

Chapter 73

Brand Driven Mobile Marketing: 5 Theses for Today and Tomorrow

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ABSTRACT

Despite the fact that the mobile phone is a perfectly suited advertising medium also for brand campaigns a creative perspective is not only desirable but also necessary. Because: Without creativity, the latest mass medium would be swiftly rendered desolate. In the creative conceptual design of brand campaigns it is important above all to carry out advertising not only on the mobile phone but with it.

On the basis of five theses it is illustrated how the mobile phone becomes the essential building block within commercial multi-channel concepts. One key issue being the telling of 'brand stories', told across various media or 'stages'. If the stories being told are compelling enough one can convert brand supporters into brand addicts, who in the best case scenario wouldn't want to miss a single performance of their favorite brand.

INTRODUCTION

To call the market for mobile marketing a large one would be an understatement. It is gigantic – a statement not only maintained by advertising people – a creed known for their notorious exaggerations. Let's compare this to another very popular medium – the Internet: Around 1 billion people worldwide were online at the end

of 2007 (ITU, "Trends in Telecommunication Reform 2007 – The road to Next-Generation Networks (NGN) Summary", September 2007, pp 8/9). However, pundits 'Informa' found out that far more people – around 3.3 billion – have contact to mobile services (www.wikipedia.org, November 30, 2008 from http://en.wikipedia.org/wiki/Mobile_phone). Even if one can't necessarily deduce that these people actually own a mobile phone, the fact remains that around half of the global population has access to this latest

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incarnation of large mass media. This detail alone renders the mobile phone to be “Brand’s New Toy” – arguably the most interesting medium for creative advertising campaigns.

There are many traits that cause the mobile phone to be extraordinarily interesting – let me quote these here for the sake of comprehensiveness: The mobile phone is an always-on, multi-media device offering a feedback channel. Its sheer ubiquity offers advantages through personalization, individualization and localization of advertising messages. These can be designed to be interactive, current, entertaining and highly emotive. It is in particular the latter point – the creation of a touching, emotionally enthralling brand experience through the help of a mobile device – a fact that was continuously doubted in the pioneering days of mobile marketing. This chapter endeavors to prove the opposite. It’s all a question of human creativity. And the end of the day, people are laughing and crying in front of a TFT Screen. Nobody said it couldn’t be a small one.

To identify opportunities for distinct marketing measures, let’s linger another moment on the subject of the market and have a look at how mobile subscribers use their equipment – aside from basic telephony. The following usage pattern develops: 74% of all mobile phone owners use their device to send SMS – and therefore make short messaging to be the most widespread on the mobile phone. Every user writes around 2,6 SMS per day, actively adding to the worldwide turnover reaching one hundred billion US Dollars in 2007 (www.wikipedia.org, November 30, 2008 from http://en.wikipedia.org/wiki/Mobile_phone). The second largest mobile service bringing in around 31 million US Dollars per annum concerns the downloading of mobile music, logos, pictures, games and gambling – not to forget pornography, perceived by many as the ‘mother of technological innovation’.

It is comprehensible that advertising to date made use of these successful main applications

and services to realize successful campaigns. In the book ‘Brand’s New Toy – Markenkommunikation mit Handy & Co.’ my colleague Bosse Küllenberg and I summarized the most prevalent campaign schemes and processes in mobile marketing and analyzed their application (Küllenberg & Quente, 2006). We were able to categorize the following forms of campaign:

Code-based sweepstake campaigns, their main task being to improve product sales for the trade. This form of campaign is usually developed as an on-pack promotion and lends itself particularly to the consumer goods industry and above all to the ‘fast-moving’ consumer goods in the lower pricing segment. They actively upgrade the product, add value and directly influence the buying decision at the point of sale. The prize pool mainly consists of the aforementioned downloads. In Germany, scores of Code-based sweepstake campaigns were undertaken by the likes of Coca-Cola and McDonalds (e.g. Coca-Cola AG Campaign, “Festiver 04” Germany/ Switzerland 2004 from (www.festifever.ch, see <http://www.spielplatz.cc/presse/wordpress/?cat=7>).

Voucher campaigns, the focus of these being the reinforcement of specific distribution channels or the increase of frequency at a certain point of sale. A product introduction or sampling promotion would be valid motivations for this type of campaign. By and large, voucher campaigns are undertaken by the dealership carrying out the promotion. The database for this type of activity is usually bought-in, alternatively the company’s own database is utilized. Many current ideas for context-based or location-based services incorporate this campaign method.

Mobile-content campaigns have a very broad range of application. This is mainly due to their potential to easily amalgamate and extend them with other preceding procedures as well as downstream in the campaign flow. The centre of this type of campaign is the dispatched content consisting of various image, sound and video formats. This renders the method ideal for multi-channel

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