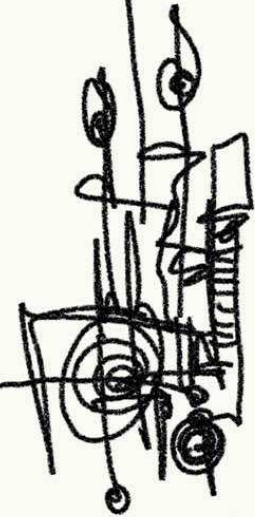


IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.

©hugh



gapingvoid.com

Time for a rethink on mobile advertising?

Andrew Grill, Mobile Advertising Evangelist &
Head of Business Development – Gigafone

Digital Lounge – London January 2009

www.London-Calling.org.uk

Who am I?



GIGAFONE™

LONDON CALLING THE MOBILE ADVERTISING BLOG

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OCTOBER 2008

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FRESH

ADVERTISING

LOCATION BASED ADVERTISING DISCUSSION AT LBS 2008 IN BERLIN

Next week in Berlin, I have been invited to give a keynote at the LBS 2008 conference run by IP Conference. I am no stranger to this event, having spoken at, sponsored and chaired the LBS 2006 conference in London, and the LBS 2007 conference in Madrid.

Since leaving Steeler Wireless in July, I have been inundated [...]

OCTOBER 23, 2008 • COMMENT

FEATURED


FEATURED OPINION

MOBILE ADVERTISING IS BROKEN - WHO WILL FIX IT?

I have had a long association with Peggy Saltz from msearchpro and she has invited me to write semi-regular guest posts on her site. The best of these addresses the issues we currently face with mobile advertising. Peggy gives a great introduction to the post over on msearchpro, and Jonathan Macdonald, one of the drivers behind [...]

OCTOBER 21, 2008 • 3 COMMENTS



 Peter Smith A.

www.London-Calling.org.uk

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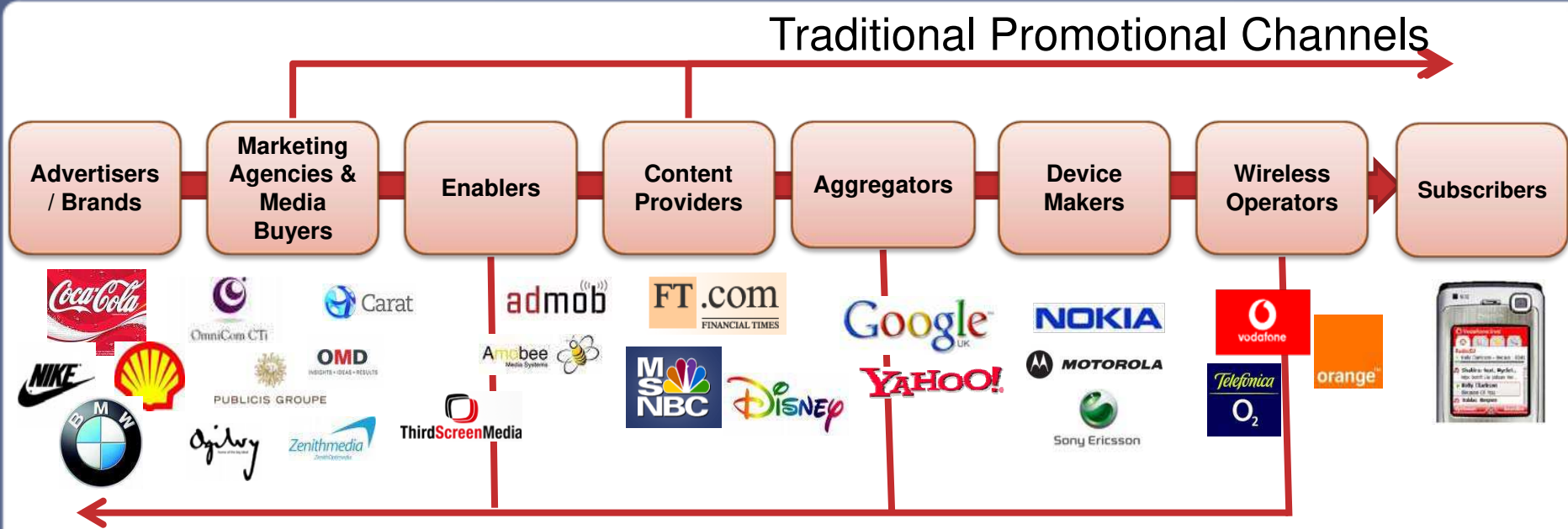
4 things

1. Time for a rethink on mobile advertising

4 things

1. Time for a rethink on **advertising**
2. Relevance is the new reach
3. A conversation needs to start with your name
4. We must move away from the broadcast mindset

The Mobile Advertising Value Chain



Advertisers need...

Targeting

- Aggregated and specific customer information (e.g. age, gender, segment, lifestyle)

Measurability

- Ability to track consumer engagement by counting clicks vs. displays

Relevance

- Ads must be conveyed to the precise target in the right context ...

Location

- Information on the consumer location to increase relevance of ads

Relevance is the new reach

Mobile is a unique device

What other medium is ...

1. personal
2. always carried
3. always on
4. built in payment mechanism
5. present at the point of creative impulse
6. audience can be identified
7. captures social context of media consumption

With thanks to Alan Moore

Location industry intelligence, news and archive

TU WEBCAST

What is Telematics?

Free Directory

Job Board

Magazine

Report Marketplace

Webcast

Feature Articles

Blogs

Past Events

Bloggers

About Us

Contact Us

Login

Yahoo! reaches for relevancy in mobile ads

Jan 27, 2009

Tags: Feature LBS Navigation and Location

The major search engines and mobile carriers are approaching the "next frontier" in mobile ads and content. **Christopher Beckberg** reviews some of the recent developments and plans.

The essence of future mobile advertising may be a combination of the fully leveraged use of demographics and interests to generate unique, relevant and offer-driven advertising which will personalise the advertising experience from first exposure to arrival at the advertiser's landing page.

This is how we at Telematics Update might sum up our recent interview with Cory Pforzheimer, senior manager, public relations at Yahoo! It's the approach which Yahoo! is already applying in its Smart Ads. In this review of recent news and interviews we look at the way Yahoo! and the mobile companies are working together to create just such a personalised experience for mobile users.

The mobile perspective

We'll begin closer to the perspective of the mobile end-user by seeing what's happening at Medio, a Yahoo! partner in mobile search and advertising.

Medio continues to enrich the mobile browsing experience for consumers and advertisers alike. It is doing so by cleverly reading the trends in mobile device usage and offering the best technologies to satisfy user requirements.

As usage patterns have changed, Medio has responded by creating partnerships and making the most of the best-of-breed services from the likes of AdMob, T-Mobile and Yahoo! In doing so, Medio is gaining from one of the main, sweeping trends in mobiles, which is more openness from operators and more partnerships with the Big Three search engines.

Search

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Forthcoming conferences

NAVIGATION DAY @ CEBIT 2009

6th March, Deutsche Messe, Hannover, Germany

Telematics Detroit 2009

Conference, Exhibition &

2, 3 & 4 June, 2009 - the Rock Financial Showplace, Now

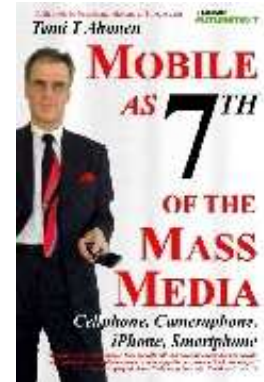
Navigation & Location Europe 2

June 10th - 11th 2009, Amsterdam



Mobile needs a new approach

- 91% have the device within arms reach 24 x 7
- Wired magazine reported that 63% of Americans are not willing to share their mobile phone with anyone
- One in three mobile phone owners will snoop on their partner's phone
- Unisys survey say it takes an average of 26 hours for a user to notice and report a lost wallet – lost phone is just 68 mins
- 64% of consumers will try something recommended by a friend. 69% of will forward something they like to 2 - 6 friends." Jupiter Research Sept 2006



Mobile is more measurable

- AMF Ventures has measured the accuracy of the three biggest media
- On TV audience accuracy is of the magnitude of 1% of total customer data captured
- On the internet accuracy is about ten times better, with about 10% of customer data currently captured
- On mobile it is nearly 10 times more accurate once again, with 90% of customer behavior that can be accurately captured

Mobile is the 7th mass media

- First Mass Media Channel - ***Print from the 1500s***
- Second Mass Media Channel - ***Recordings from 1900s***
- Third Mass Media Channel - ***Cinema from 1910s***
- Fourth Mass Media Channel - ***Radio from 1920s***
- Fifth Mass Media Channel - ***TV from 1950s***
- Sixth Mass Media Channel - ***Internet from 1990s***
- Seventh Mass Media Channel - ***Mobile from 2000s***

With thanks to Tomi Ahonen

Radio with pictures – TV in 1941



AMERICA RUNS ON BULOVA TIME

With thanks to Russell Buckley mobhappy.com

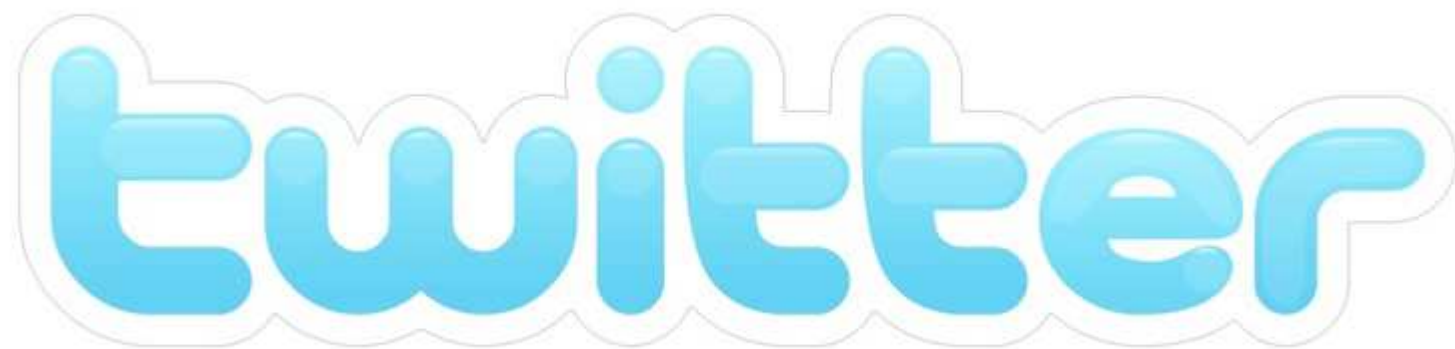
Mobile is not a broadcast channel

**Why we are trying to fit the same
advertising models that have
been around for 50 years
(reach & freq) onto a new channel?**

Mobile advertising 1.0



Social media will drive mobile in 2009



What are you doing?

...and where are you doing it?



Schofe

▶ **Following** ▾ Device updates

OFF

Name Phillip Schofield

Location London

Web <http://phillipsch...>

Bio Was on TV, Got addicted to twitter, never heard of again!

230

following

11,811

followers

662

updates

Right that's it for today. Will have the ITV This Morning lap-top in the studio tomorrow, hopefully. Have a great evening everyone.

31 minutes ago from TweetDeck

[@TiffyGale](#) Eh? *34 minutes ago from TweetDeck in reply to TiffyGale*

[@Craig1980](#) Yes grew up in Newquay *36 minutes ago from TweetDeck in reply to Craig1980*

[@limeflower](#) Nope, it's fantastic. *36 minutes ago from TweetDeck in reply to limeflower*

[@lisalurgan](#) Ray Quinn is the best we have ever seen on the show, that's my personal view. He's skating like it's the final. *37 minutes ago from TweetDeck in reply to lisalurgan*

10 mins then my newly teenaged daughter is home from school and the party starts and I'm away till tomorrow. *38 minutes ago from TweetDeck*

[@SchofieldFan](#) So very no! *39 minutes ago from TweetDeck in reply to SchofieldFan*

[@crazyvicky](#) I can Whine in all sorts of colours!! *40 minutes ago from TweetDeck in reply to crazyvicky*

Updates

Favorites

Actions


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Following



[View All...](#)

Mobile twitter tip: dabr.co.uk on your mobile

3G  113 kB

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Wednesday 28th January 2009

 [robertbrook](#) @    1 min ago
photo on <http://news.bbc.co.uk/> top story looks like one of mine: <http://flickr.com/photos/brook/> from web

 [qirlonetrack](#) @    1 min ago
It's a shame that noone in the movie industry is clued up enough to tweet. If I still worked there I'd be uploading photos to Twitter daily. [...](#)

Options

Stop

The 3 P's of Mobile Advertising

- **Permission** - People will decide what they see/receive/engage with, so we need to ask their permission
- **Privacy** - People will decide where their data is and how it is used, so we need to respect their privacy
- **Preference** - People will decide what content they find relevant, so inference and assumption have a limited lifespan

With thanks to Jonathan Macdonald

A conversation should start with your name

Gigafone

My Gigafone

My Banners

Your gender

Male

Female

OK

Age

25 -

31 -

36 -

46 -

Over

TOYOTA

Peter Smith

item:

- Premium Brands
- count Vouchers
- ema Tickets
- est Products
- ermarket Offers

GIGAFONE™

UK mobile advertising trial – try it tonight

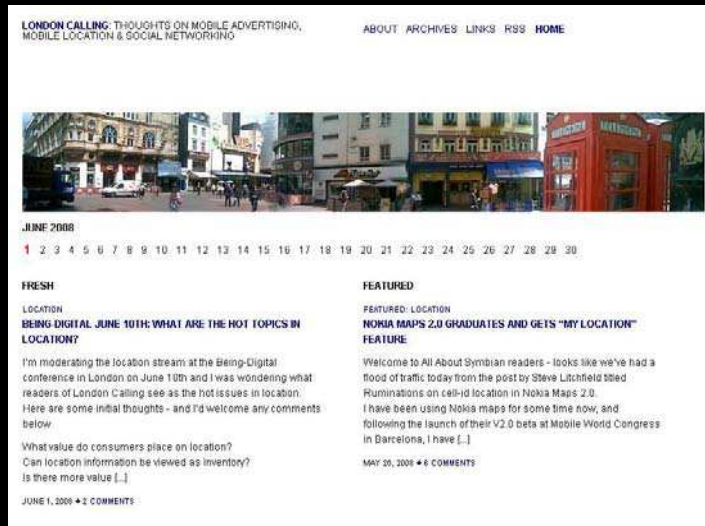
<http://trial.gigafone.com>

Tip: enter your mobile number in +44 7xxx format

4 things

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