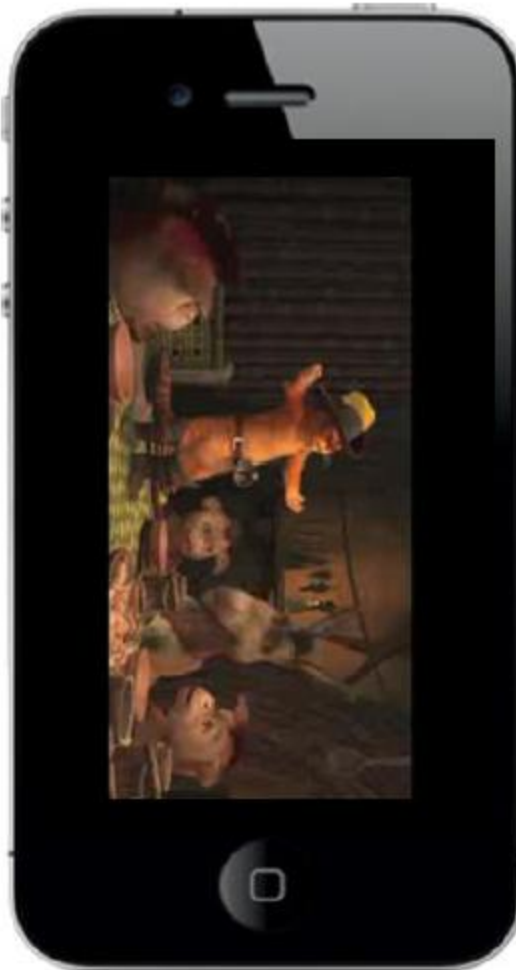
Mobile Advertising is highly effective

Relative Efficacy of Mobile vs. Other Advertising Media, 1/11

	Reach	Targeting	Engagement	Viral	Transaction
Mobile	100	90	70	80	80
Internet	50	50	80	40	60
TV	50	30	90	10	20
Print	40	10	20	10	10
Radio	60	10	40	10	
Outdoor	20	10	10		



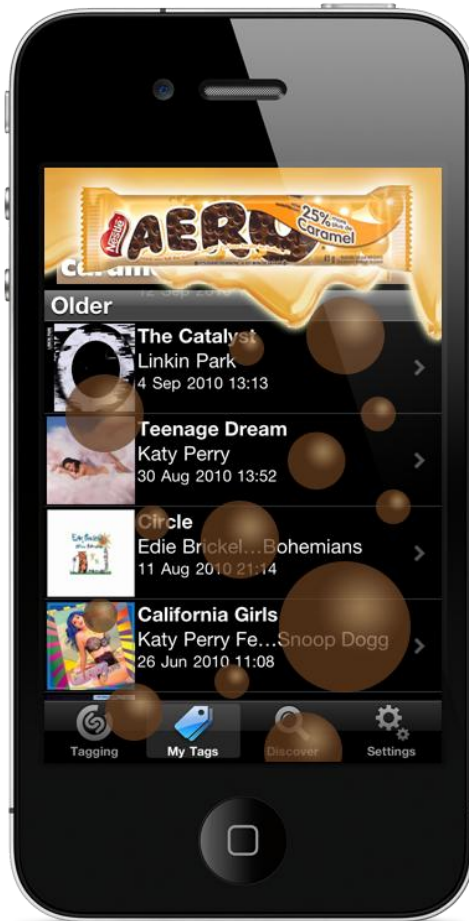
New ad formats – Video, Calendars



New formats – iPhone Social Media



New formats – Rich Media



Using mobile to drive traffic in-store....

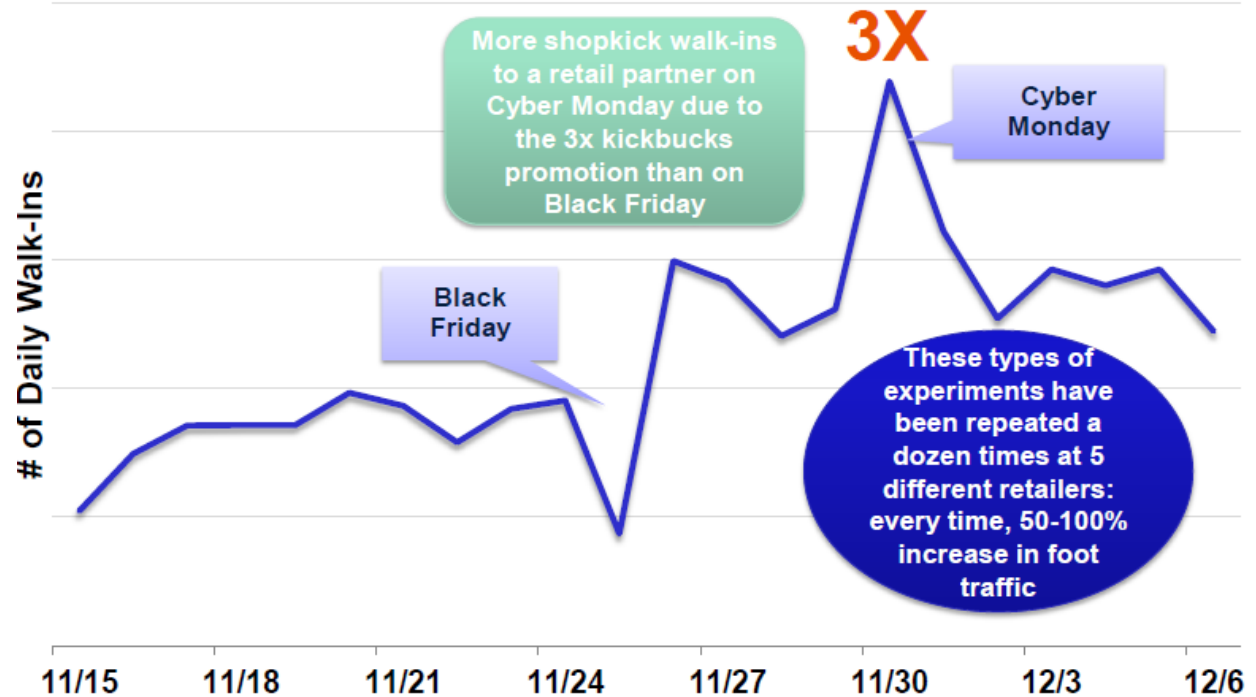
Location-Based Services

Shopkick iPhone App

Finds deals and offers in your area



Shopkick's Daily Walk-Ins to Retail Partners, 11/15/10 – 12/6/10



Mobile Marketing



Marketing tools available:

QR codes

Small interactive icons which are read by a phone and take the user to a mobile destination.



Text Messaging

All handsets have SMS capabilities

Send your customer a message that is personal, immediate and relevant.



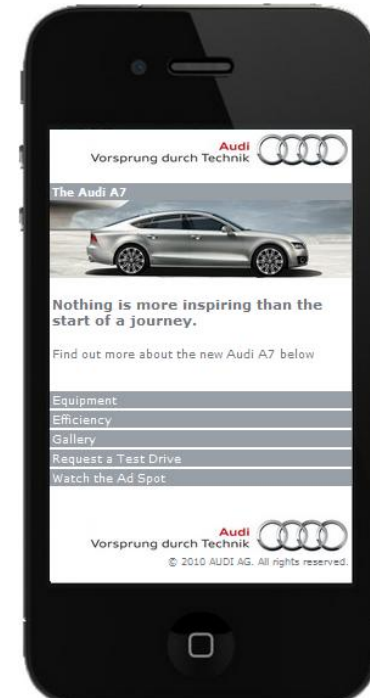
Mobile Coupons

Use mobile coupons to increase sales and drive store traffic!



Mobile Microsites

Campaign microsites and ad banners built specifically for mobile & tablet devices.



Integrate mobile across your marketing channels



DRG Marketing works with clients to design and develop a fully integrated, multi media campaign tailored to meet marketing objectives

Build a Database

QR Code



SMS Shortcode



What

Code Name

Code Placement

Who

User ID

Age

Gender

Income

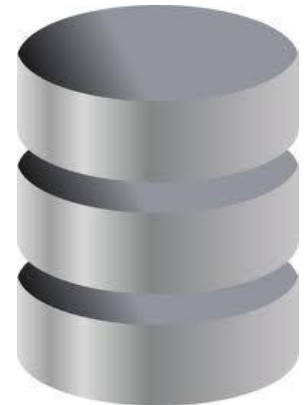
Handset type

When

Where

LBS

Database



QR Codes



QR Codes

QR Codes

Quick Response (QR) codes are small interactive icons which when read by a mobile phone send the user directly to a mobile destination where they can:

- access special offers
- shop online
- enter a competition
- play videos and games
- download contact information
- and much much more...



Example Campaign – 3 mobile outdoor



URL:
<http://m.three.ie/campaigns/2010/10/iphone/qr>



Systems Management and Reporting

Create



Manage



Track



Codes Reports Account Settings Help

Create Codes

My Folders

100

<input type="checkbox"/>	Code Name	Code Content	Last Modified Date	Folder
<input type="checkbox"/>	ScanLife@Results	http://www.scanlife.com	Feb-18-2008 15:10:21	default
<input type="checkbox"/>	ScanLife Demo - ScanLife	http://www.scanlife.com	Feb-18-2008 15:05:40	default
<input type="checkbox"/>	Web Demo - ScanLife	http://www.scanlife.com	Feb-18-2008 15:05:47	default
<input type="checkbox"/>	Demo Code - ScanLife	http://www.scanlife.com	Feb-18-2008 14:57:25	default
<input type="checkbox"/>	ScanLife Demo Code (Web)	http://www.scanlife.com	Feb-18-2008 14:55:30	default
<input type="checkbox"/>	Results	http://www.scanlifedemo.com/rl	Jan-27-2008 13:31:01	default
<input type="checkbox"/>	ScanLife@Web Demo	http://www.scanlife.com	Jan-18-2008 18:57:01	default
<input type="checkbox"/>	ScanLife@Web	http://www.scanlife.com	Jan-18-2008 18:51:53	default
<input type="checkbox"/>	ScanLife - Mobile Demo	http://www.scanlife.com	Jan-18-2008 17:55:39	default
<input type="checkbox"/>	ScanLife - Mobile Demo	http://www.scanlife.com	Jan-14-2008 14:19:44	default

Select Action -- Go

SMS



SMS Marketing

All handsets have SMS capabilities

Use in conjunction with marketing on other platforms & media

Send your customer a message that is personal, immediate and relevant

Drive traffic to your mobile sites and offers

Build your database



Mobile Coupons



Mobile Coupons

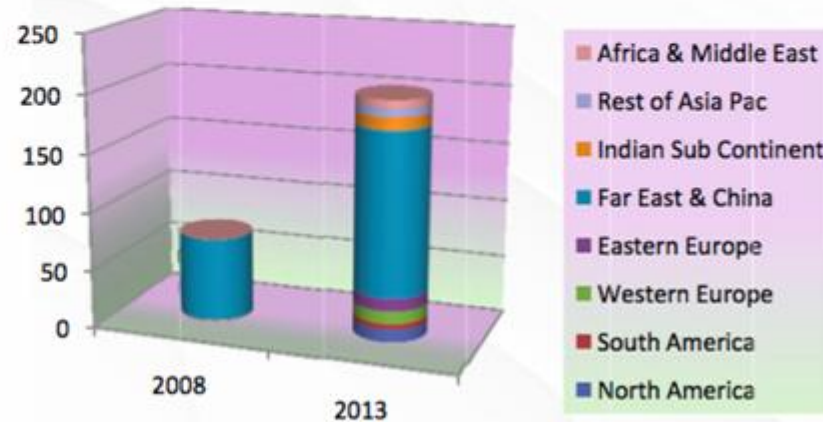
Mobile coupon market size

Benefits of mobile delivery over paper and printing are producing strong global results.



3 Billion mobile coupons 2010

Source: Juniper Research



Predicted 6 Billion USD in revenues 2014



'The Counter' Mobile Coupons

FREE metro herald

Deal of the Day

TEXT or SCAN ME >>>

Free Starter at The Counter

Scan the QR code or text METRO to 51155 to get your free starter now.



In partnership with Digital Reach Group www.DRG.ie.

**Buy any main
And you will receive
A free starter,
Courtesy of
The Counter
Custom Built Burgers**



THE COUNTER
CUSTOM BUILT BURGERS

www.thecounterburger.com

T's & C's: Valid until January 31st 2011. Only valid on presentation of voucher. Standard text rates apply, mobile internet access required. Cannot be used in conjunction with any other offer. Eat in Only. Available with the purchase of one main meal. One voucher per offer. Valid only in The Counter, 20 Suffolk Street, Dublin 2



Mobile Coupons - POS Redemption Options

Start Simple



Check scans/SMS/stock for redemption

Gain More Control: Unique Codes



Staff enter code into database

Streamlined Solution: Send Barcodes



Scan Code at POS

Mobile Coupon Case Study – 7Eleven Norway



Coupon ordered by SMS.
Drives consumers into
store



6 weeks

70 000
vouchers
redeemed



What's hot for 2011 in Ireland...

Smartphone



Tablet



Think beyond iPhone

Top Tips

- ***Do Something!*** ASOS mobile revenues topped £1m in December 2010 twice expectations
- Don't obsess over apps...
- Keep pages and call to actions ***clear*** and ***simple***.... Less is more
- Use specials and promotions
- Make use of customer loyalty and utilise a multichannel mobile approach
- Build a permission-based mobile database



Some interesting videos



Appendix





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Mob: +353 85 738 5752

Scan this code to save my
contact details directly to your
phone:



New behaviour patterns

Paliknoa

#33

45%

**OF SMARTPHONES OWNERS
END THEIR DAY CHECKING
THE MOBILE INTERNET**

download this
<http://www.mobileYouth.org/download>

MOBILEYOUTH[®]
UNDERSTANDING MOBILE YOUTH CULTURE SINCE 2001



There is a new mobile generation driving the pace....

#50

60%
SLEEP WITH
THEIR
PHONE



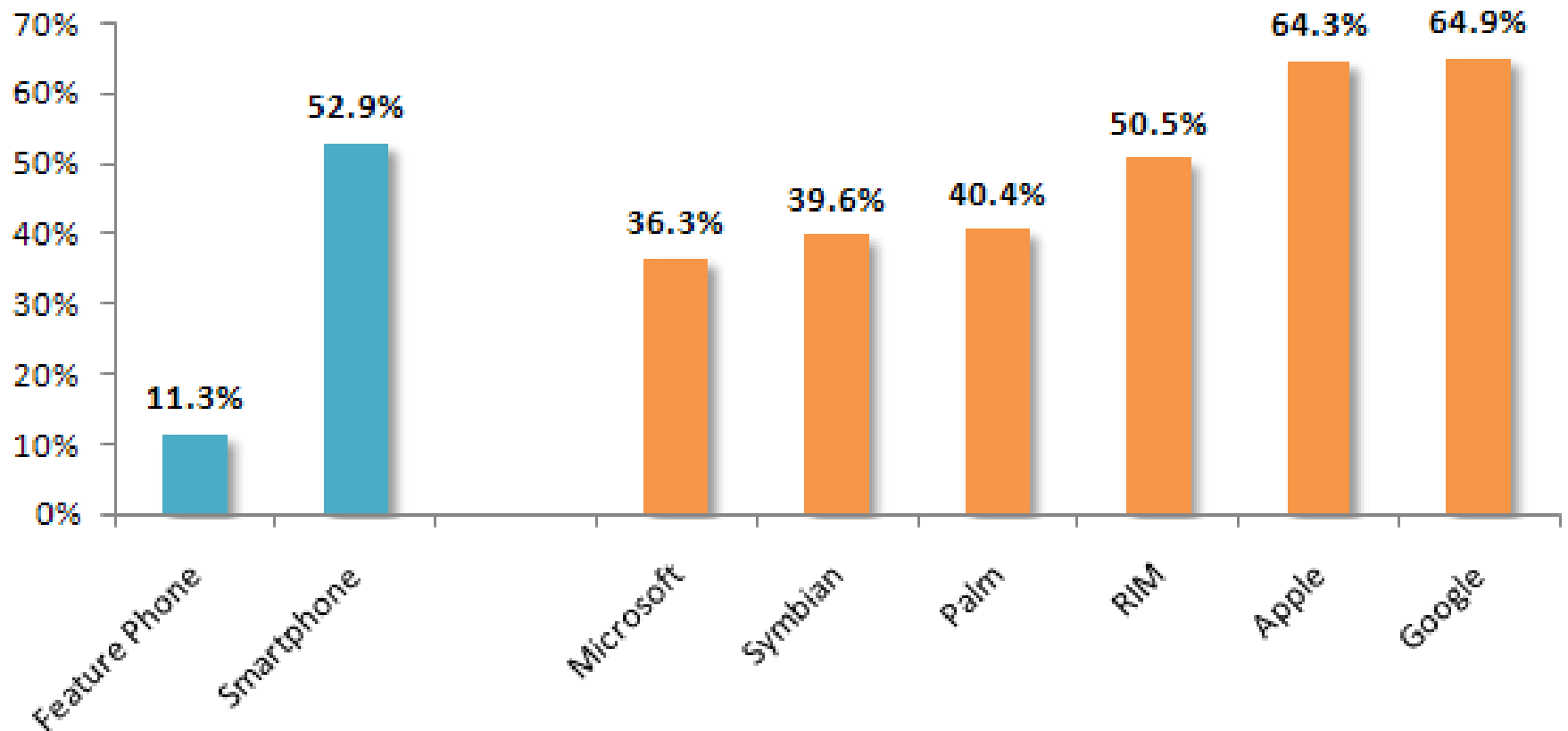
download this
<http://www.mobileYouth.org/download>

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Mobile is at the heart of their lives....

**% of Mobile Subscribers Visiting Social Networking Sites
by Smartphone Platform
(April 2010)**



Their phone is their PC....

240%

#27

**ANNUAL
GROWTH RATE
OF MOBILE
SOCIAL
NETWORKING
IN THE US AND
UK**



download this
<http://www.mobileYouth.org/download>