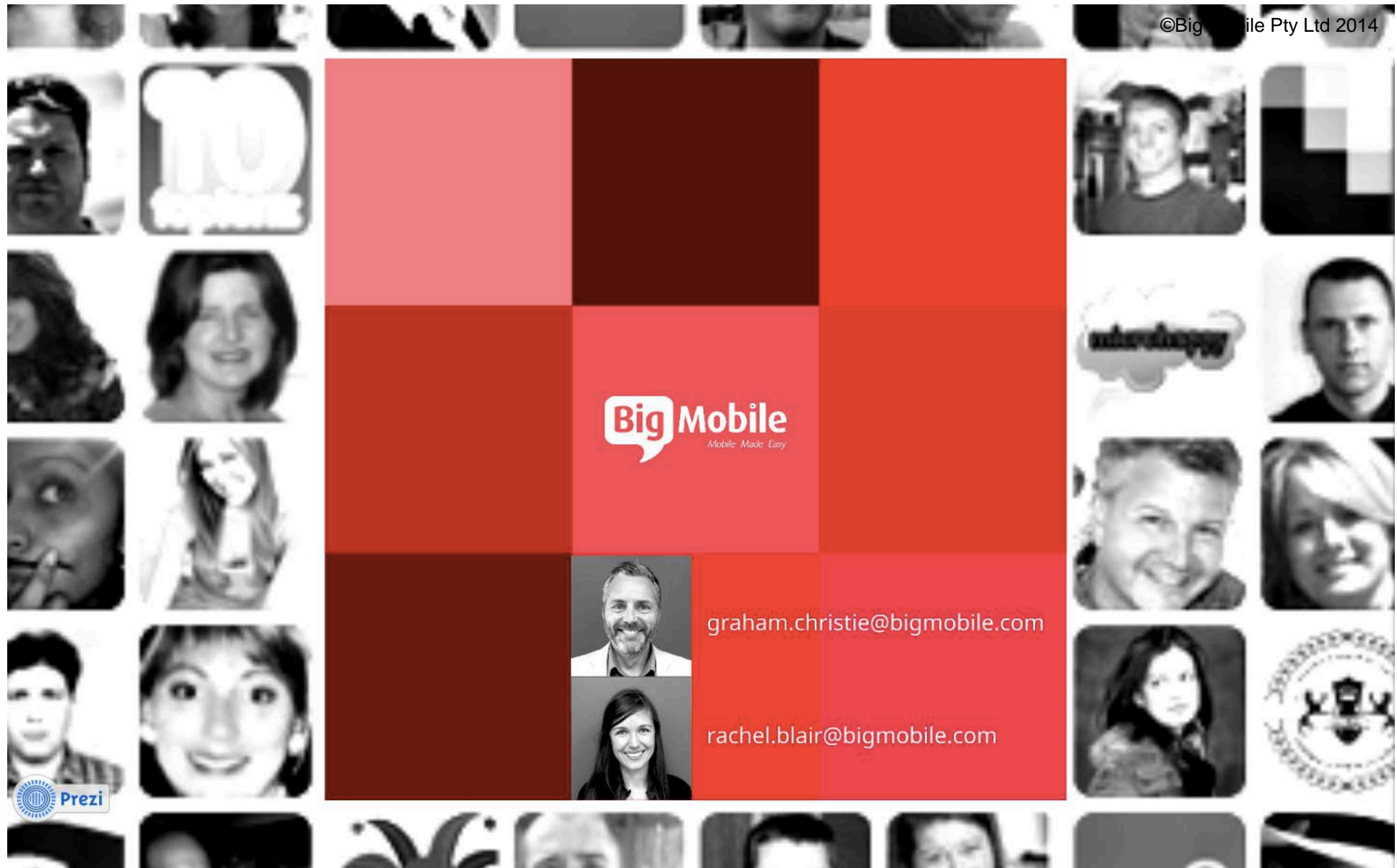






## MOBILE LANDSCAPE 2014





# 5 Principles Of Mobile Advertising.

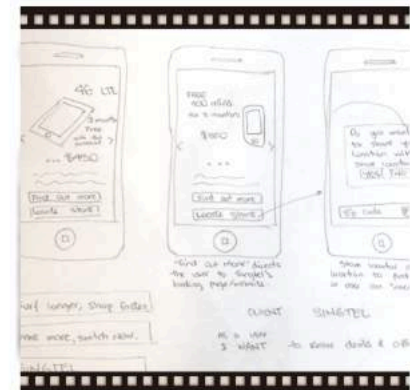
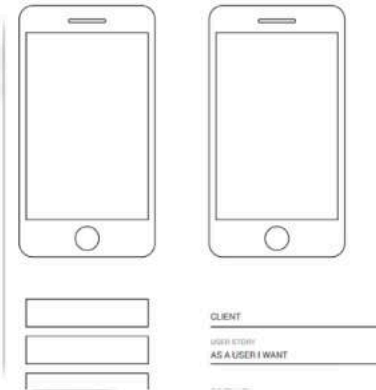




## 1 | UX TOOLKIT

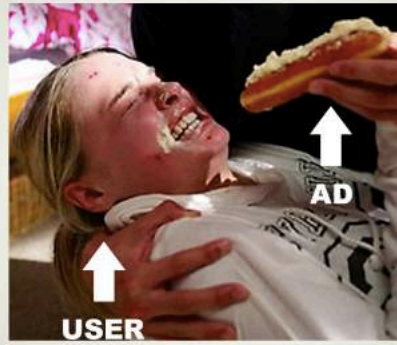


Building personas  
User benefit  
Wireframes



IT'S NOT  
**WHAT**  
DUT WHY  
YOU DO IT





## 2 | DESIGN



Keep it simple  
Do one thing well  
Work within real estate  
Touchable targets

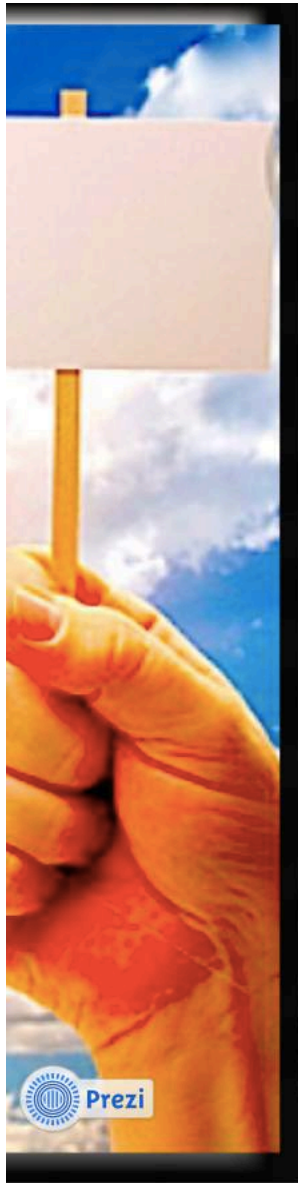
Givewich



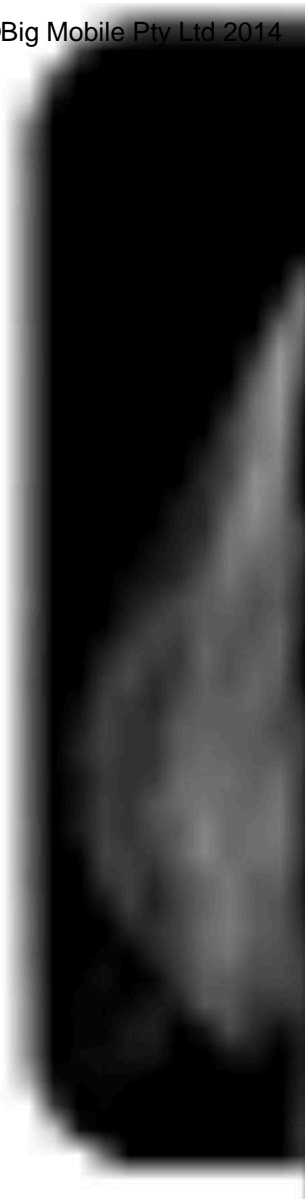


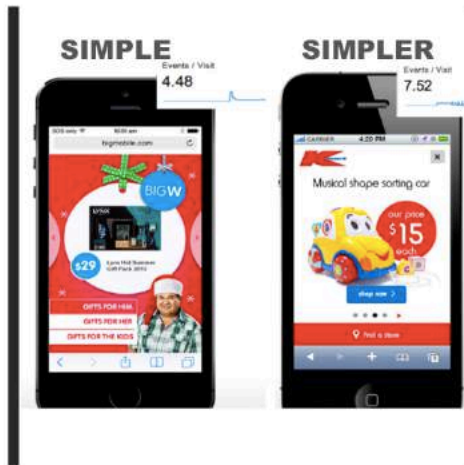
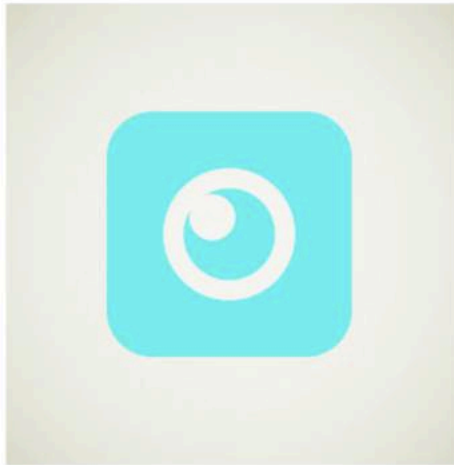




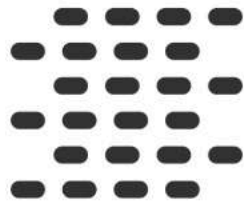


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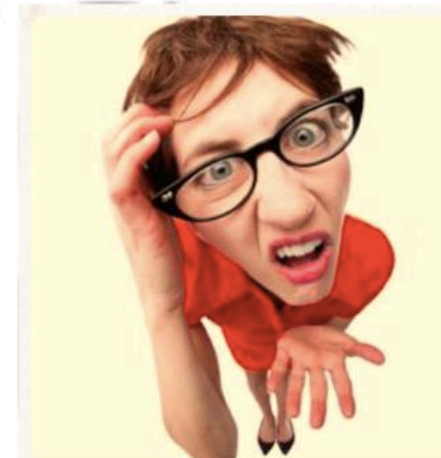


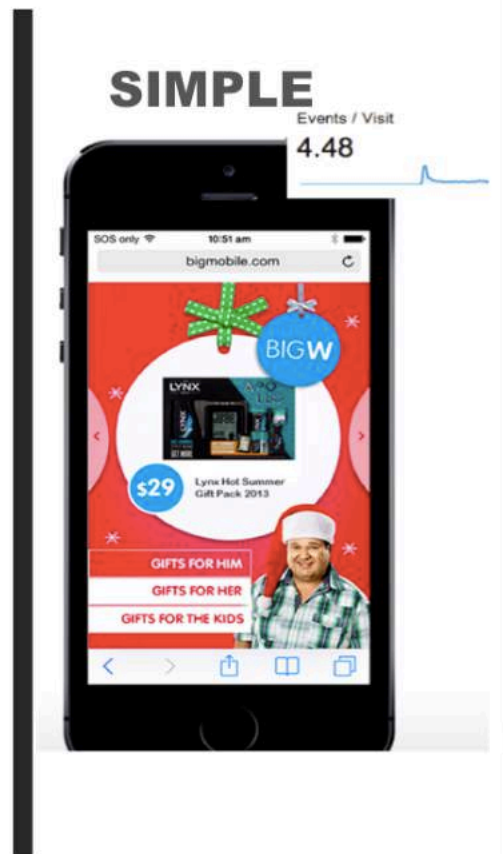
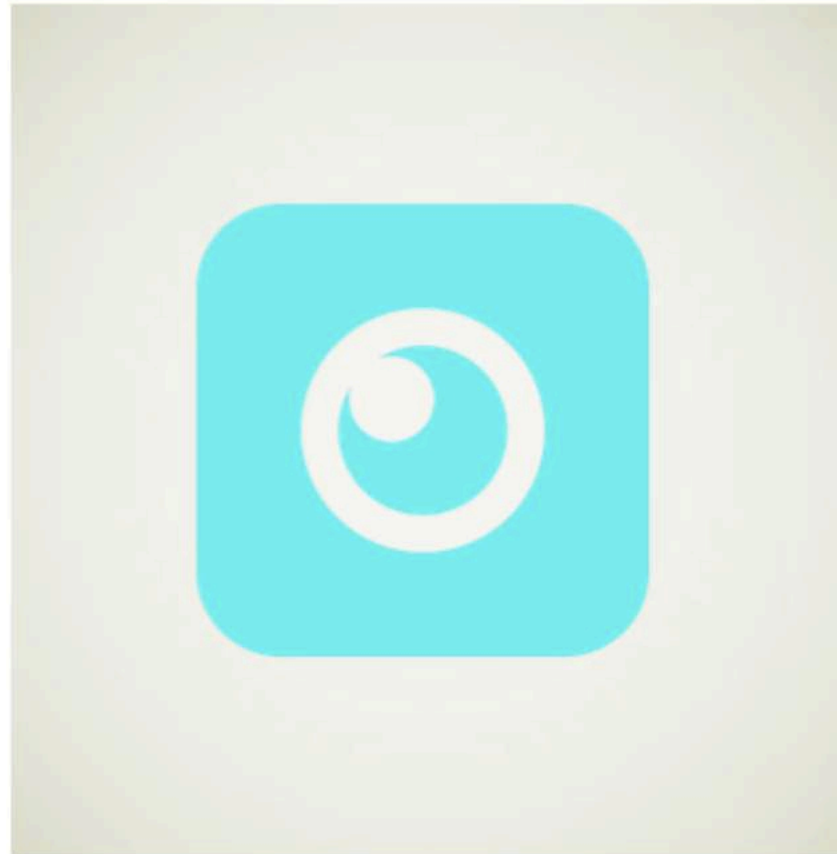


### 3 | PATTERNS



Natural & intuitive  
Use standard icons  
Does it follow patterns



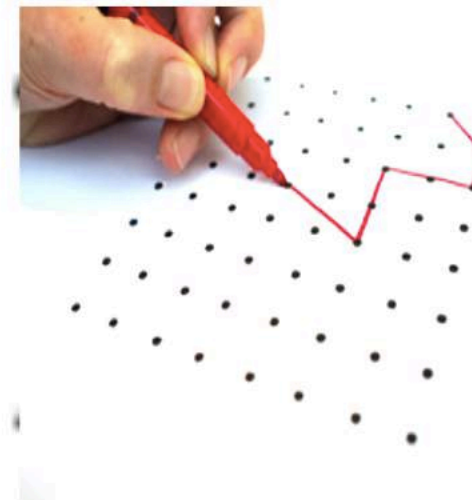




#### 4 | **EXPERIENCE + INSIGHT**



Category 'playbooks'  
Interrogate data  
Test and learn



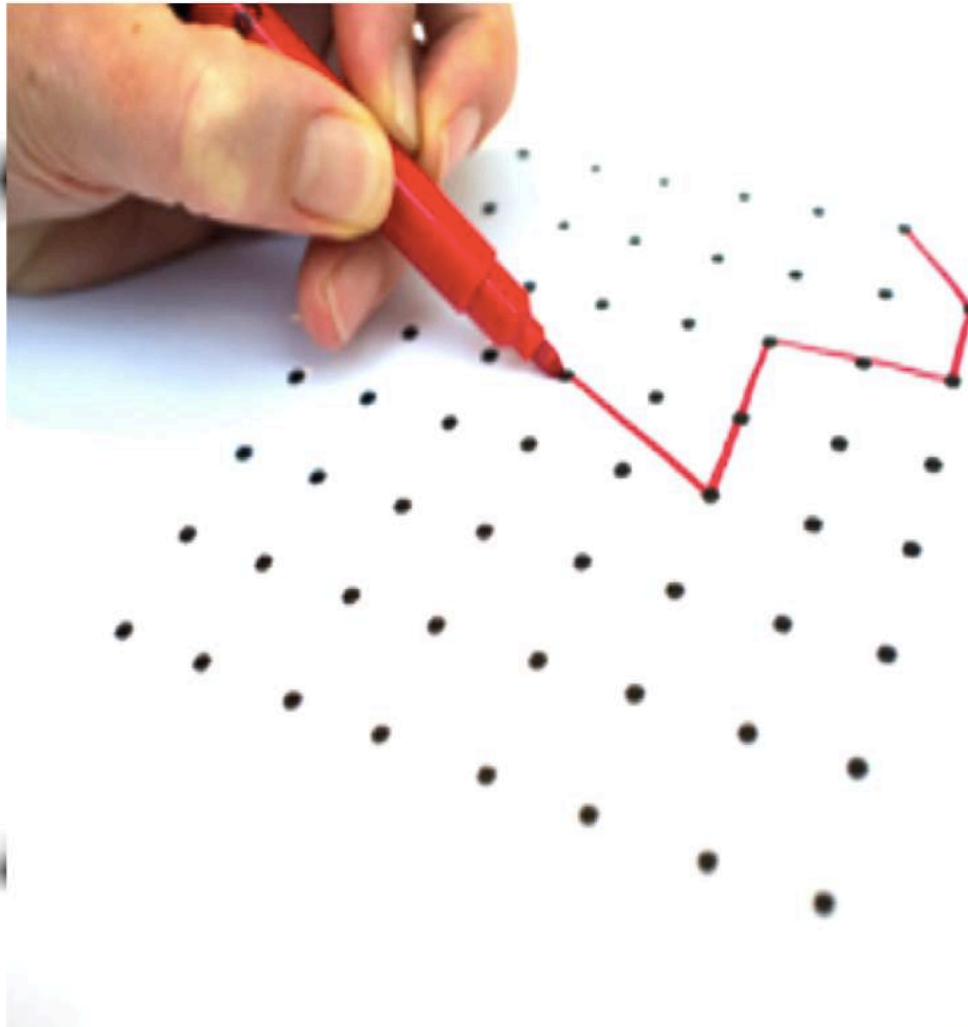


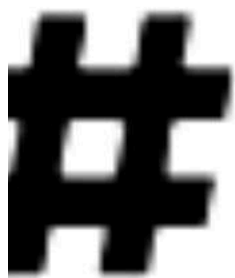
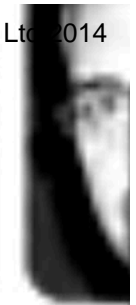
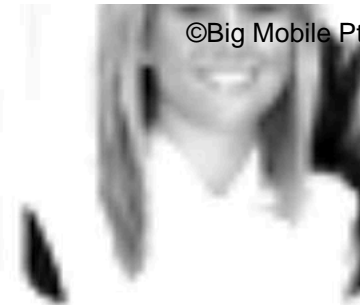




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ooks'  
a





5 | MEDIA



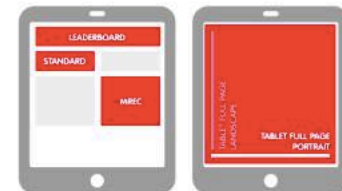
Contextual relevance  
Tablet/Smartphone  
Time of day  
Targeting



**AUDIENCES.**



Know how to compare.









Big

*Thank  
You*

SYDNEY  
MELBOURNE  
BRISBANE  
AUCKLAND  
JAKARTA  
SINGAPORE



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