

JOHN LEWIS MOBILE CAMPAIGN RESEARCH

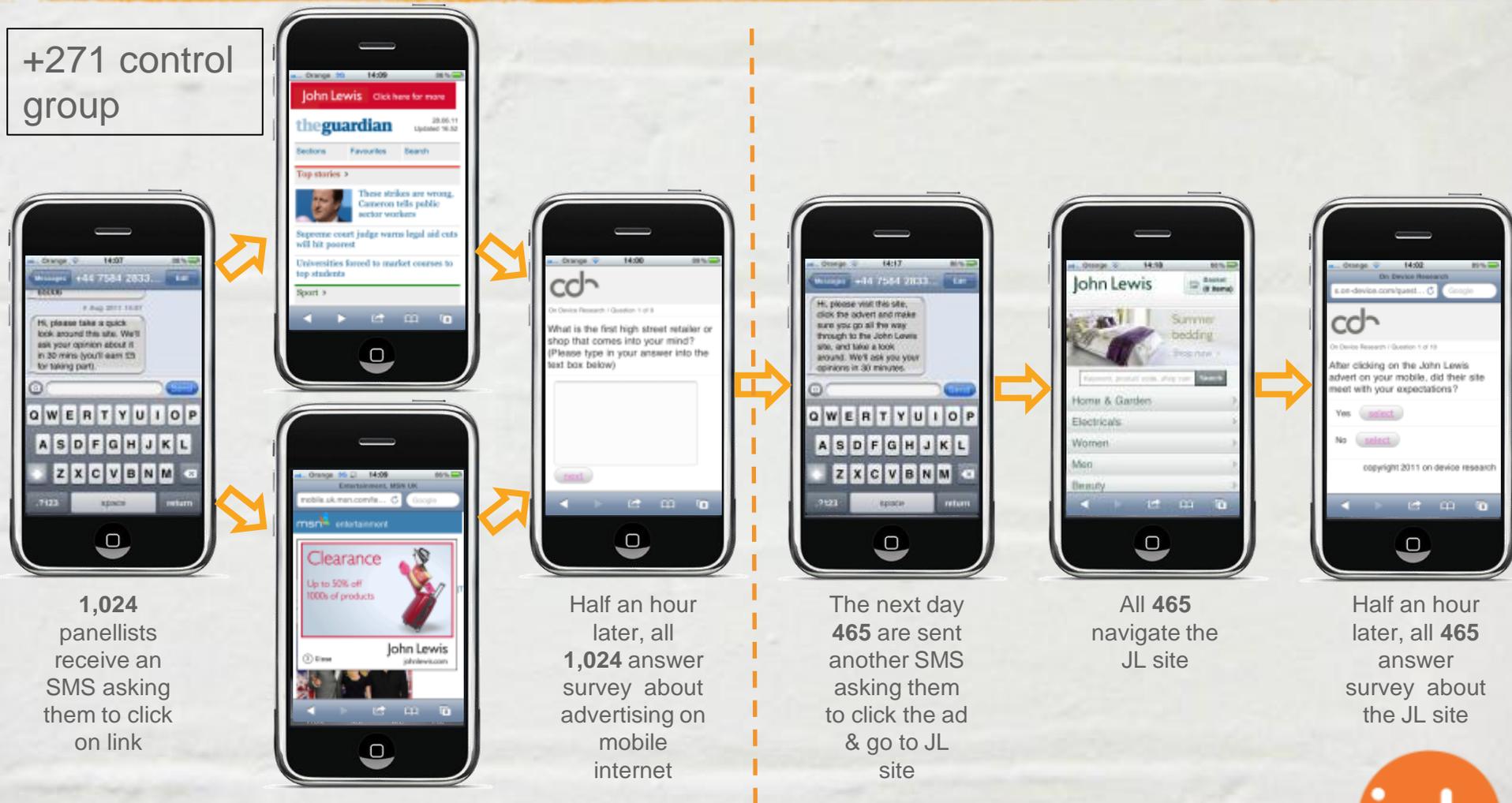
Alex Kozloff, Senior Mobile Manager, IAB

Study Objectives

1. To measure the difference in **brand metrics** for those who were exposed and not exposed to John Lewis mobile advertising.
2. Measure the difference between **expandable and static banner advertising** compared to a control group.
3. Understand consumer attitudes towards John Lewis **mobile commerce site**.

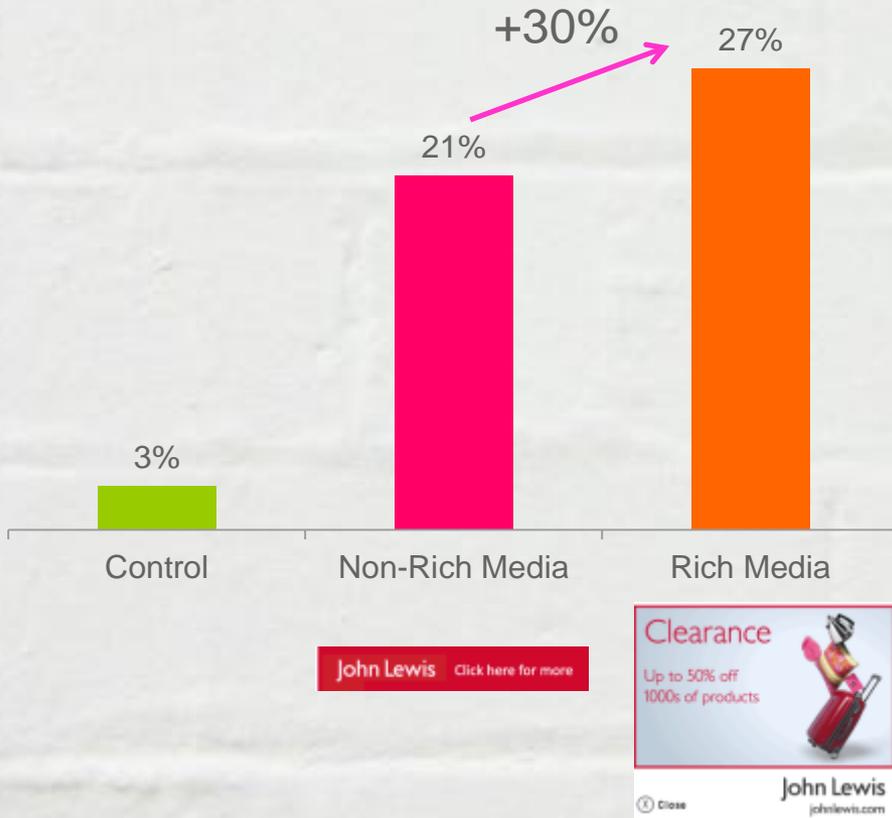


How did we carry out the study?



But, for 1 in 4 who saw the rich media mentioned JL as the first shop that comes to mind

What is the first high street retailer or shop that comes into your mind?



Those exposed to rich media formats are

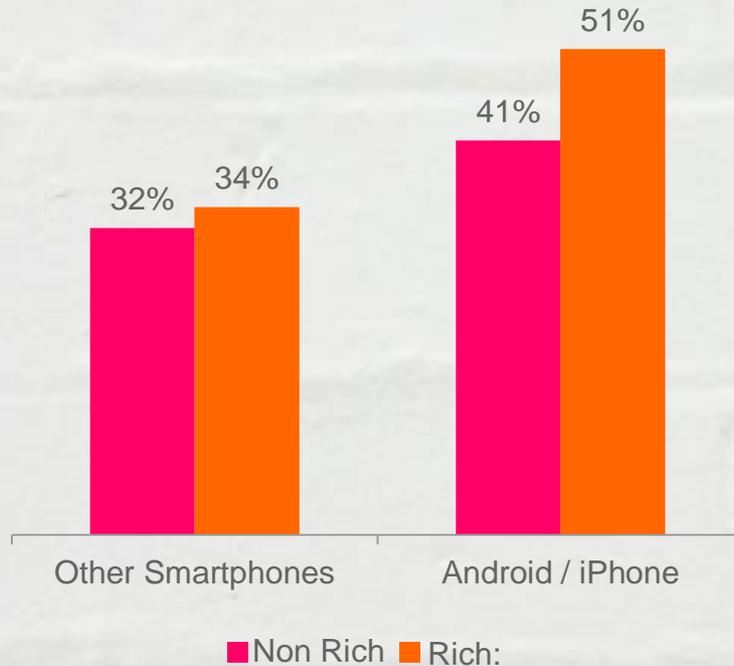
30%

more likely to mention JL as the first shop that comes to mind compared to those who saw static banners



Both static and rich media advertising is more likely to be recalled amongst Android/iPhone users

In the last week, have you seen any advertising for the following companies?
(ticked yes for John Lewis)



Android/iPhone users are

28%

more likely to recall the static ad and

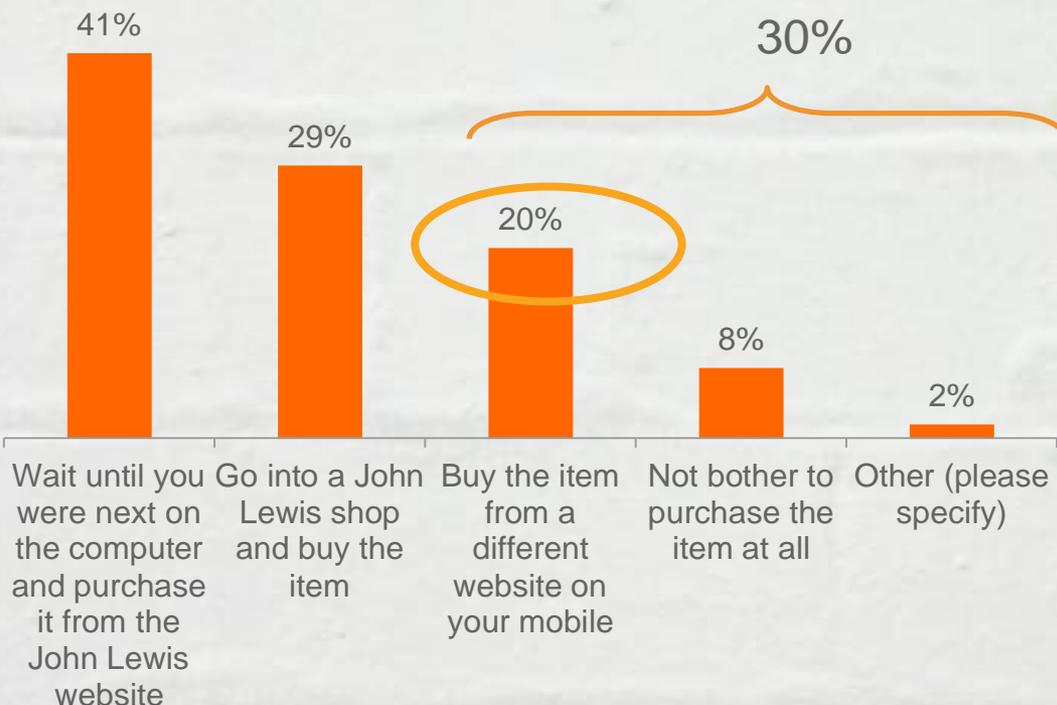
50%

more likely to recall the rich media ad



20% of respondents would buy from a competitor if there was no site available on their mobile

Imagine you wanted to buy a product from John Lewis on your mobile - but the site wasn't working so you couldn't. Out of the below possibilities, which would be your most likely reaction?



Retailers risk losing

30%

of potential business by not having a site that works on mobiles



SUMMARY



Summary

- Mobile advertising **undoubtedly shifts brand measures**
unprompted brand awareness for JL was increased **eight fold**
amongst those who saw the mobile ad campaign
- Rich media is particularly effective with **Android/iPhone users**
- By ensuring the John Lewis site works on mobile ensures that **JL doesn't lose up to 30% potential business**