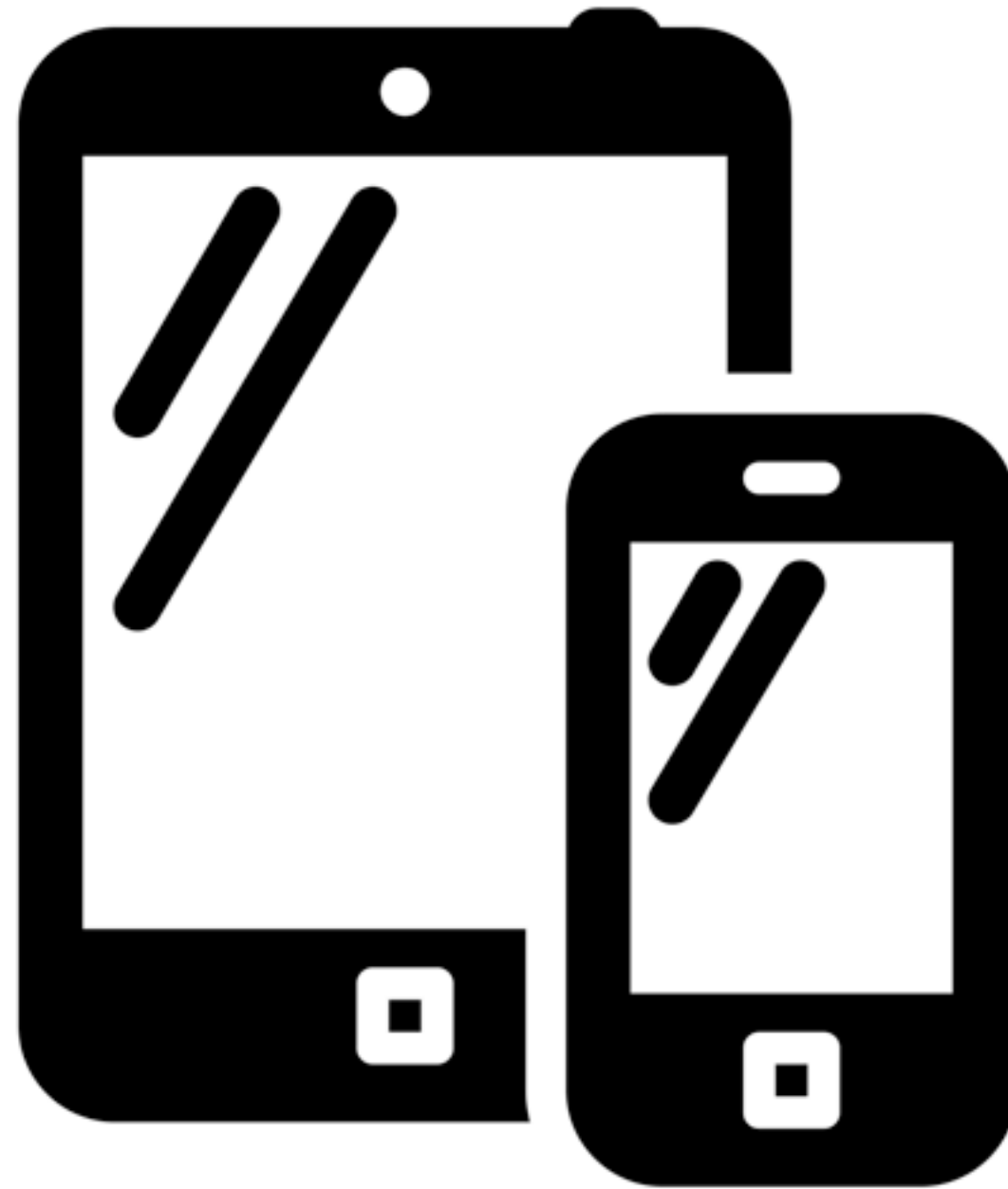


Building brands
online: Mobile

Quantifying the brand building opportunity...

29
minutes
a day

InMobi/Decision Fuel:
Mobile Media Consumption. Oct '12



100
minutes
a day

InMobi/Decision Fuel:
Mobile Media Consumption. Oct '12

...which will only get bigger!

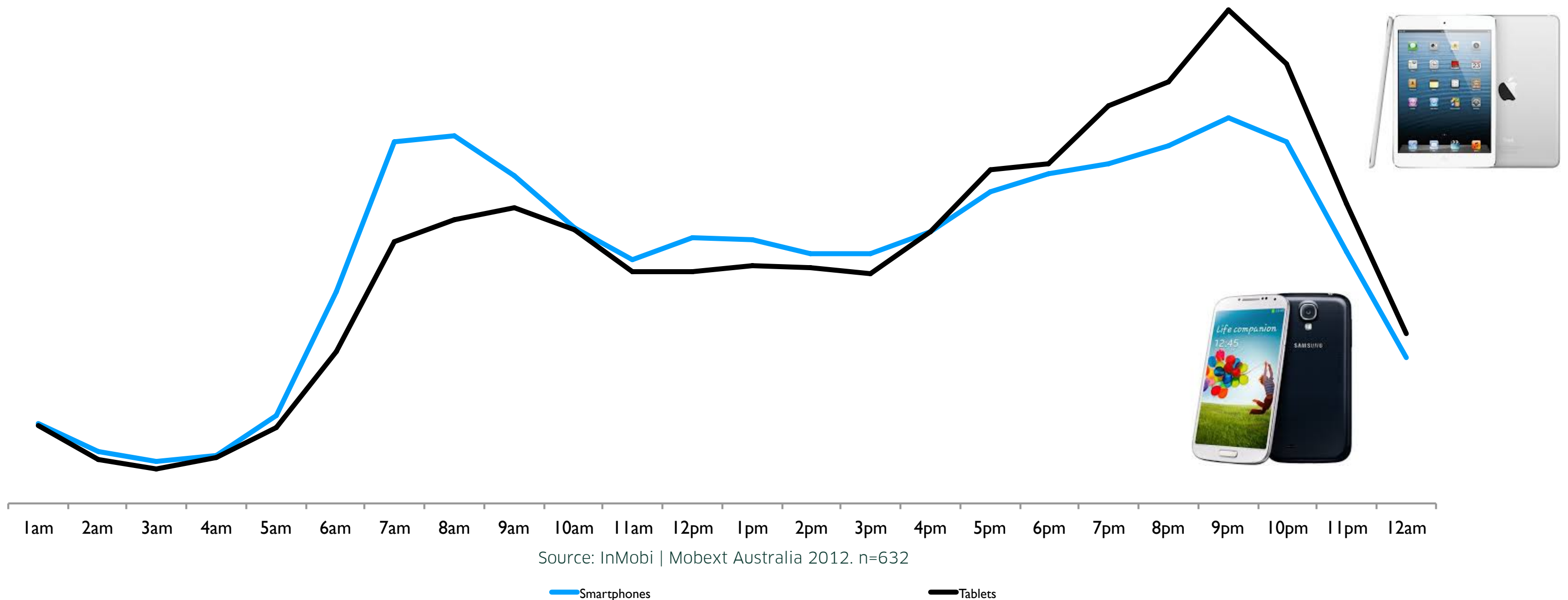
25%
of global internet
traffic by '14 will
be mobile

Source: Business Insider | StatCounter



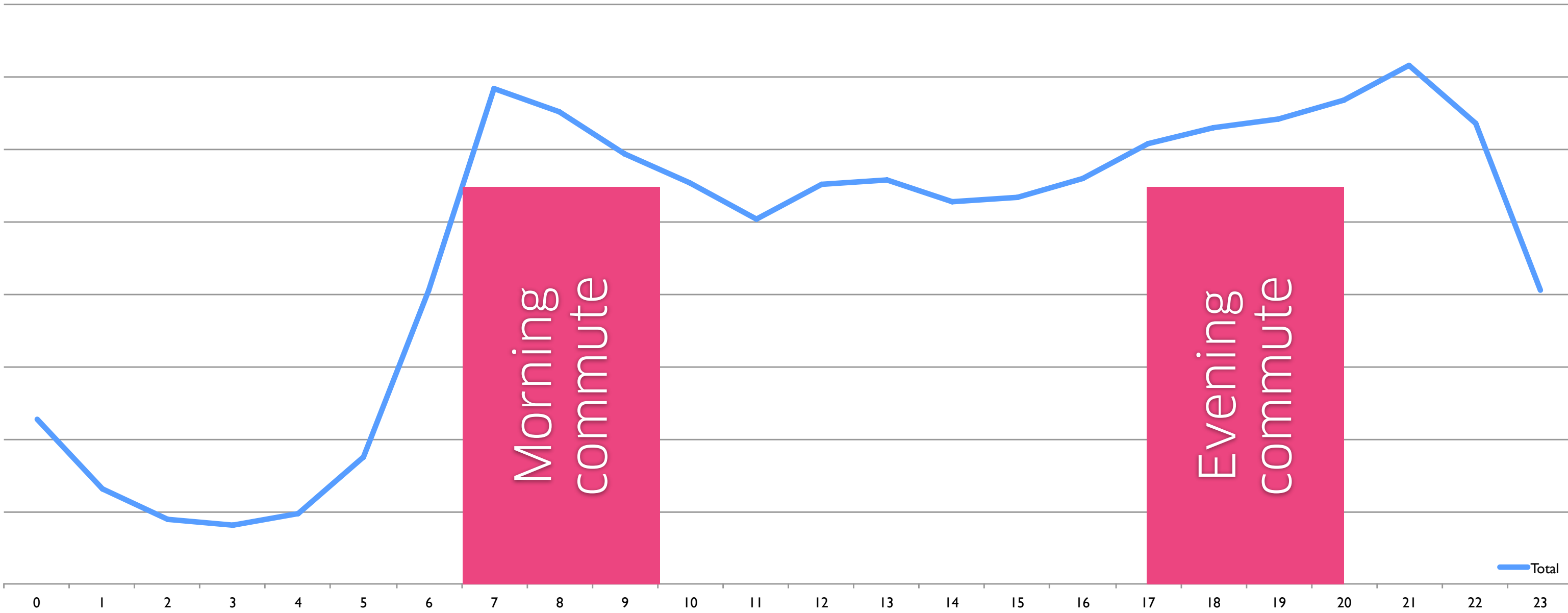
Typical daytime device usage.

Contrary to popular belief, the working day is no longer dominated by the desk/laptop.



New opportunities for brands to reach consumers out of home.

Consumer usage by hour



Our mobile media consumption behaviour.

Wave 1: March 2012

51%



Watching TV

12%



While shopping

46%



In the bedroom

43%



Waiting for something

22%



Commuting

66%

46%

76%

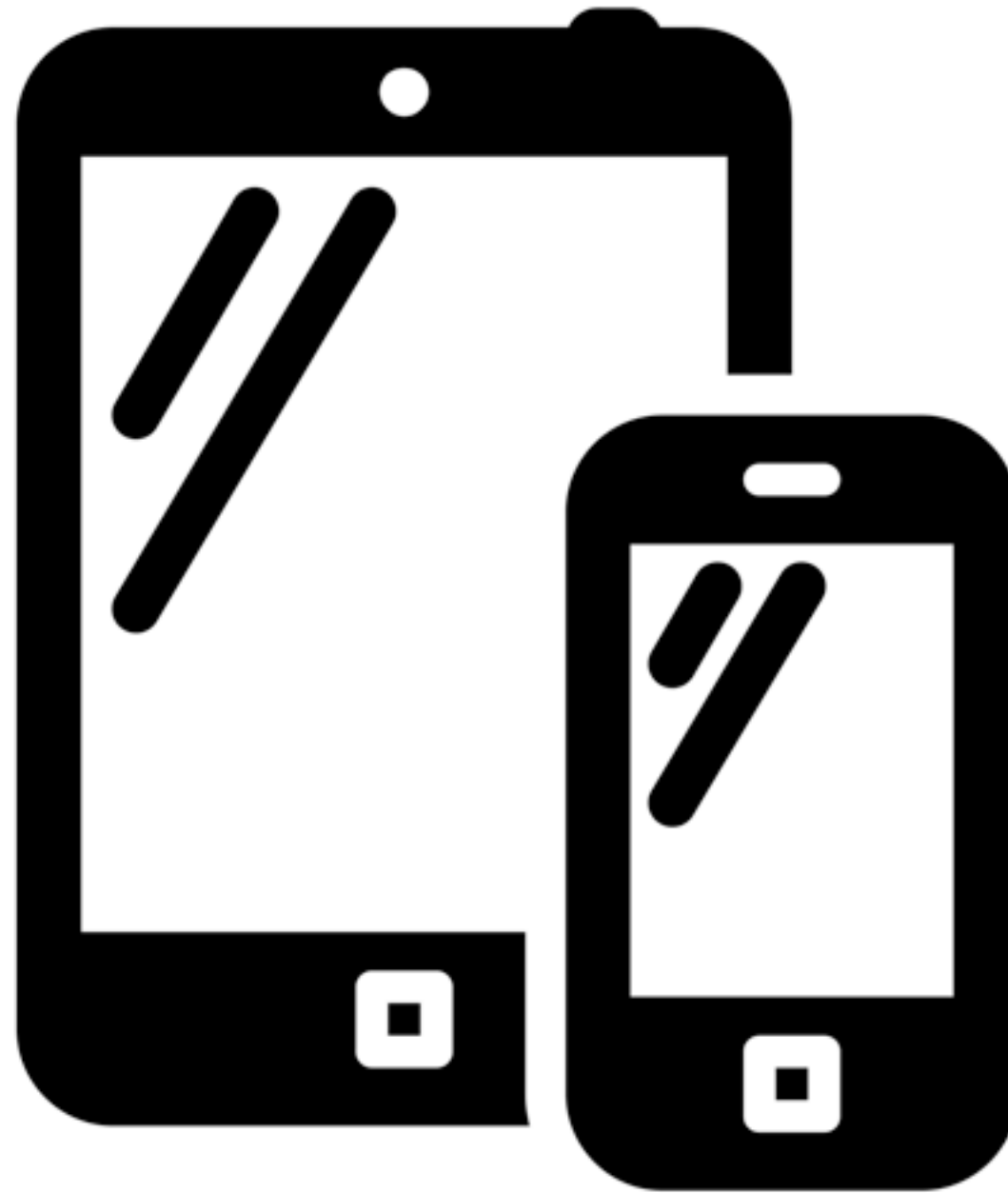
86%

64%

Wave 2: Oct 2012

Tablets

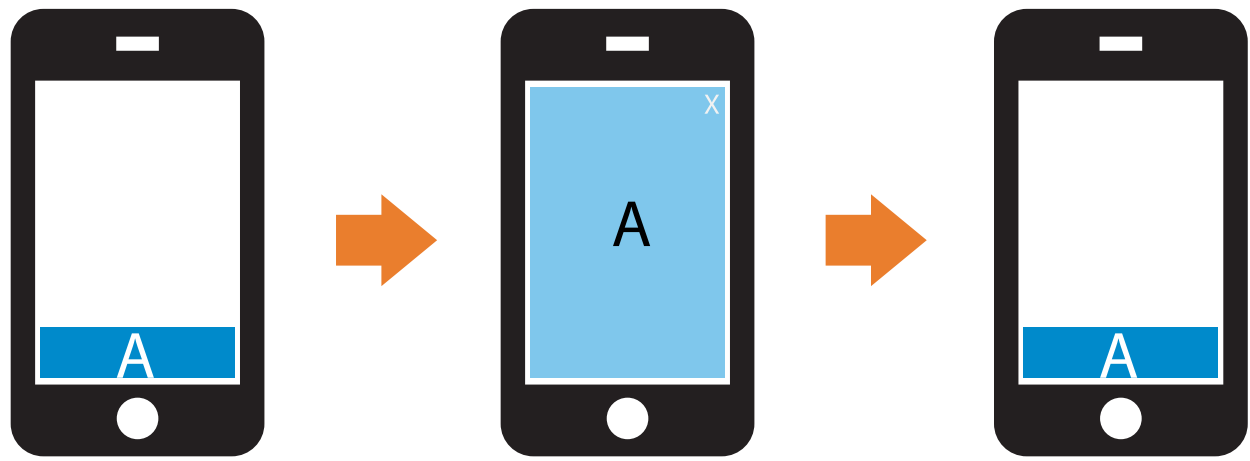
- 728x90 banner
- 320x50 banner
- 300x250 MREC
- 768x1024 Interstitial



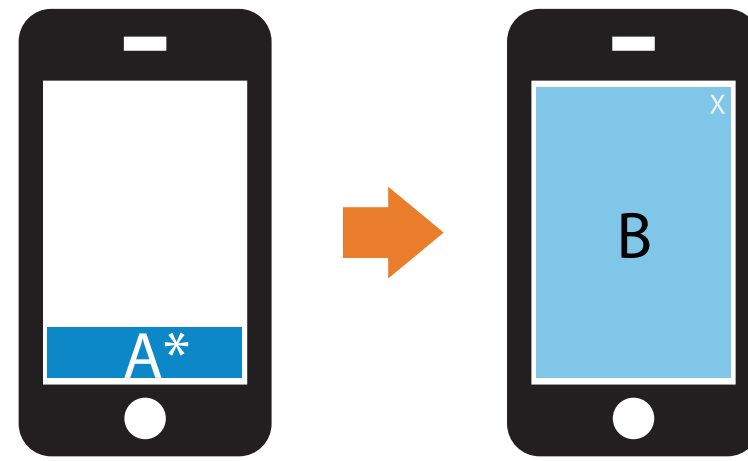
Smartphones

- 320x50 banner
- 320x480 Interstitial
- 300x250 MREC

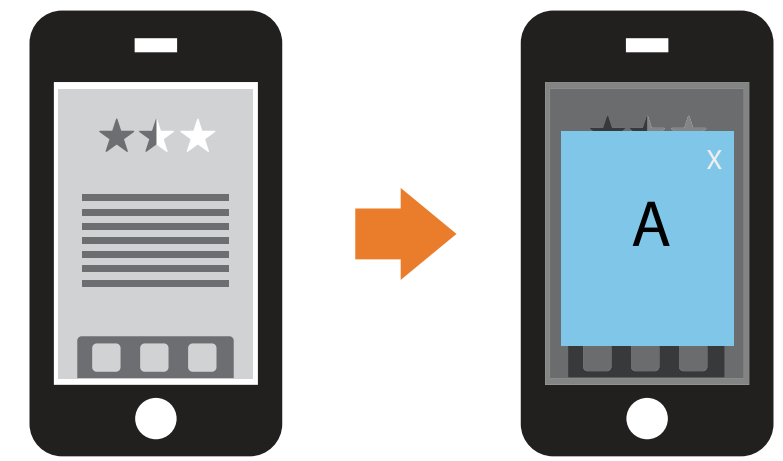
Ad formats.



Expandable
(1-piece)

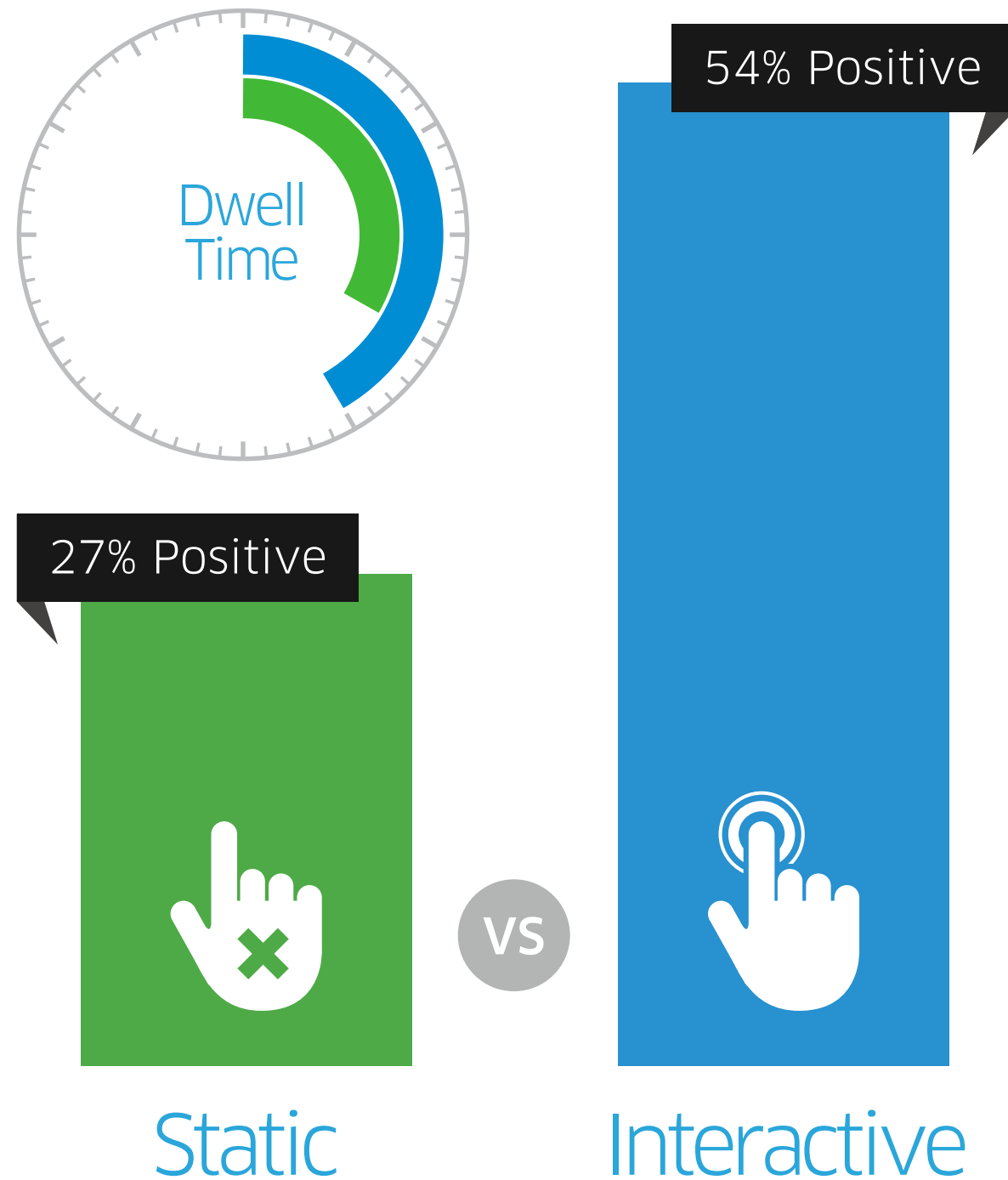


Click-to-Rich
(2-piece)



Interstitial
(1-piece)

Interactivity is key to success.



IAB Tablet Study 2012

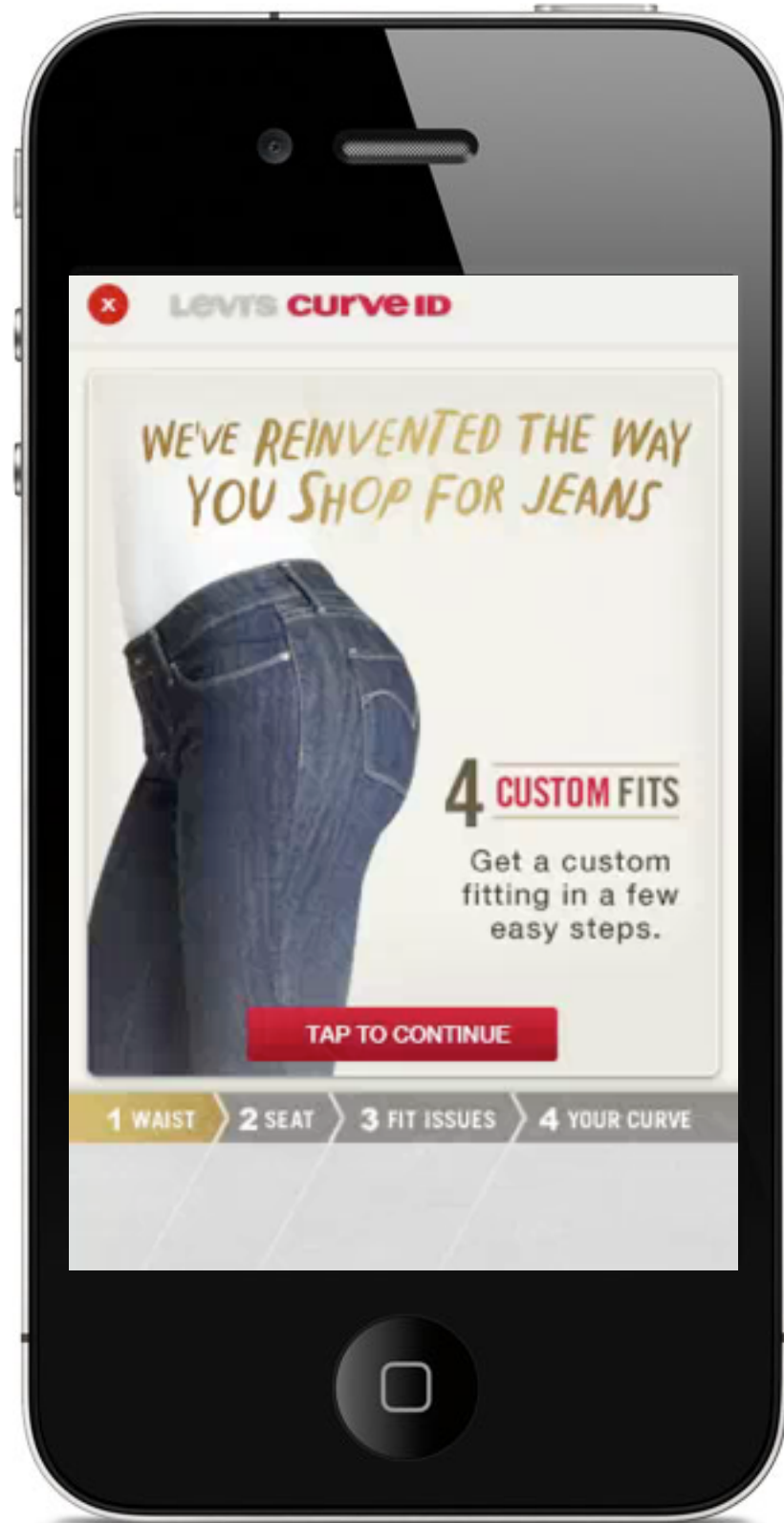
- Rich media key to engaging, immersive brand experiences
- Significantly more positive opinion to interactive ads
- Permits a deeper brand-to-consumer conversation...
- ...which leads to a longer dwell time (31% more)

Smartphone Click-to-Rich: BBC Radio 1.



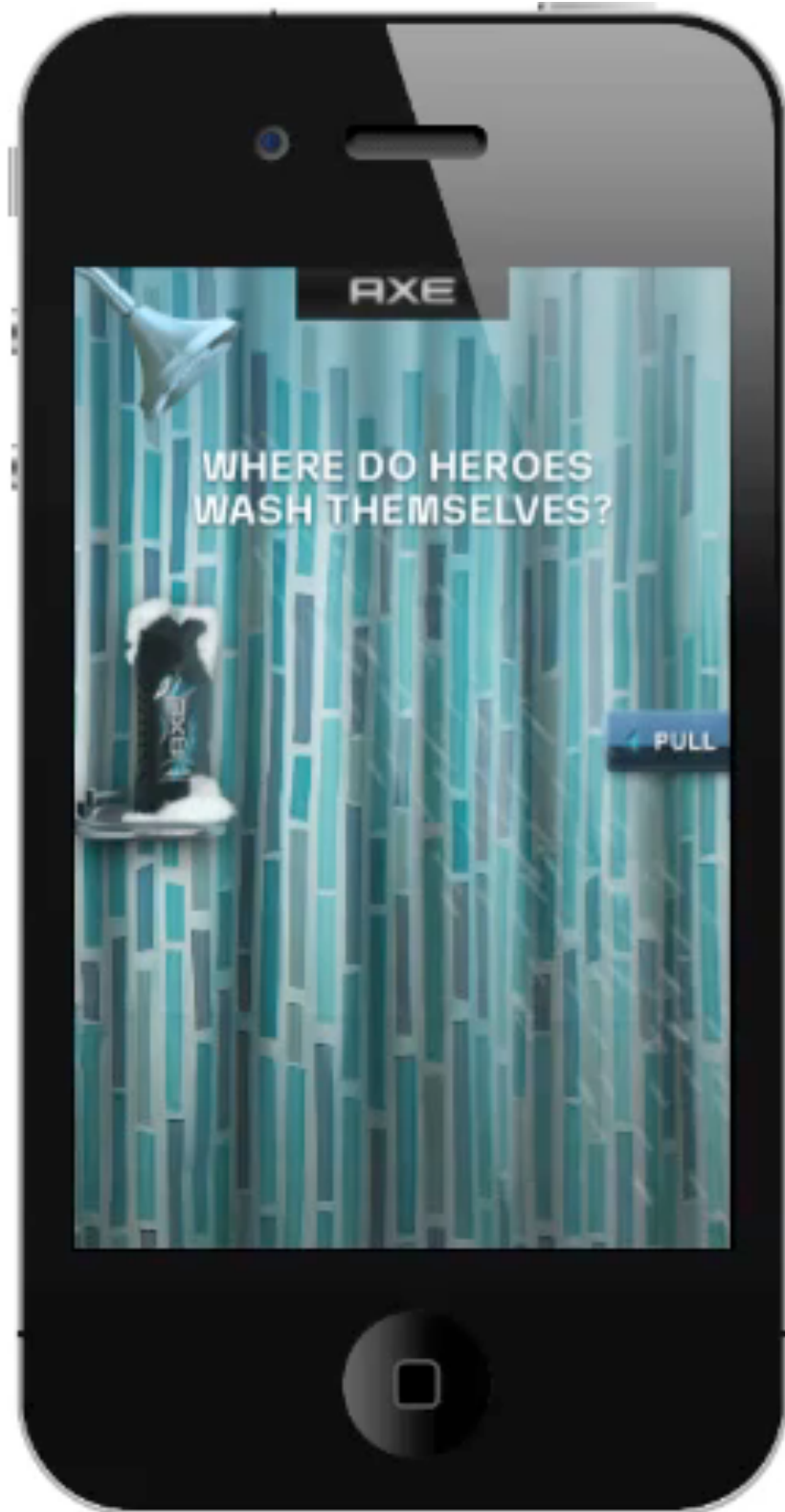
- Experience the brand as it's intended
- Compelling functionality that acts as a driver, not a barrier
- Love your audience, make them feel special
- Simple, fun and social

Smartphone Click-to-Rich: Levi's curve I.D.



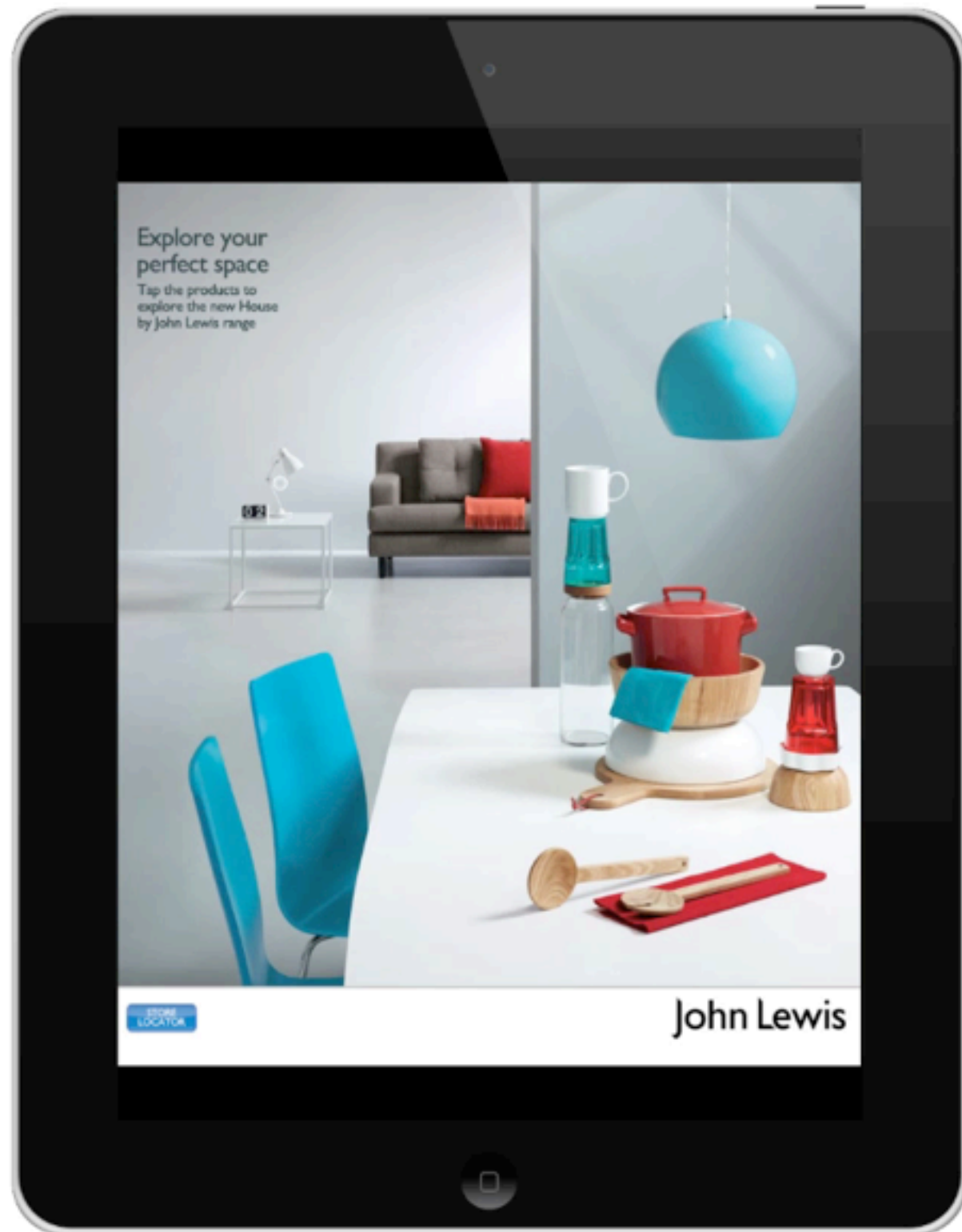
- Tackles perception that some brands “never fit”
- Easy 3-step process to determine your jean
- Not being overwhelmed by choice
- Personal, like the device
- It's fun and shareable
- Works through the funnel, connects the dots

Smartphone Interstitial: Unilever Axe.



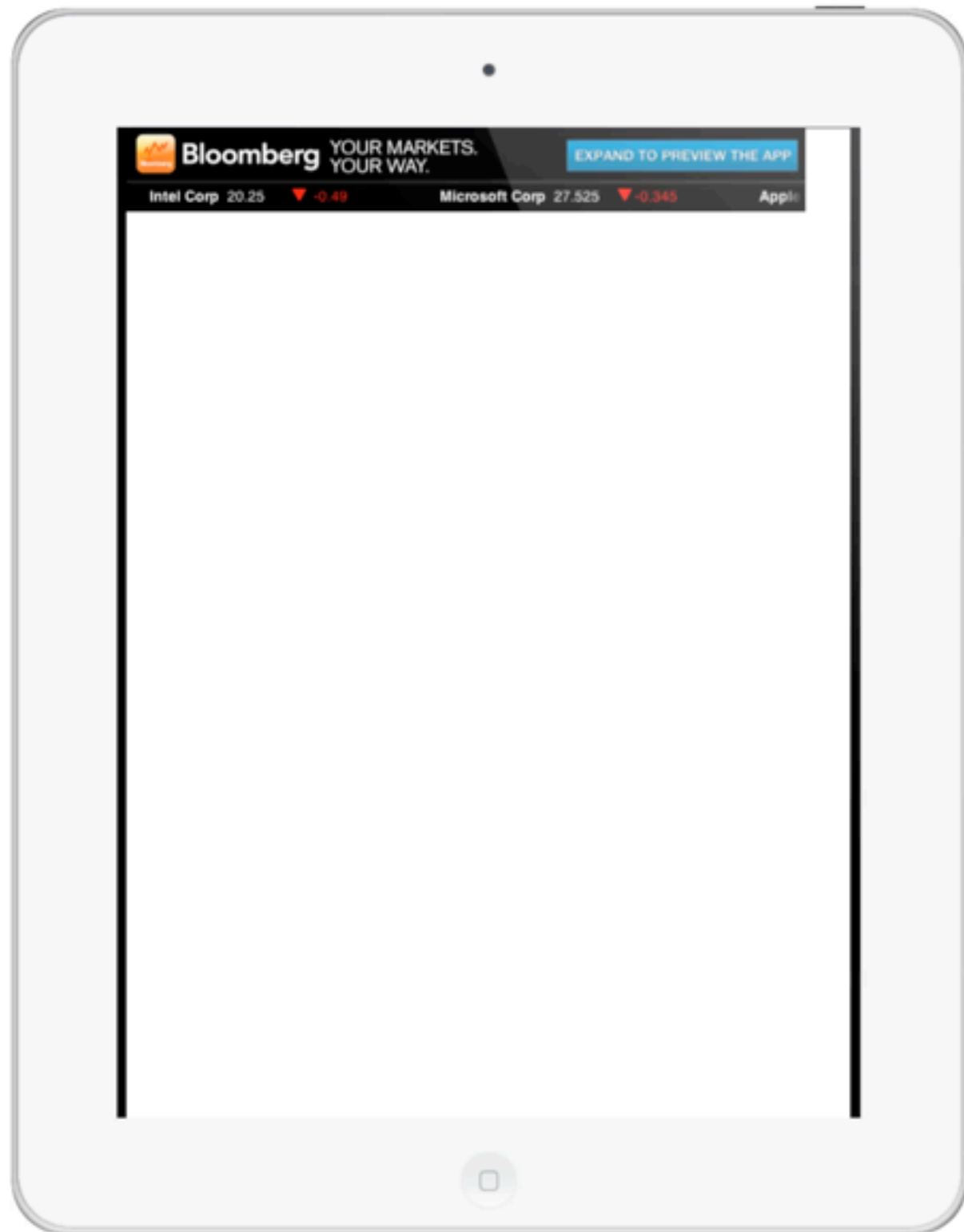
- Concise and contained brand message
- Not dissimilar to a 15s TVC
- Good use of canvas and rich media
- Strong CTA

Tablet Expandable: John Lewis.



- Absorbing take on an online homewares catalogue
- Aspirational lifestyle brand
- Good reflection of device usage
- Permits personal choice
- Incorporates (expected) utility
- Works through the funnel, connects the dots

Tablet Click-to-Rich: Bloomberg.



- Positions brand as ‘in the moment’ business and stock market specialists
- Utilises live feed to enhance the experience
- Provides a genuine brand experience as an ‘app simulator’
- Works through the funnel, connects the dots

Video: Hotel Transylvania.

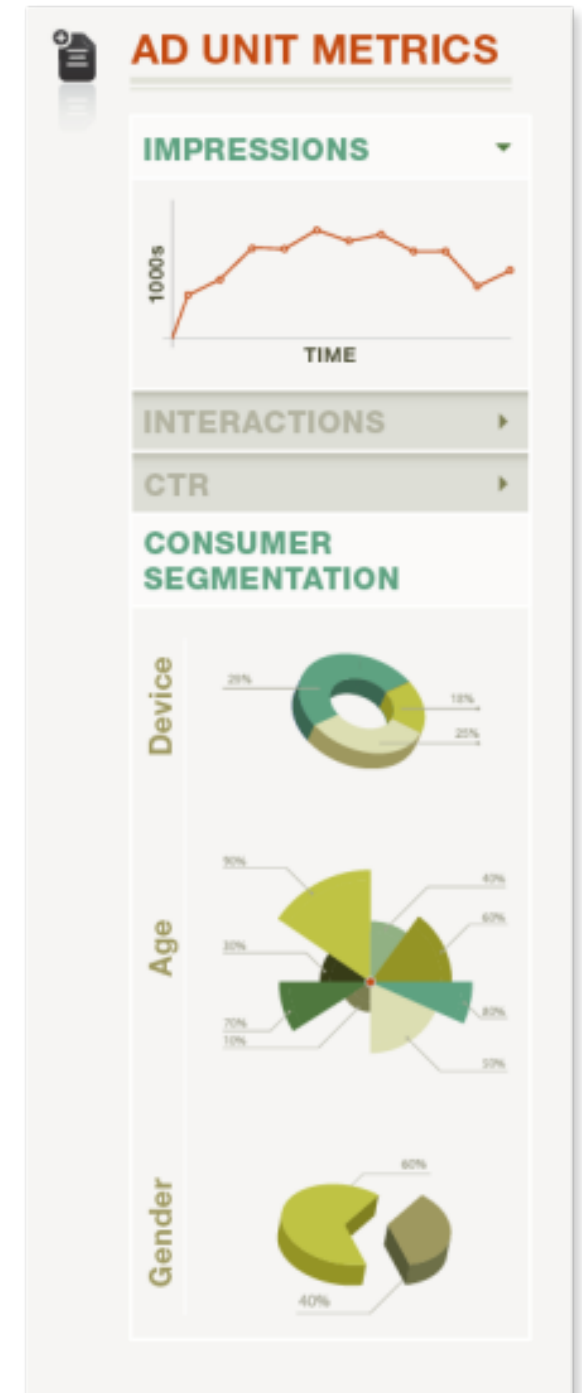
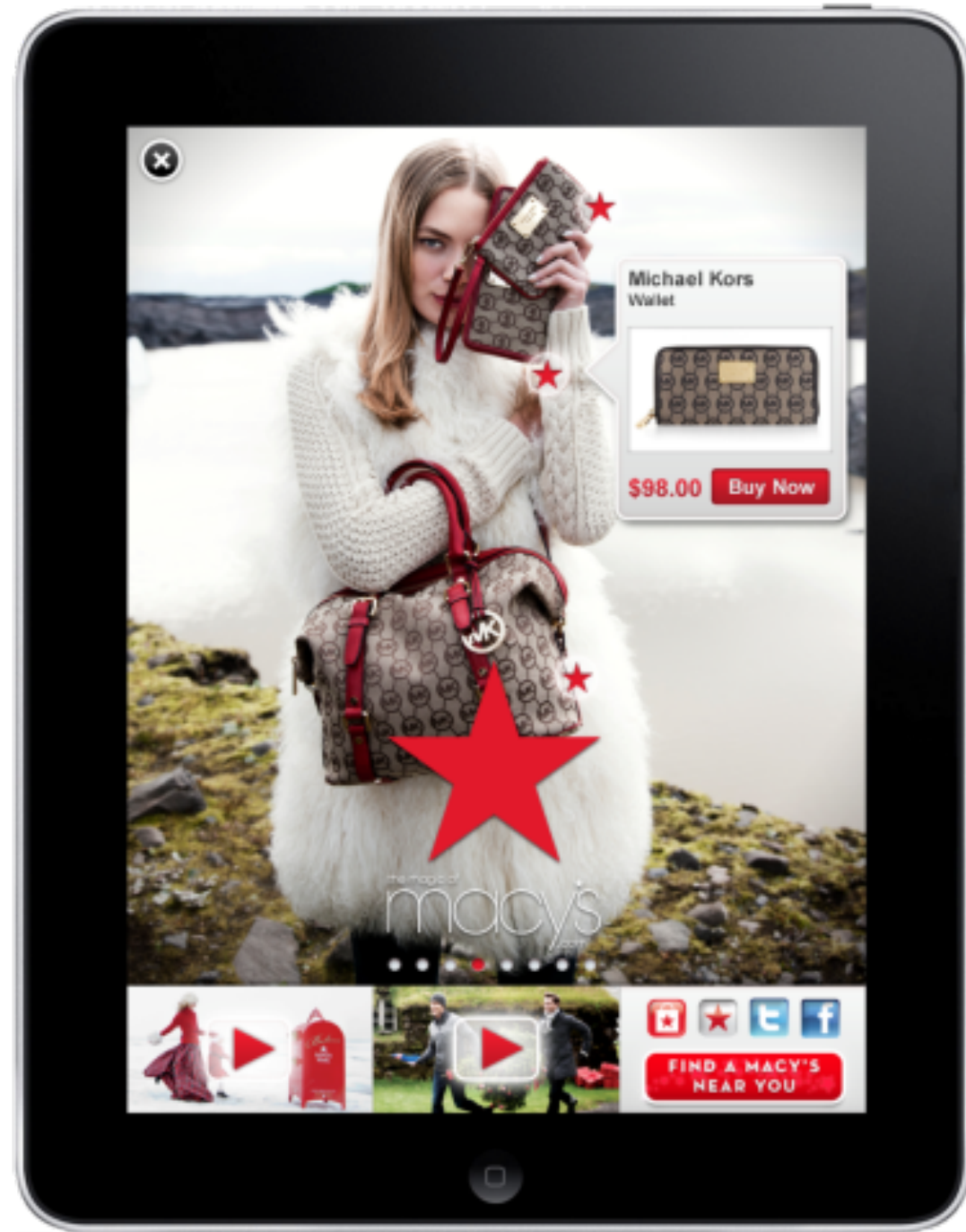
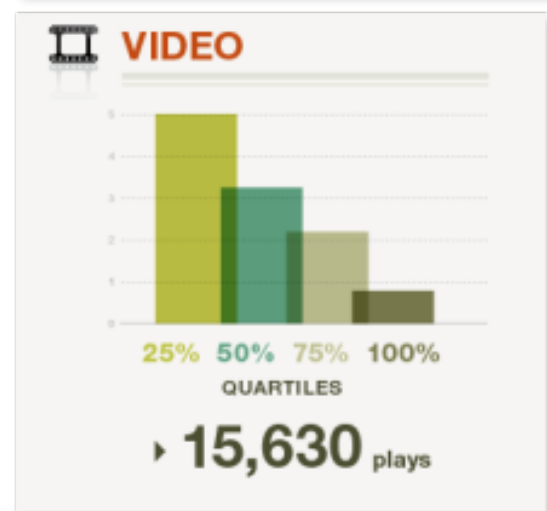
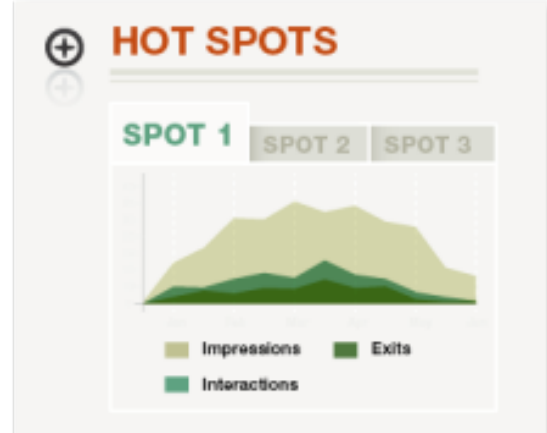
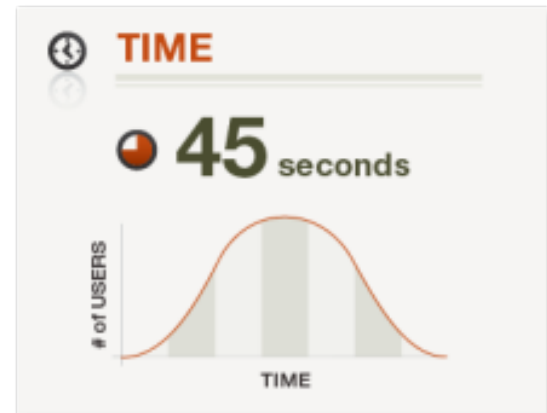


- In-banner video
- Immersive brand experience
- Film trailer front and central
- Gaming and social functionality akin to device usage
- Numerous other video options including tablet and smartphone pre-roll, interactive pre-roll

Reporting on brand engagement.

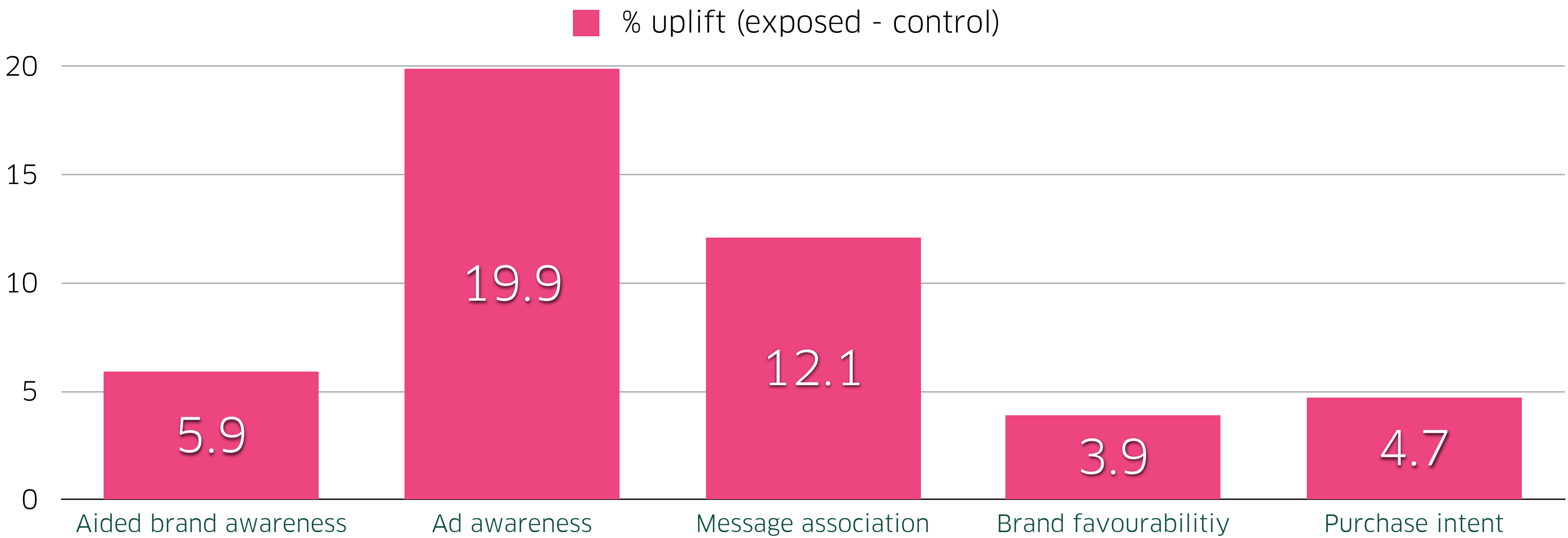
Measurement

- Real-time insights
- Broad range of metrics
- Custom actions
- Calls to action
- Multiple video metrics



Impact on traditional brand metrics.

The average mobile campaign impacts on all 5 traditional brand metrics - and exceeds that of early online and early video ads.



Source: Dynamic Logic's AdIndex for Mobile Norms through Q3/2011. Campaigns - N=165, Respondents - N=125,471

Influence on the purchase funnel.

Wave 1: March 2012

34%

17%

24%

12%

10%

8%



Introduce me to something new

Provided me with a better option

Helped me find something nearby

Reconsidered a product

In-store purchase

Purchase on mobile

65%

58%

68%

42%

40%

32%

Wave 2: Oct 2012

IAB mobile rising stars.



Next generation of mobile brand advertising.



7 points to ponder over your lunch.

1. Tablets and smartphones can both help build brands - use differently
2. Shift traditional brand building \$'s into mobile, not 'existing' digital
3. Mobile devices can help build a brand and convert at the same time
4. Permit creative to reflect the personal nature of the device
5. Use rich media, but keep it simple
6. Make ads playful, the devices are after all!
7. Provide utility where appropriate



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