

ipsh!

THE AWARD-WINNING,
FULL SERVICE,
GLOBAL MOBILE MARKETING AGENCY,
SINCE 2001

Mobile **VAS**
Conference

“Mobile Marketing 2.0”

what exactly is *Mobile Marketing*?

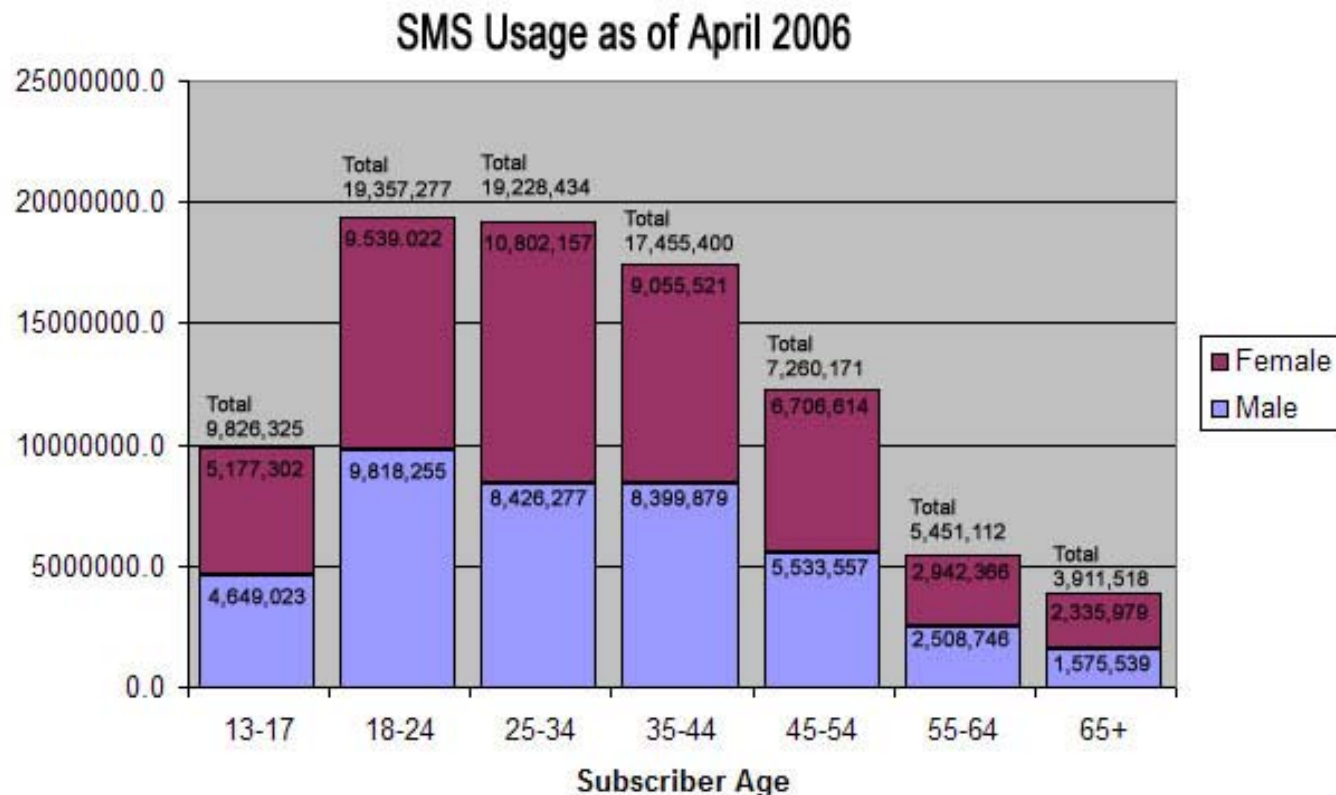
The use of wireless media as an integrated content delivery and direct response vehicle within a cross-media marketing communications program.



mobile marketing/advertising: a quick snapshot

- Consumer data services now \$4.2 billion in retail carrier revenue
 - 210 million subscribers (US), 2 billion globally
 - 80% of all U.S. cell phones now data-enabled
 - 58% of all subscribers using phone for more than voice calls*
- Revenue and usage growth anticipated to continue
 - Mobile content will ring up nearly \$78 billion in revenues worldwide by 2007, up from \$16.7 billion last year*
 - 2006 U.S. ring tone sales alone to surpass \$1B
- WOW – Text growth!
 - 7.3 billion text messages per month in June-05 (up 154% from June-04)
 - 15 billion in Oct 06 (~150%) in US alone
- Mobile marketing/advertising
 - Total spend on mobile marketing/advertising from \$1.4B in 2006 to \$2.9B in 2011
 - 22 percent of online advertisers are currently engaged in MM

market snapshot (US)

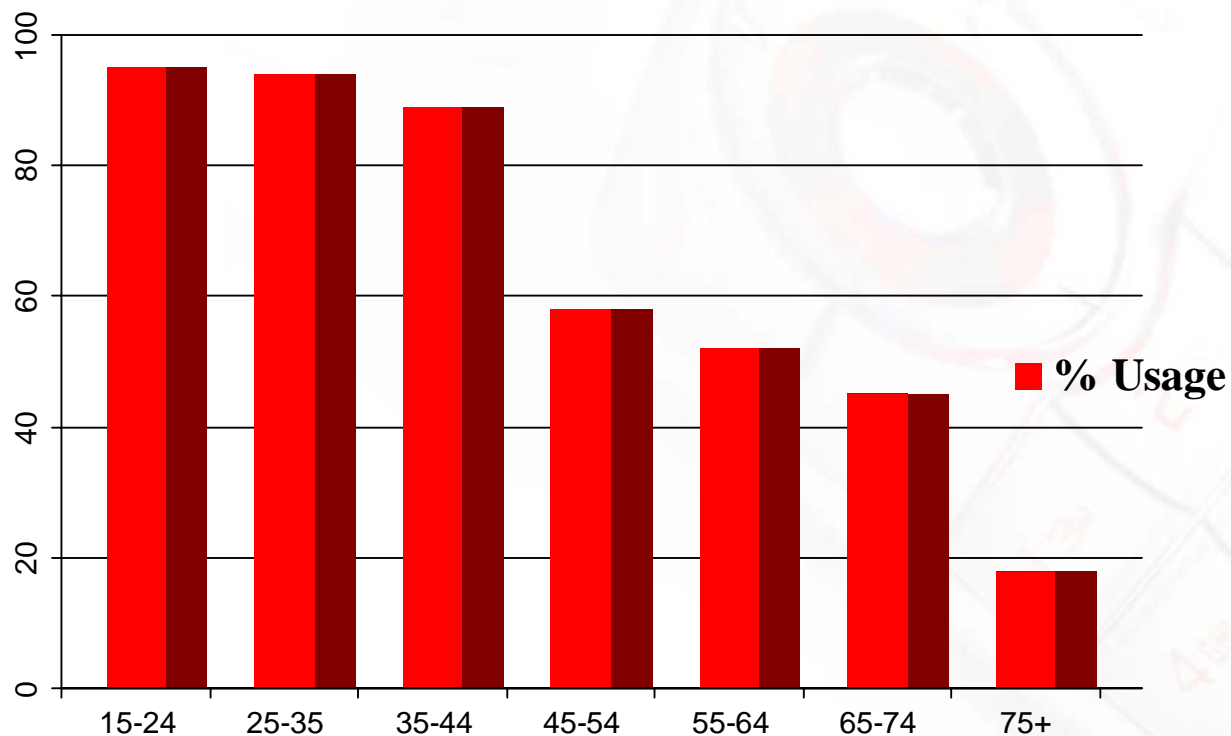


“Mothers, similar to how they first learned to use email, are quickly catching on to text to communicate with their kids.”

Source: mMetrics, feb 2006

Из собрания презентаций [www. CForum.ru](http://www.CForum.ru) – все о сотовой связи в России и СНГ

market snapshot (europe)



The gap is narrowing between consumer age groups

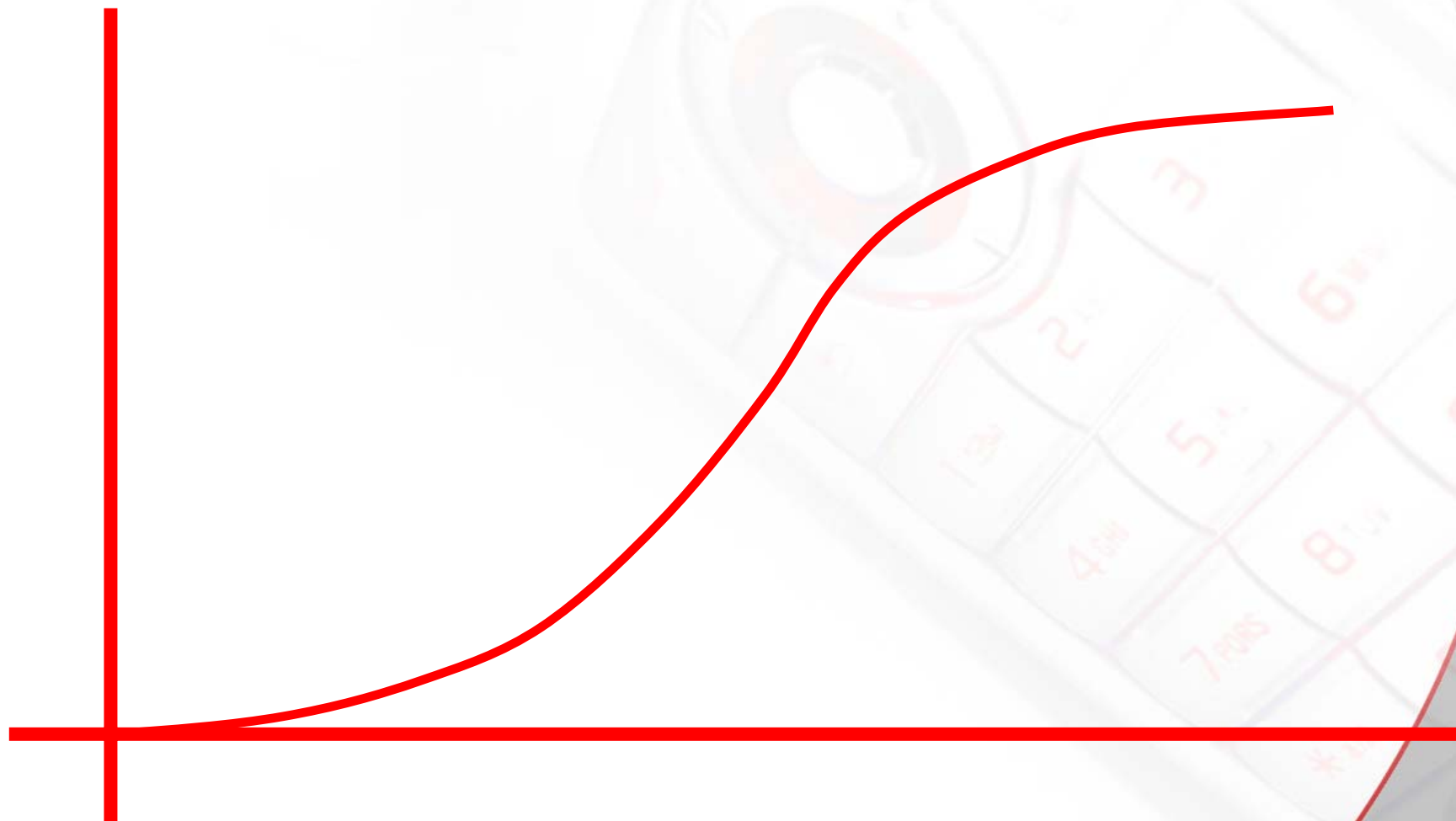
Mobile CPM vs. Other Media

| | TV | Magazine | Newspaper (National) | Radio | Banner Ads | Opt-in E-Mail | Billboards | Mobile |
|---|----------|---|---|-------------------------------------|---------------|------------------|----------------------------------|---------------------------------------|
| Average CPM* | \$200 | \$60 | \$35 | \$50-150 | \$34 | \$250 | N/A | \$40-60 |
| Average Minimum Spending Requirement | \$50,000 | \$10,000 to 50,000 Depending on size of ad | \$10,000 to 50,000 Depending on size of ad | \$2,000 to 5,000 per month | \$2,500 | \$1,500 | \$2,000 to 5,000 per month | \$25,000 to \$100,000 |
| Average Response Rate | .50% | .25% | .25% | .50% | .40% | 5.4% | N/A | 3% to 15% depending on campaign |
| * CPM = cost per 1,000 impressions | | | | | | | | |

cross media mobile integration



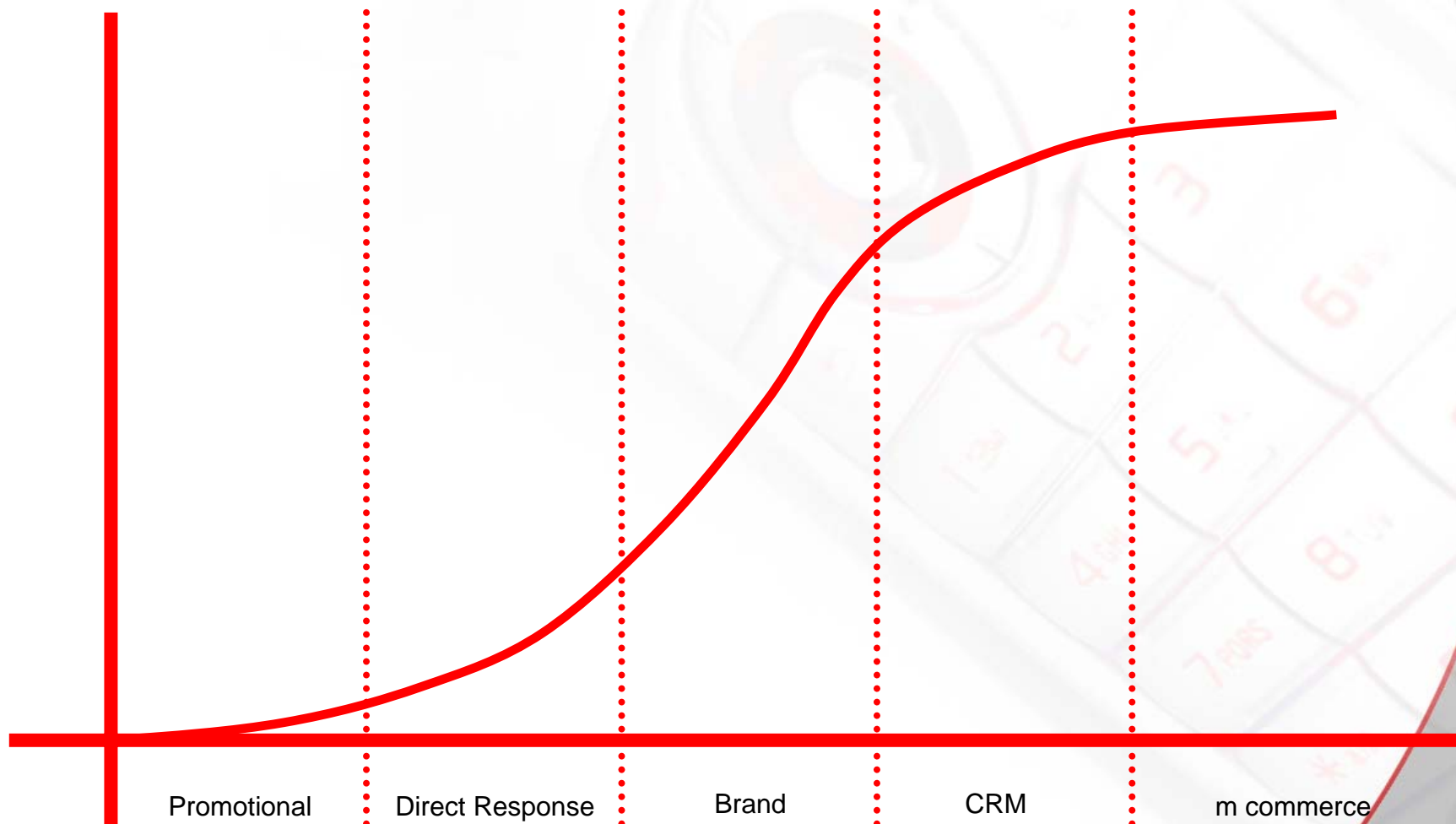
m marketing adoption...



m marketing adoption

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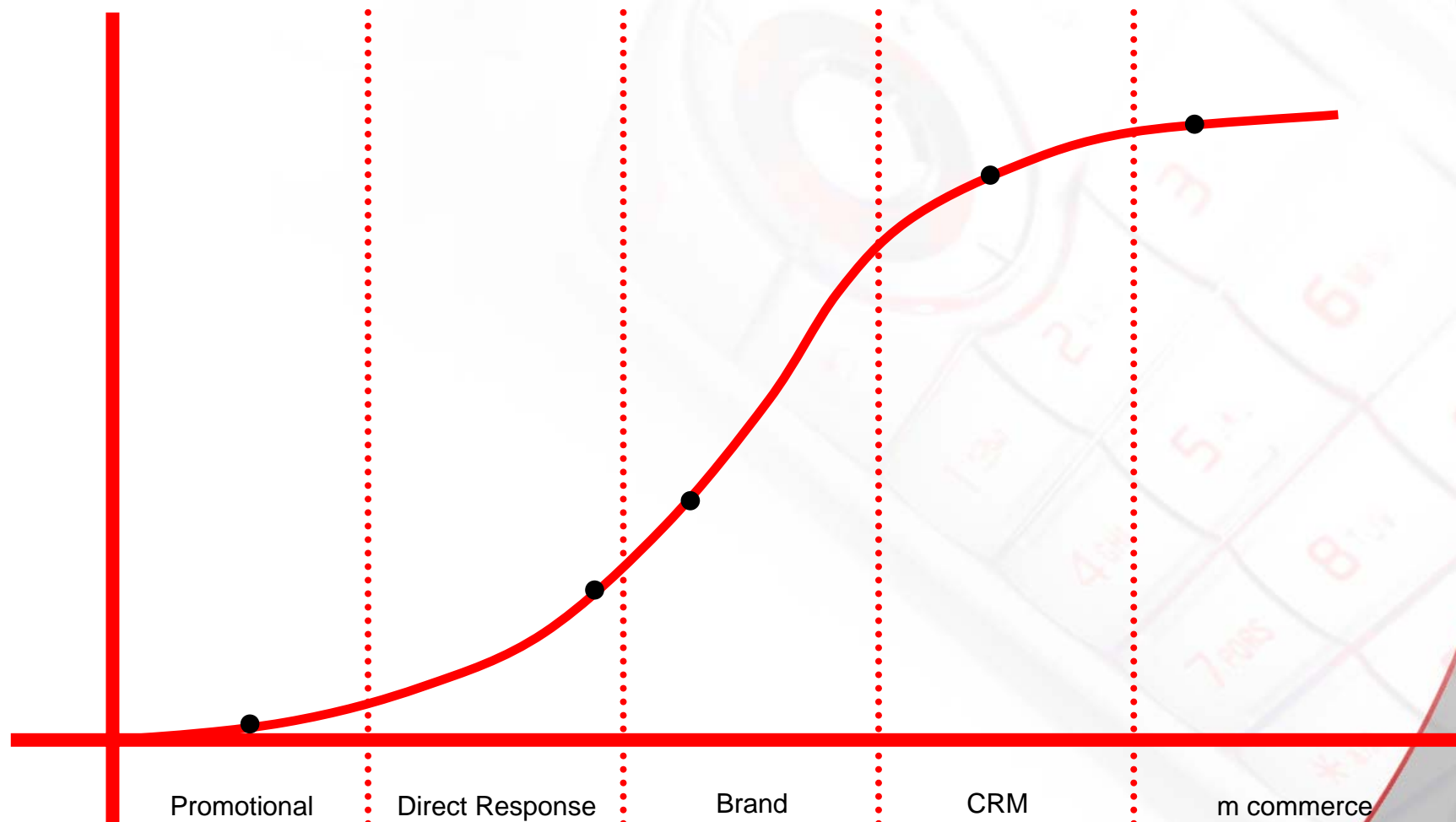
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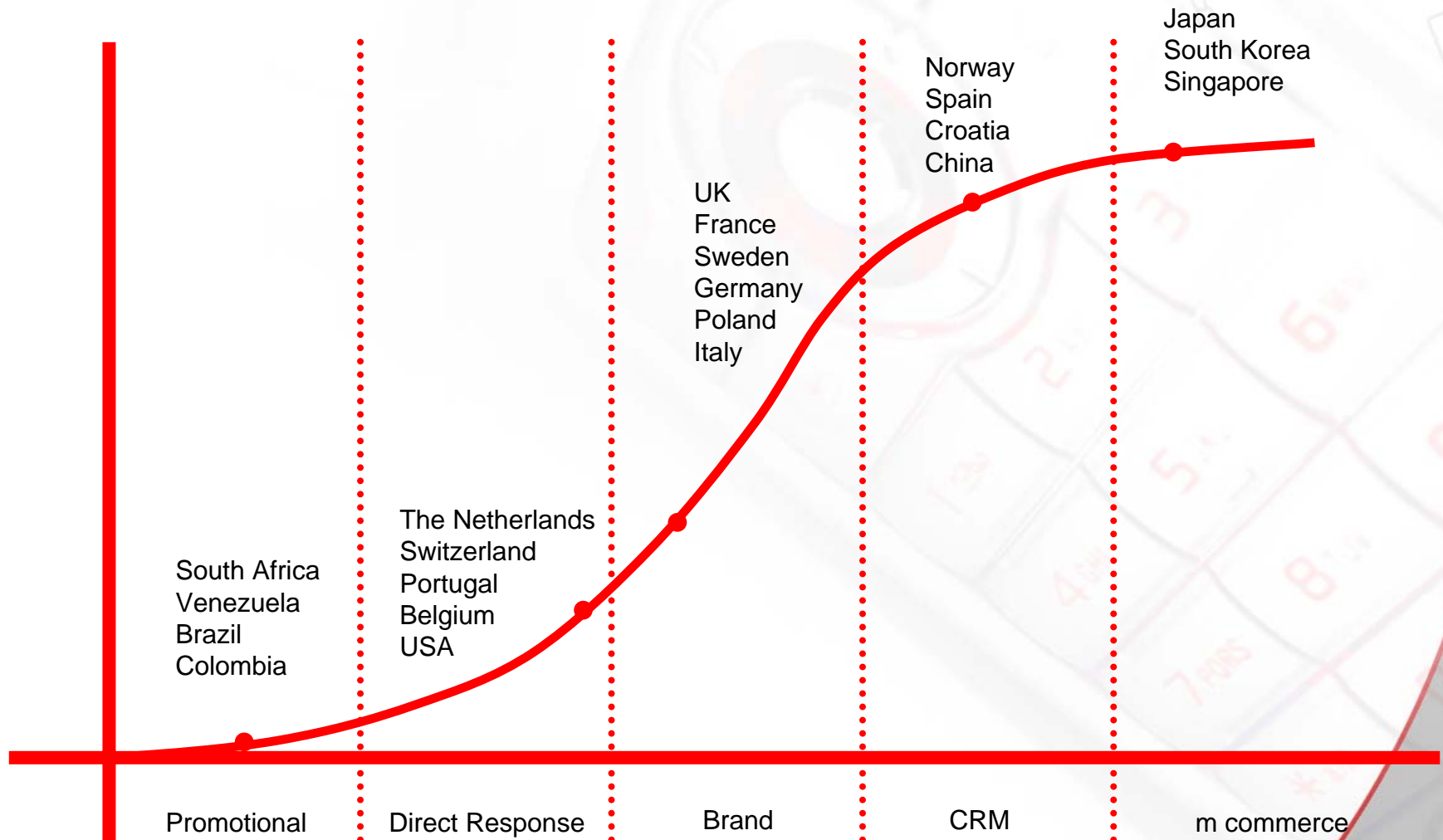
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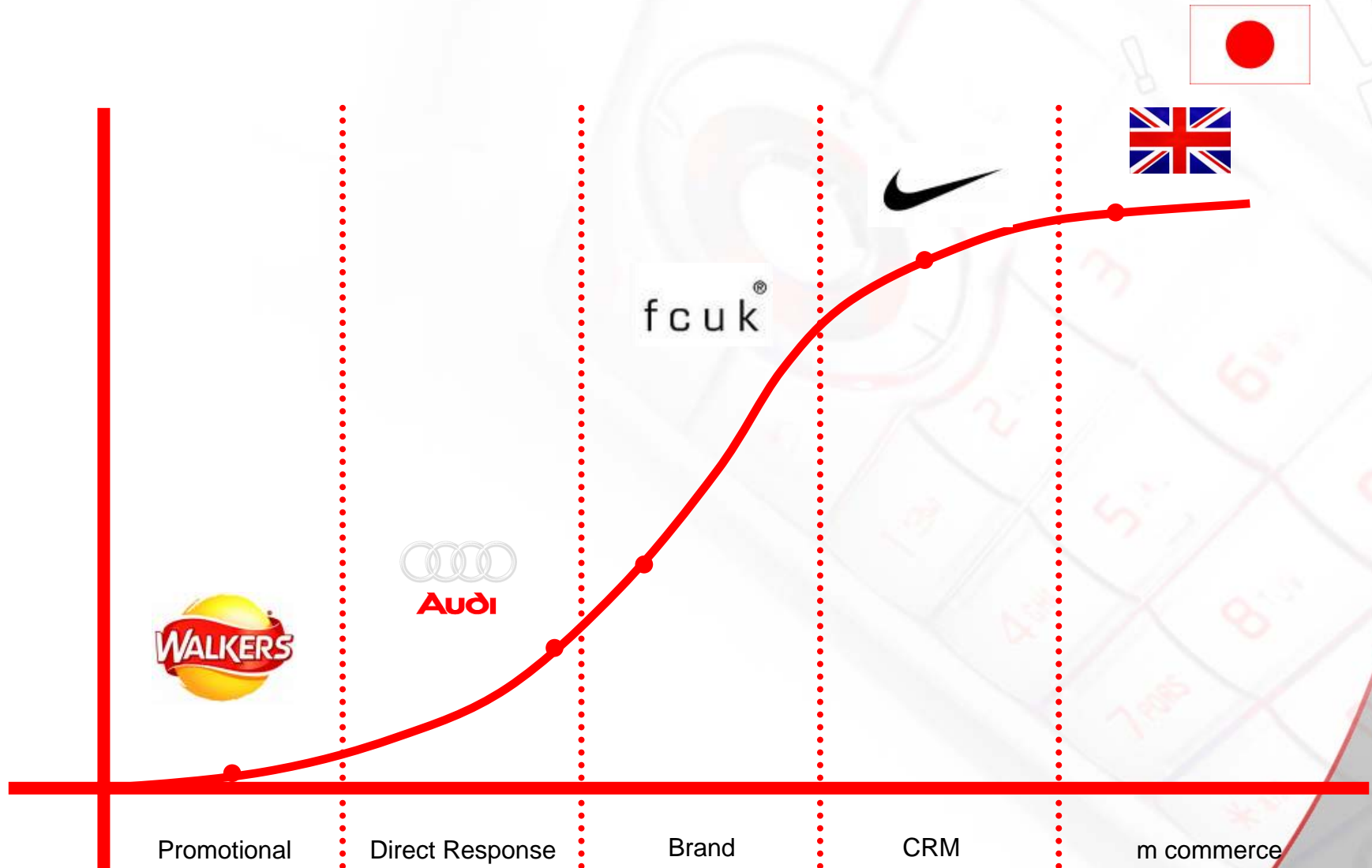
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m marketing maturity...



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Walkers Crisps - Promotional



- Billed as the largest on-pack promotion in the world
- Pan-European
- More than 4 million in UK alone
- Complex fast moving application – prize draw every five minutes
- 17m responses, largest mobile marketing campaign
- Delivering delight every 5 minutes



m marketing adoption

Audi – Direct Response



- RS4 & Q7 launch activity
- Outdoor, radio, TV, web
- the means to extend the conversation
- Deliver some of the magic of the brand
- Identifying the “hand-raisers”
- Move through to the next stage
- Building a prospect list
- “Q7” to 82772

m marketing adoption

Case Study: NWA QR Codes- *Direct Response*

- Usually are thumbnail size on magazine and newspaper ads
- Are a quick automatic link between print and online media that doesn't require the customer to type in an Internet address or remember a special code
- Scanner built into Japanese phones
- NW Airlines campaign used huge, billboard size QR codes
- Consumers who snapped a photo of the code with their phones were taken to a special mobile version of Northwest's Web site, which featured a game in which players could win coupons for flights



m marketing adoption



Case Study: French Connection – *Brand*



- in-store, digital radio, web & mobile
- promotion – outdoor, press & in-store
- Mobile?
 - Request schedule information
 - Participate in trivia, sweepstake and promotional competitions
 - Vote to affect music played out
 - Requested branded content and services allied to the radio station programming
- Built opted-in database of consumers

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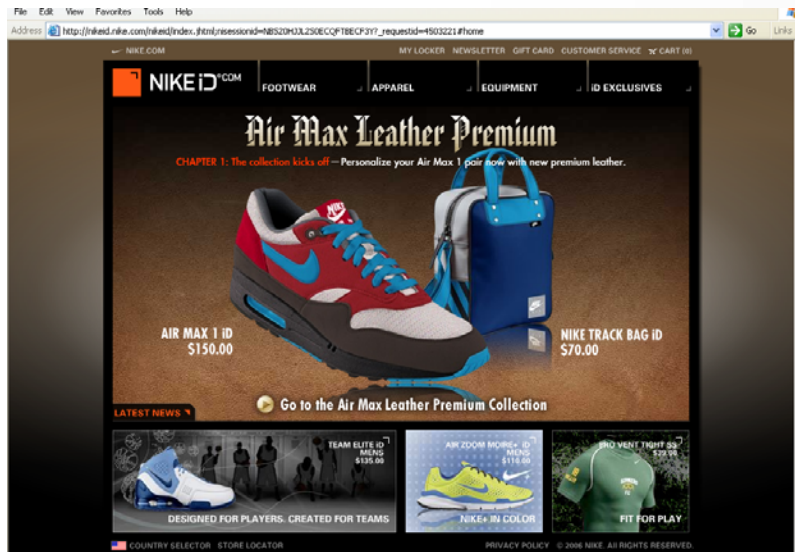
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Case Study: Reuters/Yahoo Autos



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Case Study: Nike iD - CRM



- 2005 re-launch of Nike iD
- Reuters Media Board in Times Square
- Demonstrate the ability to customise and purchase
- Call-in
- Displayed for all to see
- Sent what you had selected
- Purchase
- 60 seconds of fame

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m commerce

- Japan - a glimpse of the now
- 2000 saw the first time that there were more mobiles than fixed line
- 4G and beyond becoming a reality
- Launched 2005
- Currently 1 million feliCa mobile users
- 20,000 merchants accepting payments
- Typical transactions
 - Withdrawing cash at ATMs
 - Shopping at Kiosks and vending machines,
 - Train or air tickets,
 - Ticketing for concerts, cinemas and
 - Member's card of sports clubs and
 - Key/ID to unlock automatic doors
 - Online shopping

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m commerce



- M BAR GO a move towards commerce
- connects the consumer, their basket and the retailer and their brand partners via the phone
- a “scan-able” passport with multiple uses
 - Coupon redemptions
 - Rewards
 - Gift vouchers
 - ticketing

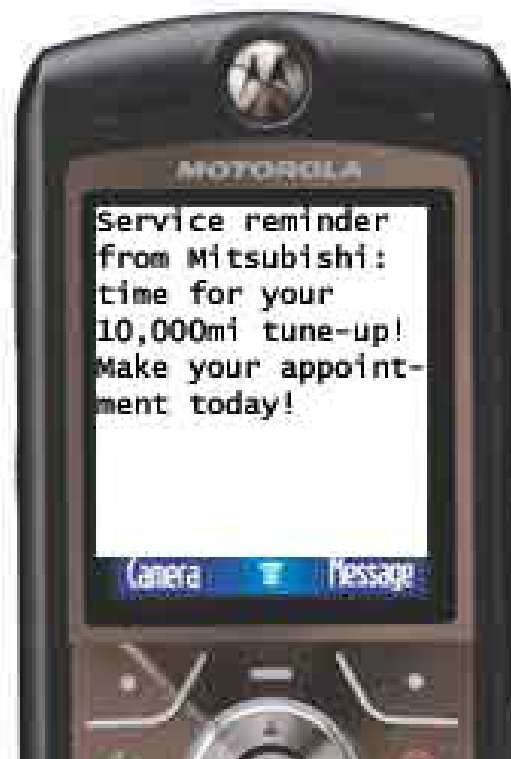
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the 'how', not 'wow'...

- **Automotive**
- **Consumer Packaged Goods (CPG)**
- **Publishers**
- **Entertainment**
- **Finance**
- **Pharma/Healthcare**
- **Quick Service Restaurants (QSR)**
- **Retail**
- **B2B**
- **Non-profit**

Case Study: Automotive post-sale service/maintenance

Goals: maintenance compliance, positive customer-service relationship



automotive

ipsh!

Case Study: Detroit Auto Show



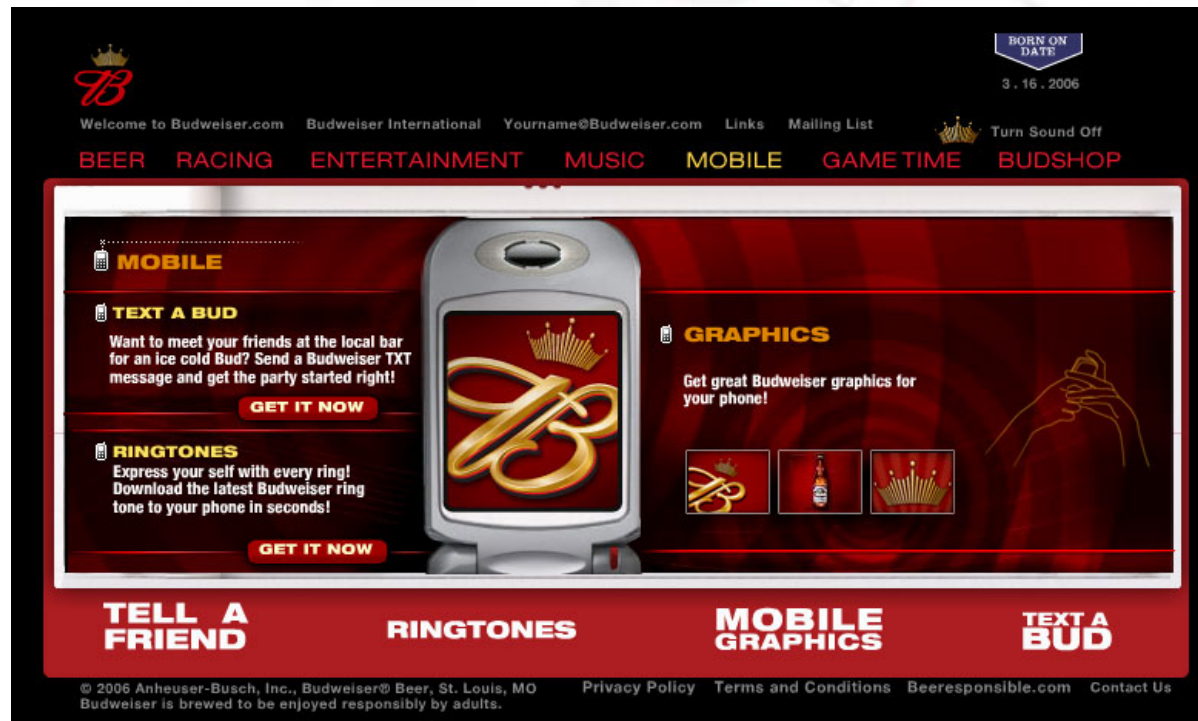
- Attendees of the show could text in to receive more information on a particular car
- Allows car fans to connect with the brand and a new product instantly and to store that information in their phone in the form of a text message

automotive

ipsh!

Case Study: Budweiser

- To extend their brand to the mobile space, Budweiser sought ipsh!'s expertise in bringing free Bud wallpapers, ringtones and a text application to their product site
- Bud fans could even invite their friends to “share a bud” with a custom text-message invitation sent directly from the Budweiser site



CPG

ipsh!

Case Study : Neutrogena Smooches

- Neutrogena customers are able to Send MultiMedia content straight to a friend's mobile phone!

Smooches Get your kiss on!

Rock Star Smooch

• **text it**
○ **email it**

TO:
friend's name
friend's cell number
send to multiple friends +
Guess who! Bet you weren't expecting the Smooch to be from me!
FROM:
your name
your cell number
Preview

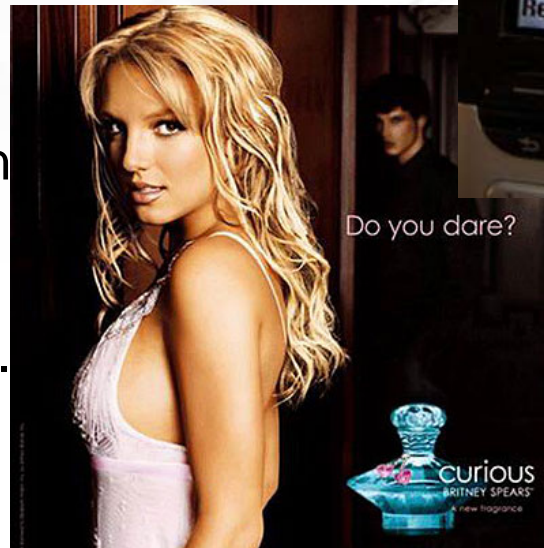
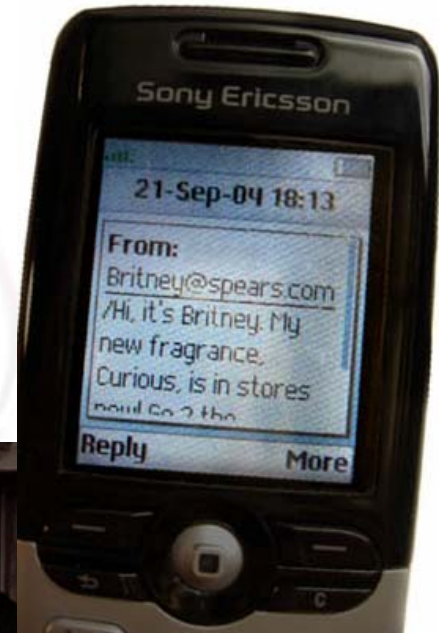
Please note that by submitting a cell phone number, you are requesting that we contact the person you specify here on your behalf. Your contact information and your friend's contact information are required, but will not be used other than to distribute the communication you request.
Standard text messaging rates apply.

Neutrogena
Contact Us | Privacy Policy | Legal Notice | Neutrogena.com

- This campaign involves sending of encouragement along with a 'smooch' mobile wallpaper to promote Neutrogena's new lip glosses.

Case Study: Britney Spears *Curious*

Working with Goodby, Silverstein & Partners, ipsh! sent out approximately 350,000 SMS messages to young women across the country, instructing them to press “talk” to hear a personal message from Britney herself. The pre-recorded message instructed recipients to enter in their zip codes to receive future alerts regarding the official launch of the fragrance.



CPG

ipsh!

Case Study: Girlfriend Magazine

- Girlfriend magazine advertised on the web and in their magazine for girls to register with the Girlfriend VIP Club.
- Once a member, they could send free SMS's from the website.
- **Every month, a special offer is SMS'd to VIP members**, namely fashion label discounts or one for one offers on cosmetics.
- The user takes the phone message to the retailer to claim the discount.
- 40,000 girls have provided their mobile numbers, giving an **advertising penetration of 40,000 willing respondents**.
- This permission to receive aspects provides good retention of the offer.



publishers

ipsh!

Case Study: WSJ Mobile

New Revenue through Subscriptions

- "The Wall Street Journal Mobile" provides business news and personalized portfolio information along with market and stock data to wireless phones.
- Customers can subscribe to the downloadable application for \$3.99 per month.

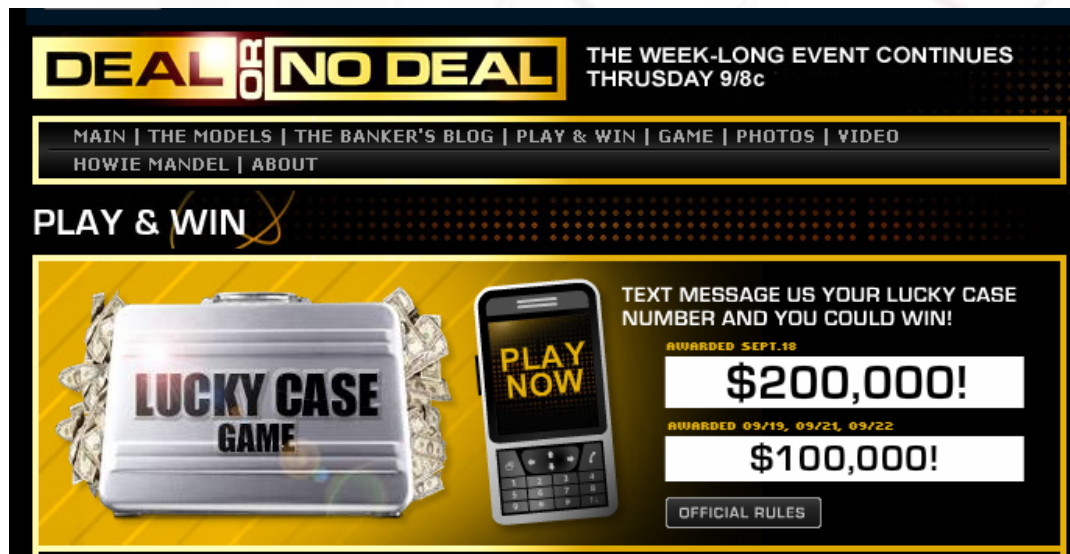


publishers

ipsh!

Case Study: *Deal or No Deal*

- *Deal or No Deal* is an excellent and well-known example of how mobile can be integrated into a live television broadcast to bring the viewing experience to a whole new level
- Viewers watching the game show at home can text in their choice for the so-called “Lucky Case” that the actual contestant is looking for. If the viewer is right, he/she could win \$10,000.
- \$15MM in revenue generated from the first show the cross carrier pSMS was introduced in the US!



entertainment

ipsh!

Case Study: *I Shouldn't Be Alive*

- Viewers of Discovery Channel's *I Shouldn't Be Alive* were asked to sign up for mobile alerts and weekly trivia
- When they texted in the response to the trivia question, they were automatically entered in a contest to win a GPS system



After several weeks all entries were pooled to be considered for a grand Adventure Trip prize

entertainment

ipsh!

Case Study: HSBC Text Alerts

- As part of their “Anytime” banking program, HSBC customers in certain countries can sign up for the following alerts:
- ***Deposit/Credit Alert*** - will send a text message to your mobile phone every time money is deposited/credited to your account for an amount chosen by you.
- ***Withdrawal/Debit Alert*** - will send a text message to your mobile phone every time money is withdrawn/debited from your account for an amount chosen by you.
- ***Account Balance Limit Alert*** - will send a text message whenever your account balance is above or below the amount chosen by you.
- ***Broadcast Message Alert*** - will send you updates on HSBC's latest promotions and offerings.

Banking on the GO!



Now you can set *Text Alerts* via online@hsbc to your mobile phone so that you will know whenever a transaction is taking place on your accounts. Just register for online@hsbc today to get automatic access to *Text Alerts*.

Beginning 01 April 2004, Customers are entitled to the following free text alerts:

HSBC *Premier* - 5 alerts per month
PowerVantage - 3 alerts per month

Each alert thereafter shall be charged Php2.00.

HSBC 
The world's local bank

Case Study: Pfizer / Lipitor mCoupon

(Offline – handset initiated through toll free IVR)

- User sees an advertisement for a free trial in a doctor's office and calls the toll free number.
- User hears a message, and is asked to press '1' to request a text message to their phone.
- Using caller ID, we deliver a text message to their cell phone containing coupon information.
- Redemption is easy – simply present the text message at a participating pharmacy!

Add a "Free Trial" to the features on your cell phone.

Call **800-273-7011** for a free 30-day trial of LIPITOR.

LIPITOR is proven to significantly reduce the risk of heart attack and stroke in people with multiple risk factors* for heart disease. Ask your doctor if LIPITOR is right for you.

*Risk factors include family history, high blood pressure, age, low HDL or smoking.

Important Information: LIPITOR is a prescription drug. It is used in patients with multiple risk factors for heart disease such as family history, high blood pressure, age, low HDL or smoking to reduce the risk of heart attack and stroke. When diet and exercise alone are not enough, LIPITOR is used along with a low-fat diet and exercise to lower cholesterol. LIPITOR is also used in patients with type 2 diabetes and at least one other risk factor for heart disease such as high blood pressure, smoking or complications of diabetes, including eye disease and protein in urine, to reduce the risk of heart attack and stroke. LIPITOR is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant. If you take LIPITOR, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of a rare but serious muscle side effect. Tell your doctor about all medications you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before and during treatment and may adjust your dose. The most common side effects are gas, constipation, stomach pain and heartburn. They tend to be mild and often go away. Please visit www.lipitor.com for additional information. When diet and exercise alone are not enough, adding LIPITOR can help. LIPITOR is one of many cholesterol-lowering treatment options that you and your doctor can consider. Please see important additional information on the back of this poster.

Offer Terms & Conditions: Offer valid through 12/31/2006. Void where prohibited by law. Product depicted is not a representation of any specific product and is not intended to be used for any purpose other than for informational purposes only. LIPITOR is a registered trademark of Pfizer Inc. LIPITOR is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant. If you take LIPITOR, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of a rare but serious muscle side effect. Tell your doctor about all medications you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before and during treatment and may adjust your dose. The most common side effects are gas, constipation, stomach pain and heartburn. They tend to be mild and often go away. Please visit www.lipitor.com for additional information. When diet and exercise alone are not enough, adding LIPITOR can help. LIPITOR is one of many cholesterol-lowering treatment options that you and your doctor can consider. Please see important additional information on the back of this poster.

To get your free 30-day trial of LIPITOR, you must do ALL of the following:

1. Ask your health care professional if LIPITOR is right for you. If it is, ask for a 30-day prescription, in addition to your usual monthly prescription, to receive your FREE trial.
2. Take your phone and your prescription for LIPITOR to your local pharmacy to receive a FREE 30-day supply of LIPITOR. Once you have completed steps 1 and 2 you will receive your complimentary 30-day supply of LIPITOR.

LIPITOR
atorvastatin calcium
EACH TABLET

pharma

Case Study: Pollen Count Text Alerts

may 2003 in Europe

- Leading pharmaceutical company **Novartis** offered a pollen count text alerts service to promote the launch of a new allergy nasal spray (Aller-eze) for hay fever sufferers during National Allergy Week 2003 in England.
- According to 160characters.org, the Pollen Count Alert text message service enabled sufferers to receive personalized, up-to-date, regular pollen count information by SMS with special alerts on days when the pollen counts was particularly high in their geographic location – together with tips to help manage hay fever.



pharma

ipsh!

Case Study: Burger Slayer

- The Carl's Jr. "Burger Slayer" Contest encourages customers to send in photos of themselves devouring Hardee's/Carl's Jr. burgers, which are then posted on the respective websites of each chain. The campaign is designed to drive traffic both inside restaurants and to the recently-redesigned websites, where customers are encouraged to vote for their favourite
- Customers spontaneously snap photos of themselves polishing off Hardee's and Carl's burgers and then email them instantly to the restaurants' websites. Users are limited to one submission per day. Upon submitting their photo, users receive a text message informing them that they need to reply to that message with their date of birth in order to complete entry. Winners receive free burgers for a month.



QSR

ipsh!

Case Study: McDonalds “RUMAC”

(Offline – handset initiated through a shortcode)

- 50 Million BigMac Boxes Nationwide
- Text in to Win 2 Tickets per Month for 12 Months
- Over 40% of entrees happen via text message!
- 3 % increase in sales attributed to this campaign! (AdAge 2005)



Case Study: Albertson's Fresh Salmon Alerts

Objectives:

- Leverage new emerging technology for test/marketing purposes
- Consumer retention/loyalty
- Support ABS Corporate Program



Program Details:

- Consumers text “Salmon” to a shortcode to receive weekly salmon-alerts. Alerts will advise users of the newest type of salmon available for sale (similar to timely wine release information).

Benefits:

- Albertson's is able to gather and maintain a new consumer database

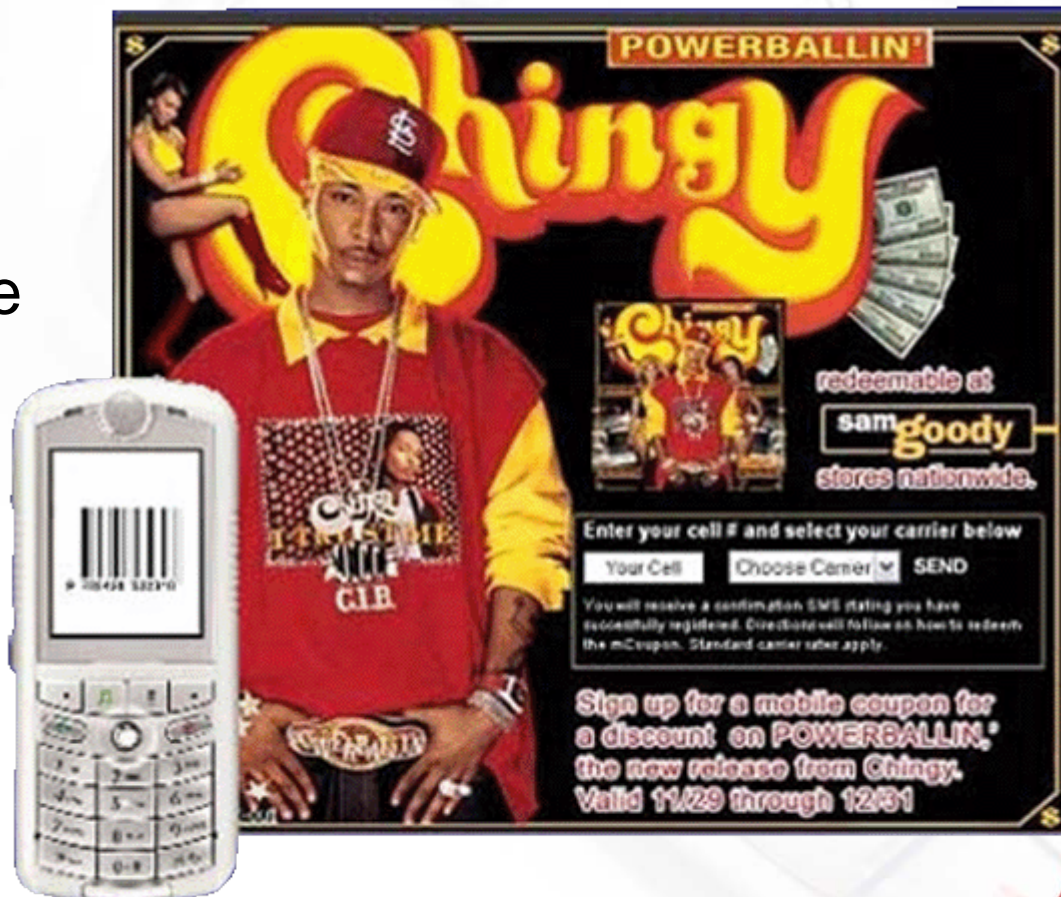
retail

ipsh!

Case Study: ipsh! mCoupon – Capitol Records

(Web to Mobile)

- Online signup to receive a mobile coupon redeemable at Musicland (Sam Goody) locations nationwide for recording artist **Chingy**
- Resulted in a 10% redemption rate (ipsh! 2005)



retail

ipsh!

Case Study: Lenovo & Neo@Ogilvy

- To build brand awareness amongst its target audience for its consumer products, Lenovo placed banner ads on selected WAP sites
- Customers could then click on the ad and be directed to a survey which they could fill out for a chance to win a free phone upgrade
- Today the average click-through rate for internet banner ads is just .20%, yet campaigns such as this one highlight the enormous potential of banners on mobile WAP sites with results topping out at 6.6%



lenovo

eztxtmsg : messaging for small business

- For small business owners to create, grow & communicate to their customer base
- Nightclubs, restaurants, bars, real estate agents, insurance brokers, schools, mom&pop shop on the corner

Case Study: Making Change for Katrina

- **Making Change for Katrina is a Habitat for Humanity-sponsored program designed to encourage Americans to collect and donate their spare change to victims of the 2005 Gulf Coast Hurricanes**
- **ipsh! provided a mobile component to the campaign, by allowing visitors to the Making Change website to sign up for SMS updates about the campaign's progress and also to alert up to 6 friends about the campaign by sending them a text message direct from the website**



non-profit

ipsh!

Case Study: American Red Cross

Text 2HELP



**American
Red Cross**

- Recognizing that Americans are eager to help those most in need following a disaster like 9/11 or Hurricane Katrina, the American Red Cross has paired with CTIA-The Wireless Association to make donating as easy as sending a SMS
- Wireless customers need only send a text message with the word “Help” in the body to shortcode 24357 or “2HELP”.
- A \$5 tax-deductible donation will then be made to the Red Cross disaster relief fund and the donation amount will appear on customers’ wireless bills

non-profit

ipsh!

ipsh! overview

- ipsh! produces more mobile marketing campaigns than any other US-based firm (nearing 1000 campaigns since June 2001)
- ipsh! patent-pending “PRISM” technology works seamlessly across *all* carrier and handsets globally allowing brands maximum access to their consumer base
- ipsh! prides itself on the ‘ipsh! bear hug’, providing full-service: strategy, creative, execution & analytics... instead of *just another technology license*
- ipsh! is known for flawless execution because of our team of expert project managers and IT staff. Brands work with ipsh! for our extraordinary creativity, our suite of turn-key products and our experience.
- *Award-winning* : MIXX, IAC, AdTech, AdAge, OMMA, Bright Star, MMA, many more..



ipsh! Clients (Partial List)



ipsh!

THE AWARD-WINNING,
FULL SERVICE,
GLOBAL MOBILE MARKETING AGENCY,
SINCE 2001

Nihal Mehta

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415.355.9313

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