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Mobile is ready for marketing, is
marketing ready for mobile?

Thomas Curwen

Potential : it's our best friend

- > More phones than people
- > It goes where I go
- > It knows who I know
- > It is awake when I go sleep
- > It is getting more powerful
- > It is doing more for us
- > The screen is getting better

- > Affordable broadband is coming



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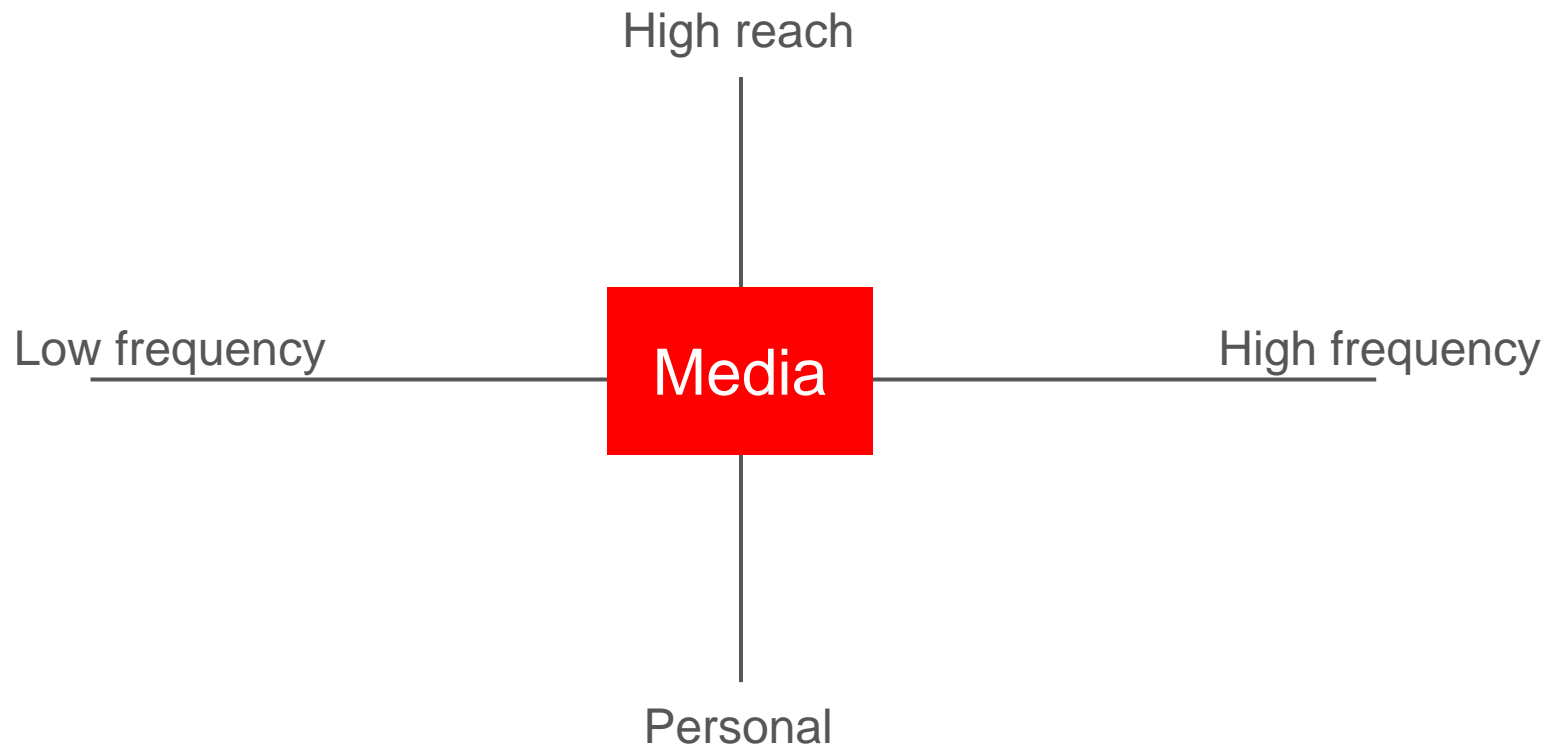
So why are we not queuing up to use it?



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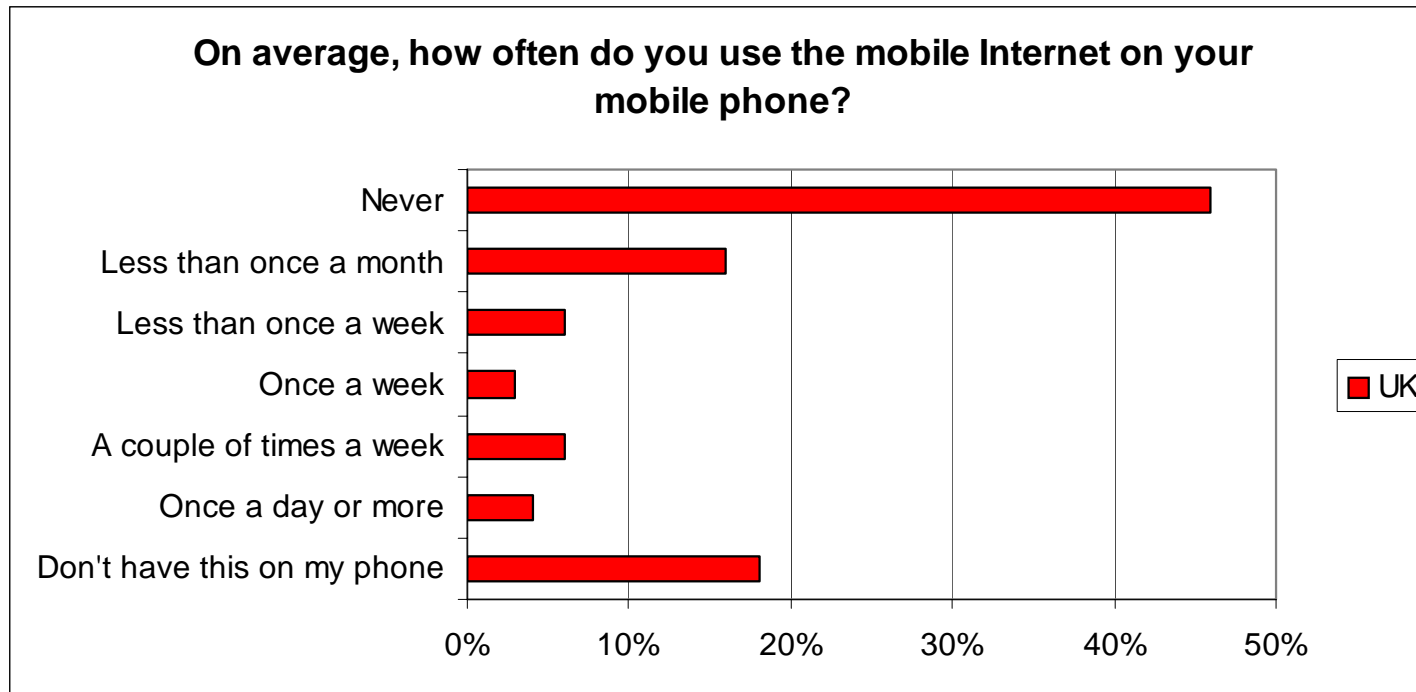
How agencies think



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Early days – can make it difficult to justify



Source: Forrester's European Device, Access, and Telecom Online Survey, Q4 2006

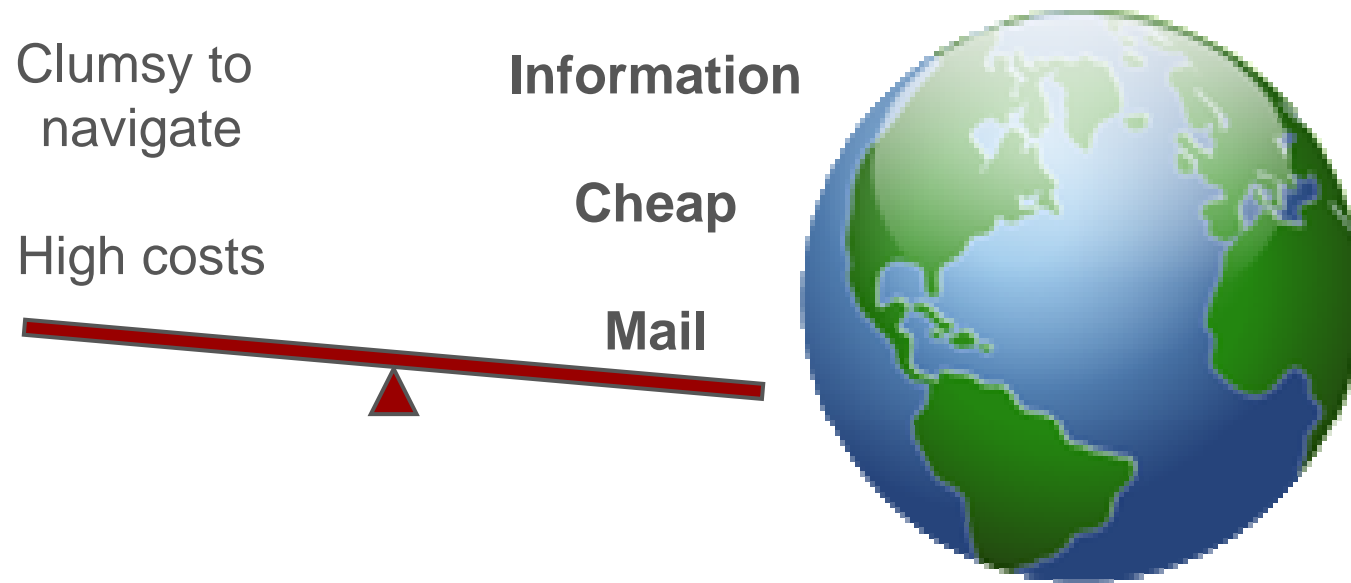
Base: All Internet Users 16+ who have a mobile phone



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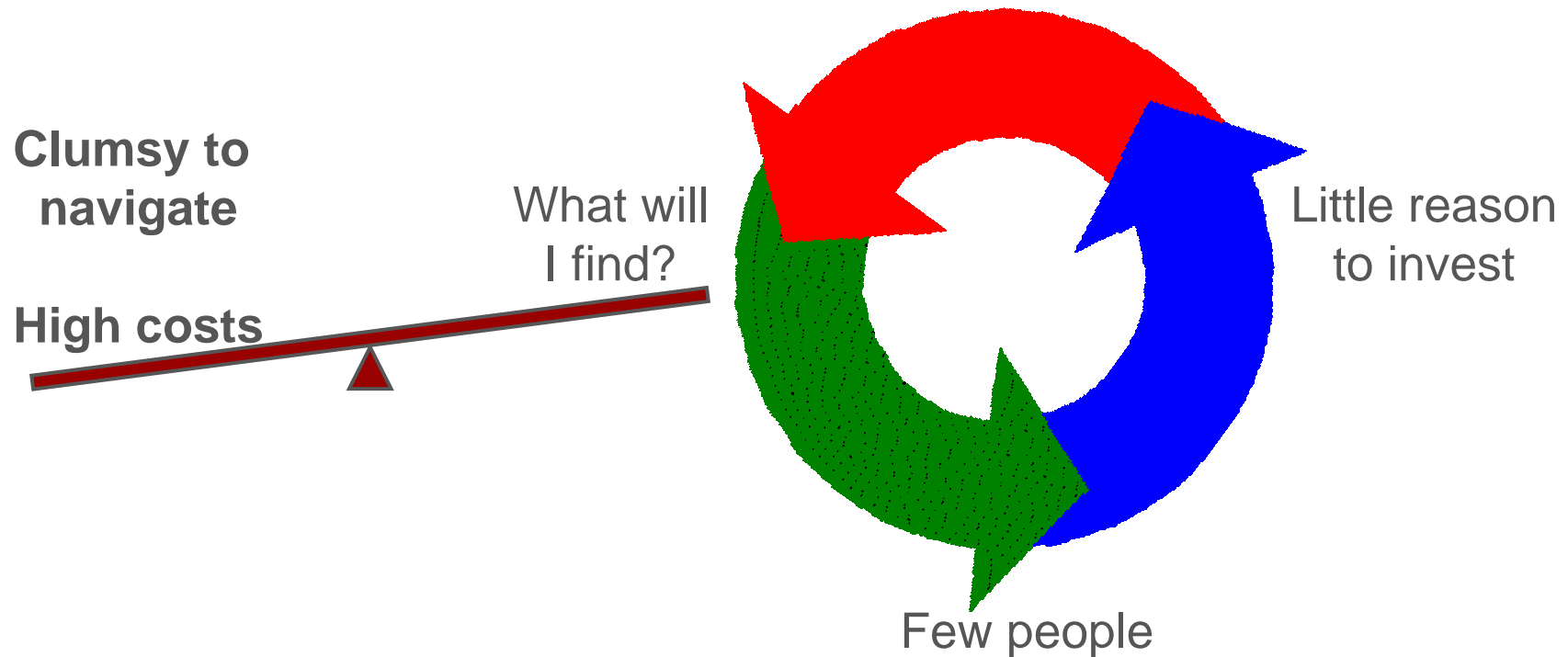
It's not like the internet 7 years ago



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It's not like the internet 7 years ago



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More complicated than the www for advertisers

PDA/phone

Connection type

Screen resolution

Technology



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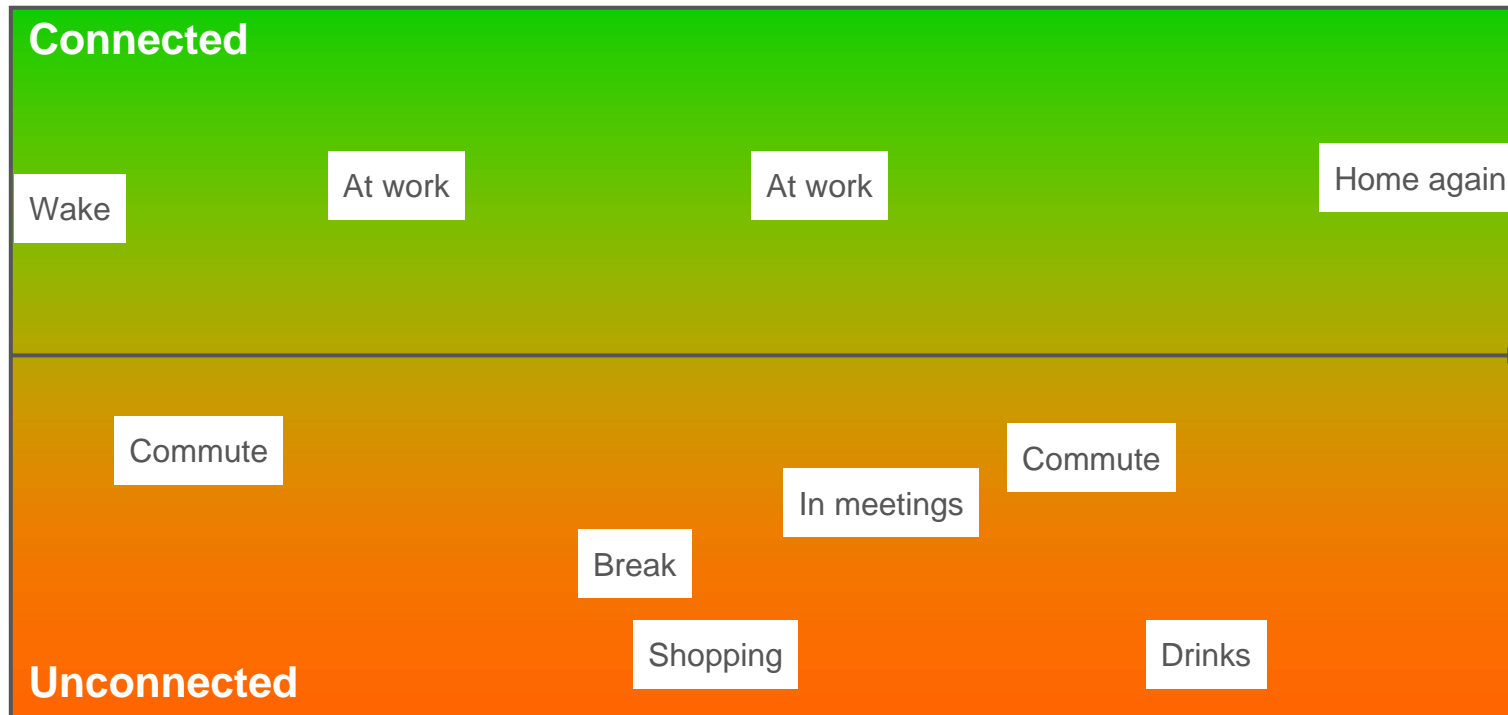
Mobile is a highly valuable marketing tool



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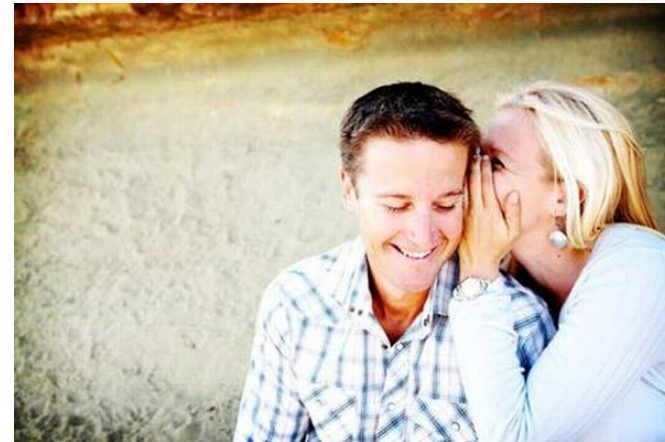
It reaches parts other media can't reach



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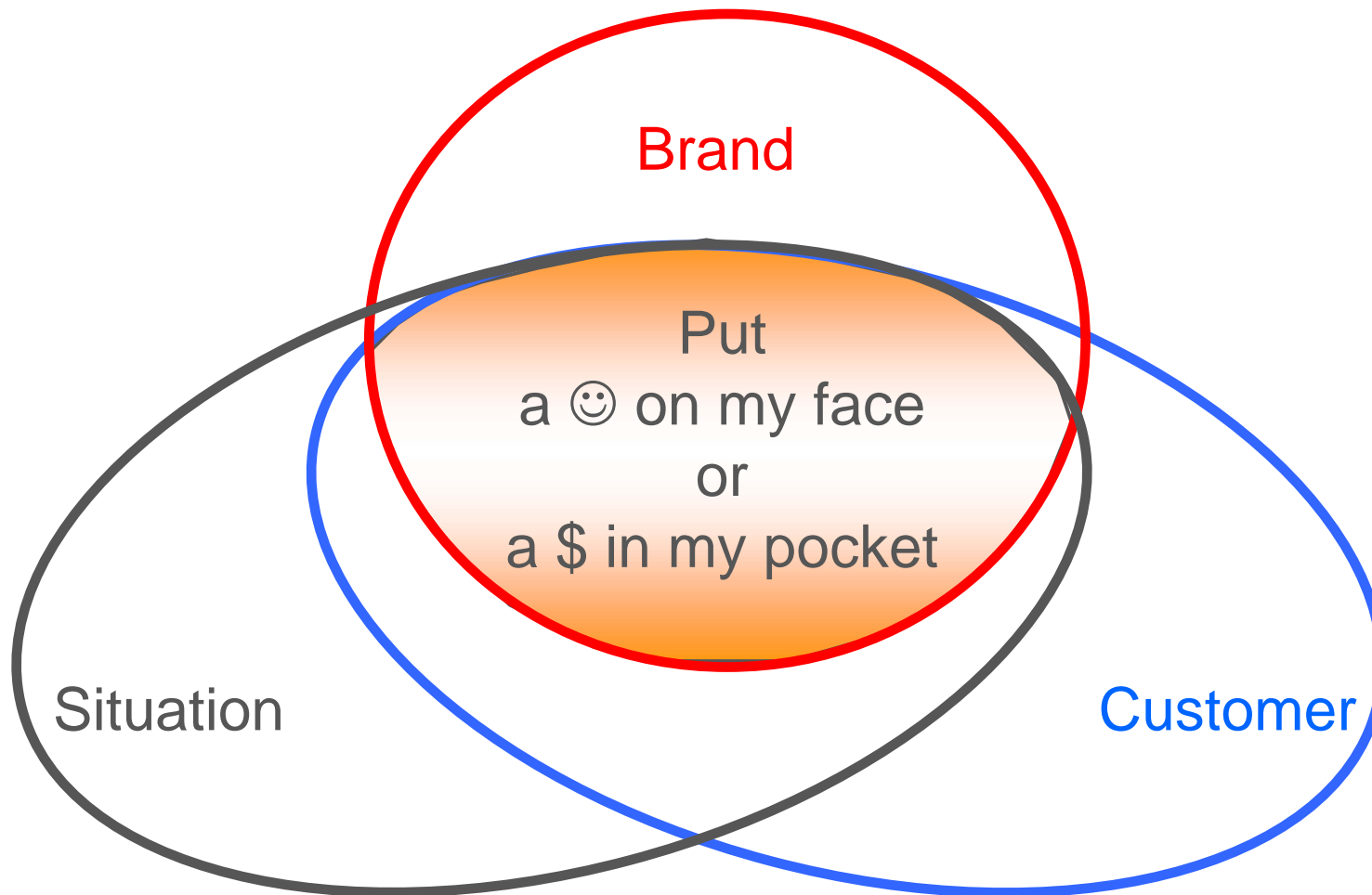


It's the most intimate marketing space available to us



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Simple options



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Future of response



Y! 'Apple' results
Refine | All results

Ad: Free Video - Get it Today
cellfire.com









Apple Inc skip
AAPL 89.87
+1.90 at 13:00 PDT Mar 12

News articles skip

- Cellphone users set their sights on Apple's iPhone
- Piper: Apple May Announce High-End Final Cut; Avid Tech Still Attractive

More news

Local affiliate marketing

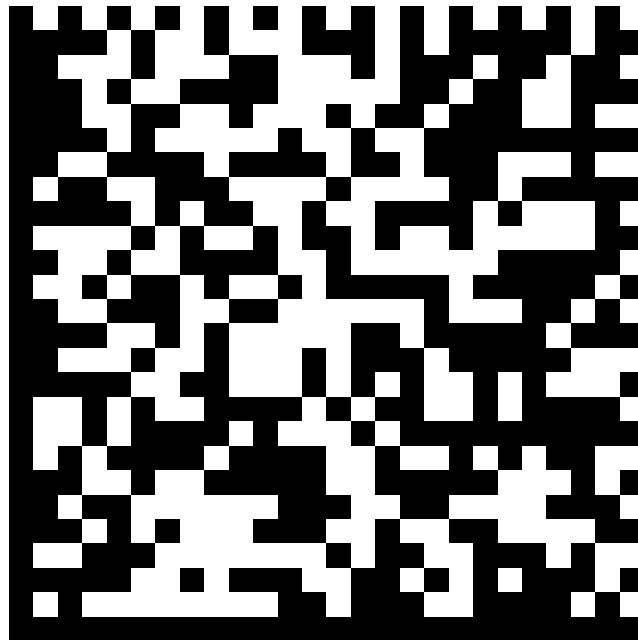
| | | |
|---|---|---|
|  eBay listing: Flat Screen TV LCD/Plasma Wall Bracket Pitt... (used) Product offered for sale by an eBay user. Other expires 21-Nov-2007. - Show details Availability Check Site - Add to my saved list See all Computers & Software |  Store info | Price: £29.99 +P&P: £1.99 +£36.98 View item eBay.co.uk |
|  eBay listing: 22 - 27 Plasma TV LCD TV Screen Monitor Wal... (used) Product offered for sale by an eBay user. Other expires 11-Nov-2007. - Show details Availability Check Site - Add to my saved list See all Computers & Software |  Store info | Price: £26.95 +P&P: £3.00 +£29.95 View item eBay.co.uk |
|  Samsung Remote For Plasma TV Diver(BN01-0017-01a). Product offered for sale by an eBay user. Other expires 21-Oct-2007. - Show details Availability Check Site - Add to my saved list See all 3 TV's |  Store info | Price: £25.00 Free P&P +£26.00 View item eBay.co.uk |
|  Goodmans Detachable Speakers For Plasma TV |  Store info | Price: £19.99 +P&P: £12.00 +£31.99 View item eBay.co.uk |



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Accelerating mobile marketing



www.mobilecodes.org



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Exploit traffic

Info, Météo, Bourse

Actualités

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- Euro 2008 : faux-pas interdit
- Mon horoscope du 11/10

+ d'articles

Bourse

CAC40 -0,38%

EN UNE - EADS : le titre prolonge son rebond, ...

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info

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Pellicules tenaces, vous avez tout essayé ?

Places de cinéma

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one click

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INTENSIF

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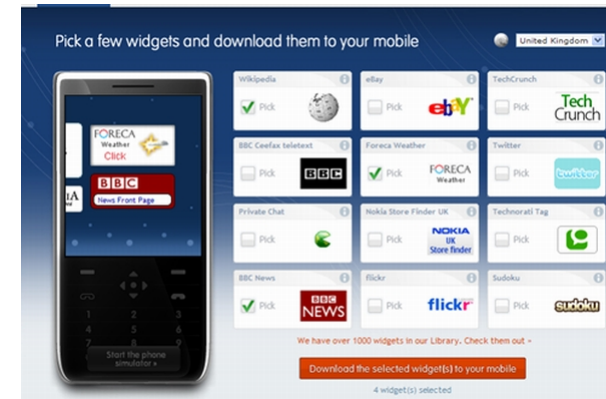


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An exciting future

ImaHima Mobile Community



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Advice for helping the industry move beyond experimentation

- > Address usability
- > Increase the number of people
- > This is an intimate marketing situation: Be gentle with the customer
 - » When is the brand relevant on mobile
 - » Reward them
- > Don't measure the wrong thing
 - » Do not over-promise
- > Use experimental budgets
 - » Start building and experimenting with mobile sites
- > Work in partnership with the mobile industry pioneers

- > We faced worse in the early days of the www



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Thank you

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