



# Mobile Matters. A Lot it Turns Out.

But Should it Matter to Local Media?

Mega Conference

Atlanta

February 2015

Or....





# The MMA and it's Members

800+ Marketers, Agencies, Media Sellers, Tech, Operators Globally





# Today's Focus

1. A (rapidly) changing media landscape
  - Which breeds opportunity
2. Revolutionary research on value of mobile
  - And the sizing of mobile
3. The opportunity for publishers
  - Local has the best opportunity



# Media Come and Go





MEDIA | THE MEDIA EQUATION

# Print Is Down, and Now Out

## Media Companies Spin Off Newspapers, to Uncertain Futures

By DAVID CARR AUG. 10, 2014

- EMAIL
- FACEBOOK
- TWITTER
- SAVE
- MORE

A year ago last week, it seemed as if print newspapers might be on the verge of a comeback, or at least on the brink of, well, survival.

[Jeff Bezos](#), an avatar of digital innovation as the founder of Amazon, came out of nowhere and plunked down \$250 million for The Washington Post. His vote of confidence in the future of print and serious news was seen by some — [including me](#) — as a sign that an era of “optimism or potential” for the industry was getting underway.

Turns out, not so much — quite the opposite, really. The Washington Post seems fine, but recently, in just over a week, three of the biggest players in American newspapers — [Gannett](#), [Tribune Company](#) and [E. W. Scripps](#),



USA Today and other Gannett newspapers will be spun off into a stand-alone print company. Jake Naughton/The New York Times

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THE NEWSPAPER  
SAYS THEY MAY  
STOP DELIVERING  
LETTERS ON  
SATURDAY.

WHAT'S  
A LETTER?

WHAT'S A  
NEWSPAPER?



The Only Constant is Change





# History Has Had a Lot of Opportunities





Today's Opportunity is: **Mobile**

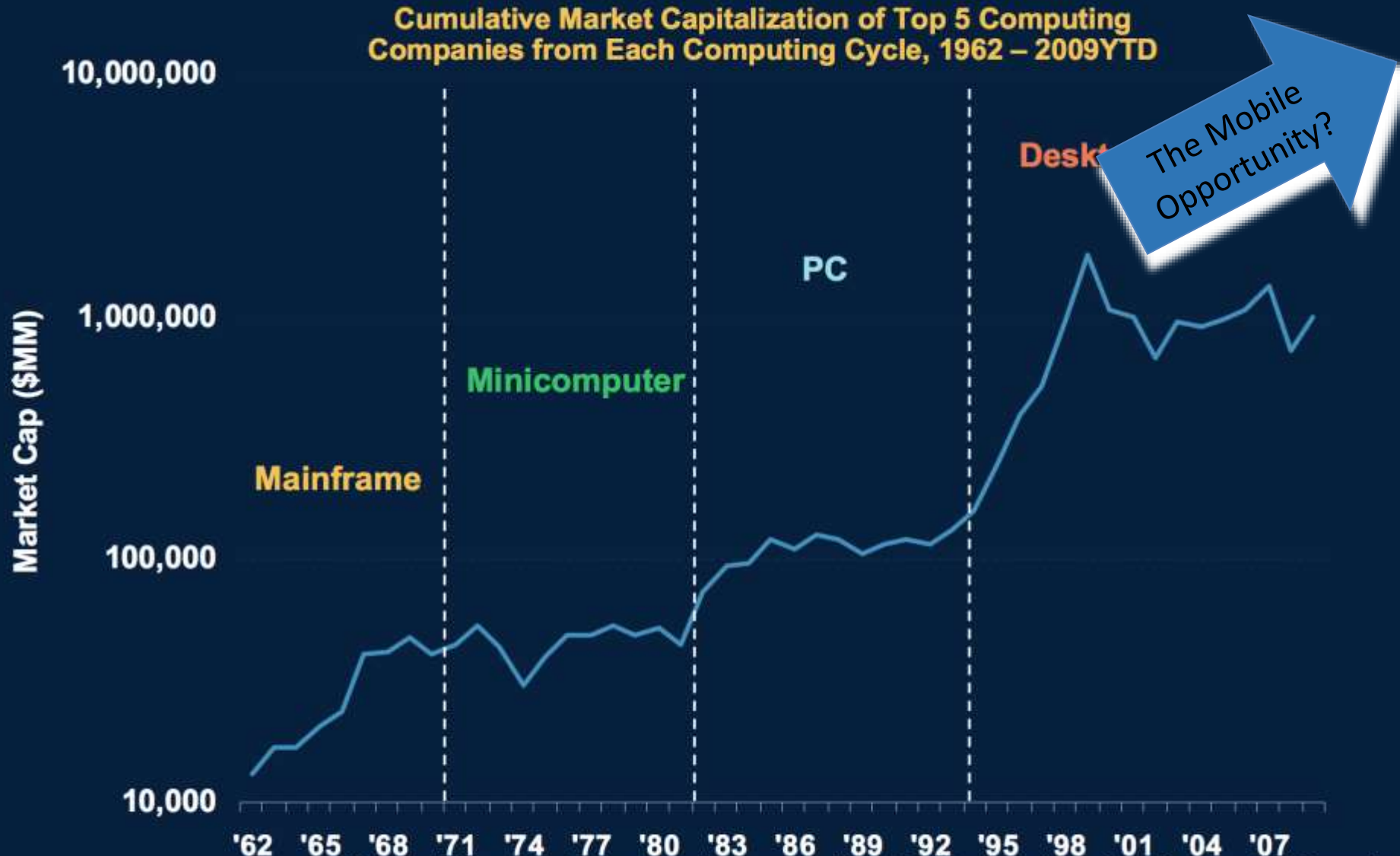


AS I'VE SAID...

# Mobile is the Missing Piece to Local



# Winners of Each New Cycle Often Create More Market Capitalization than Winners of Prior Cycles



Note: Dashed lines indicate when new cycle becomes wealth creation driver (in reality, cycles overlap somewhat). Companies include: Mainframe – IBM, Sperry, Honeywell, NCR, Unisys; Minicomputer – IBM, Honeywell, HP, DEC, Wang Labs; PC – IBM, Microsoft, Intel, Cisco, Sun Microsystems; Internet – IBM, Microsoft, Google, Apple, Yahoo!.

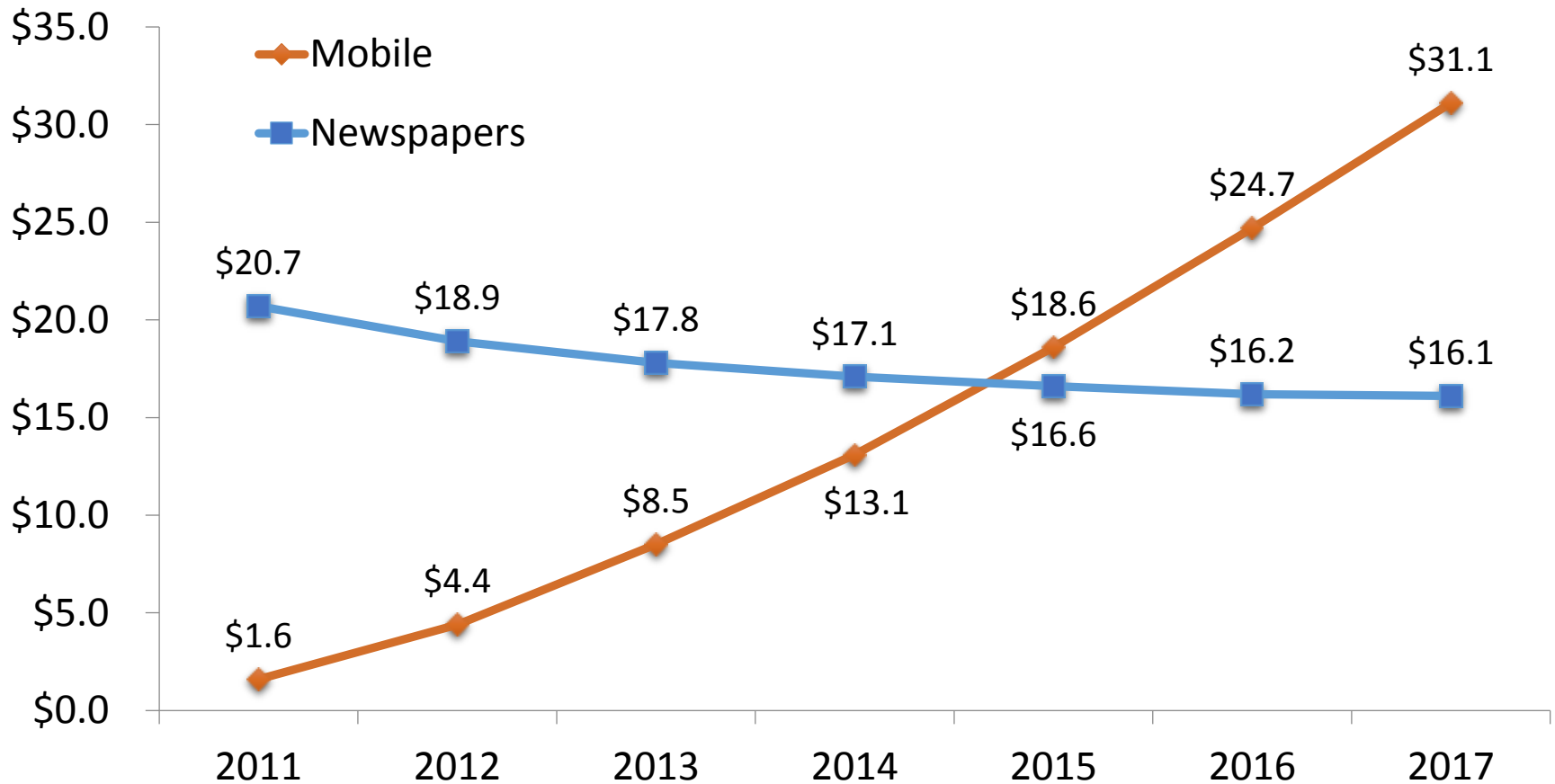
Source: FactSet, Bloomberg, S&P Stock Guide, Morgan Stanley Research.



# What Trend Line Do You Want to Be a Part of?

## US Mobile Ad Spend and Newspaper Ad Spend, 2011-2017

*billions*

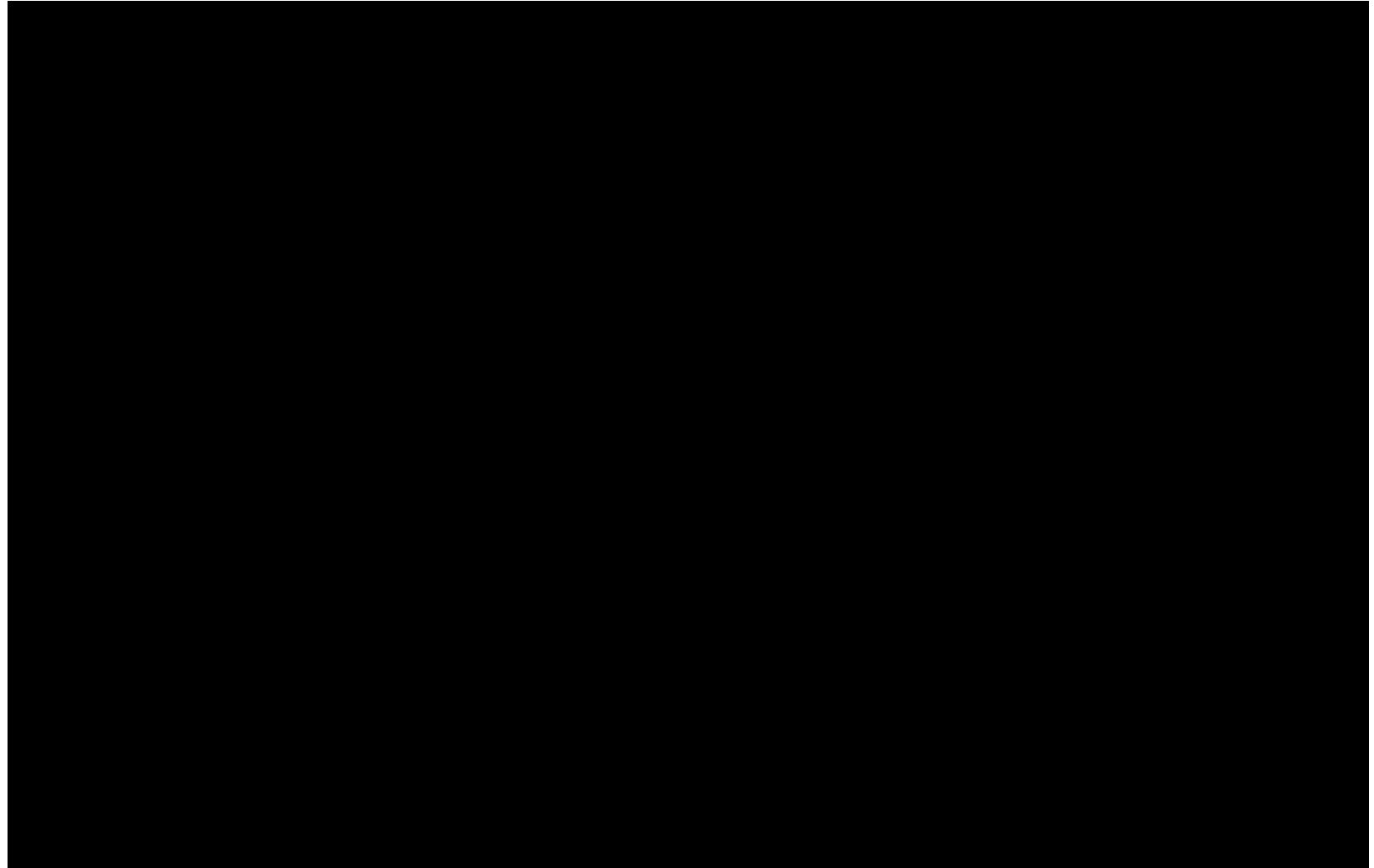


Source: eMarketer, Aug 2013





# Cell Phones – It's a New Generation





## Top Three Digital Agency Says..

*“Mobile is not the new thing, it [might be] the only thing.”*



Q: Is This the Year of Mobile?  
Is it?

Mobile needed a compelling,  
fact-based, irrefutable analysis  
for marketers on the ROI value  
of mobile to THEIR business  
goals





## The Research

# SMoX.Me

(Smart Mobile Cross Marketing Effectiveness Studies)



# First, Thank our Partners

## \$2 million raised to make this happen

### SUPPORTERS



HELLOWORLD

### PARTNERS



# ||| SMOX Insights Are Here



at&t

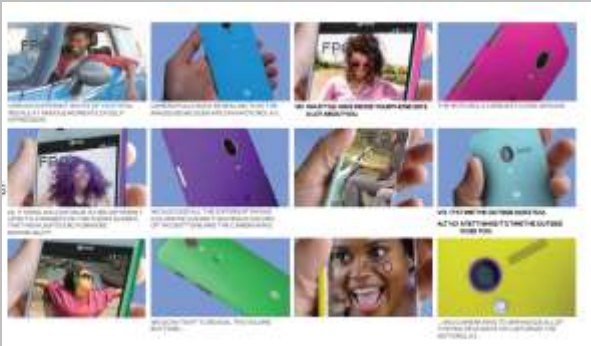


Unilever



U.S., UK, Turkey, China, Brazil





Introducing the customizable **moto X** only from AT&T.

[LEARN MORE](#)

Rethink Possible® 

What you have inside your phone says a lot about you.

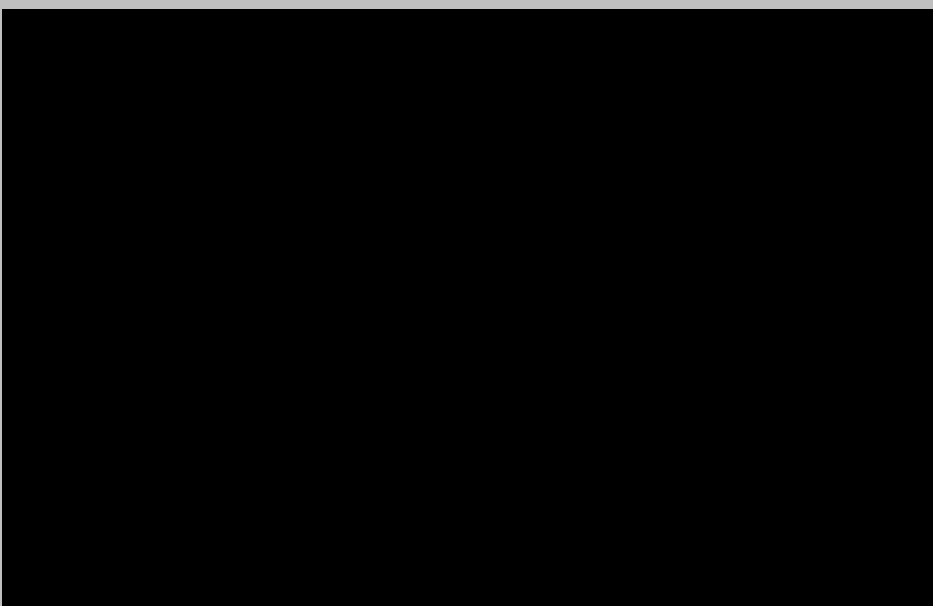
It's time the outside does too.

**SO DOWN** 

Introducing the Moto X, only from AT&T.  Rethink Possible®. 

# 1st Case Study:

## AT&T – New Device Launch



**moto X**

There are just a few of the thousands of ways to design your Moto X. So try it now, simply pull the tab and touch the colors below.

DESIGNED BY YOU. ASSEMBLED IN THE USA. 

DESIGNED BY YOU. ASSEMBLED IN THE USA. 

DESIGNED BY YOU. ASSEMBLED IN THE USA. 

DESIGNED BY YOU. ASSEMBLED IN THE USA. 

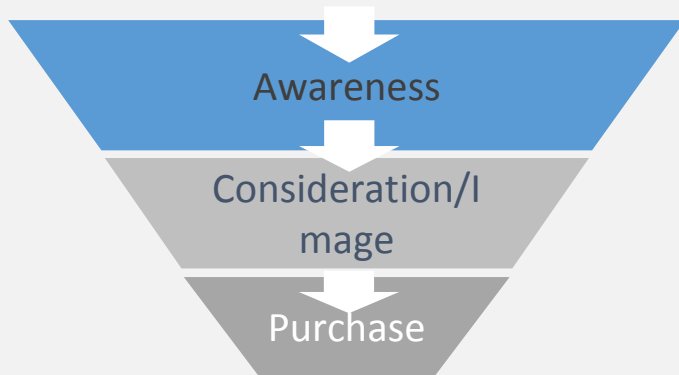
# 1<sup>st</sup> Study: AT&T/MotoX Campaign

## MEASUREMENT PARAMETERS

|                 |                  |
|-----------------|------------------|
| Target          | 18+              |
| Data Collection | 9/17/13-10/28/13 |

## KEY KPI / GOAL

Build Awareness for the new device offering from AT&T



## CAMPAIGN MARKETING MIX



**TV:**  
92%



**PRINT:**  
1%

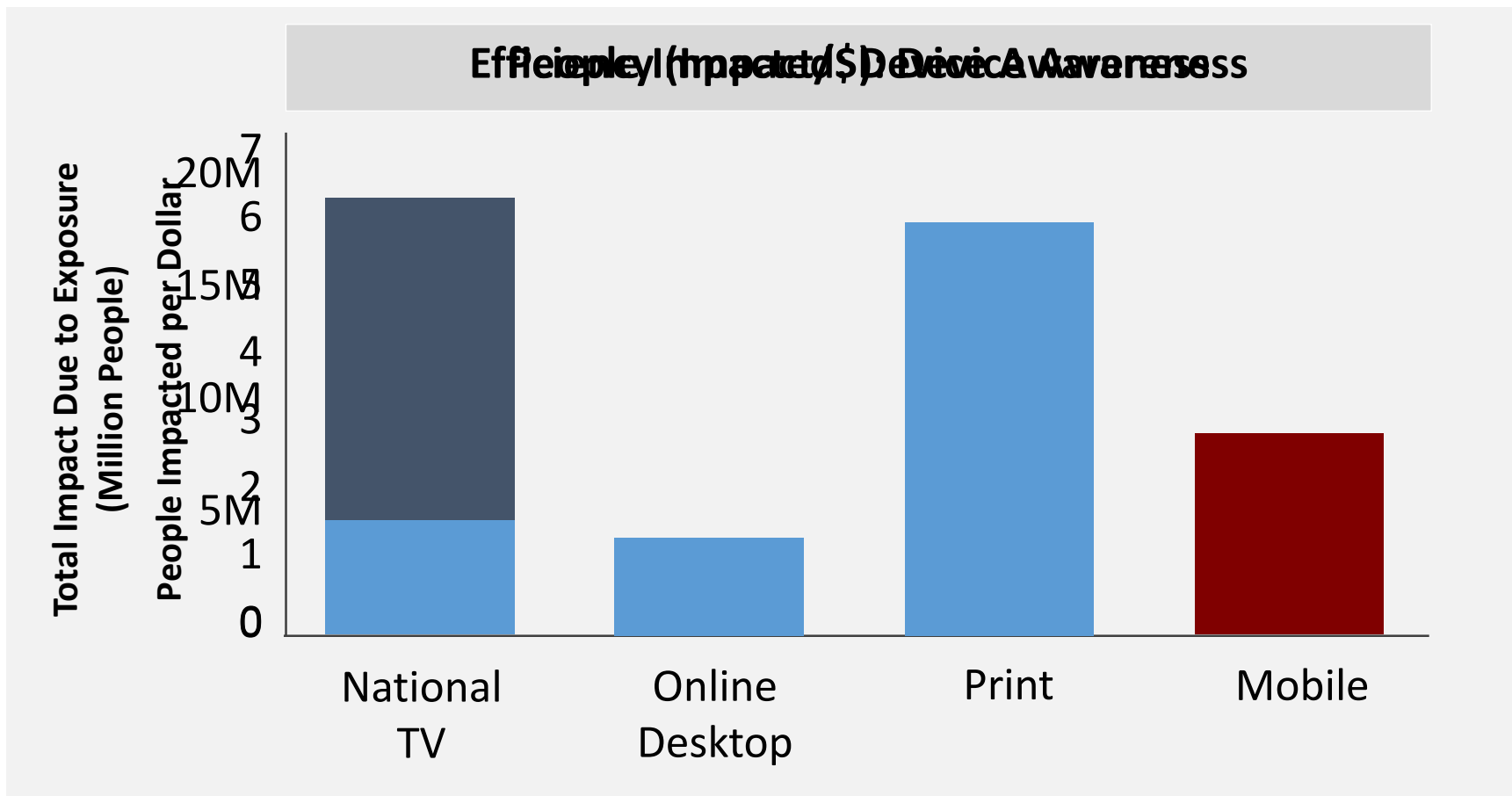


**ONLINE:**  
5%



**MOBILE:**  
1%

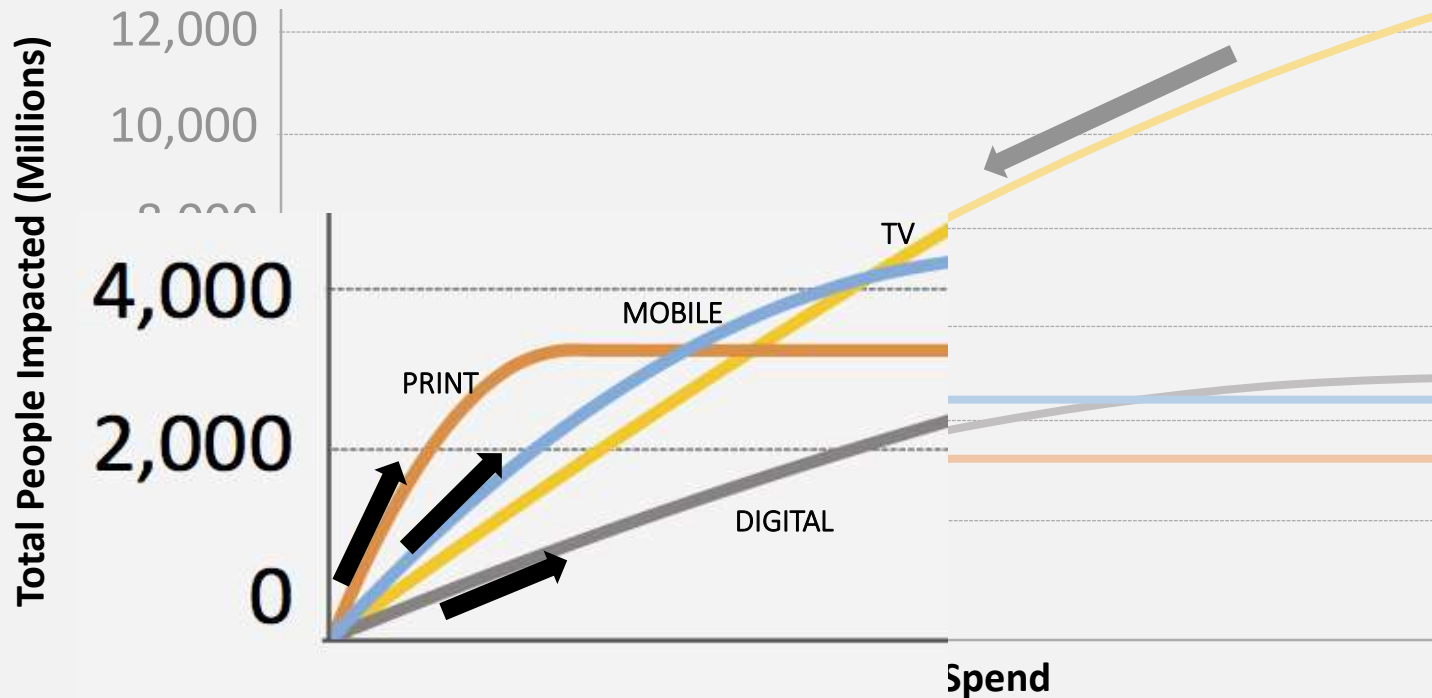
# Mobile Delivered 2x Impact /Dollar vs. TV when Factored Cost



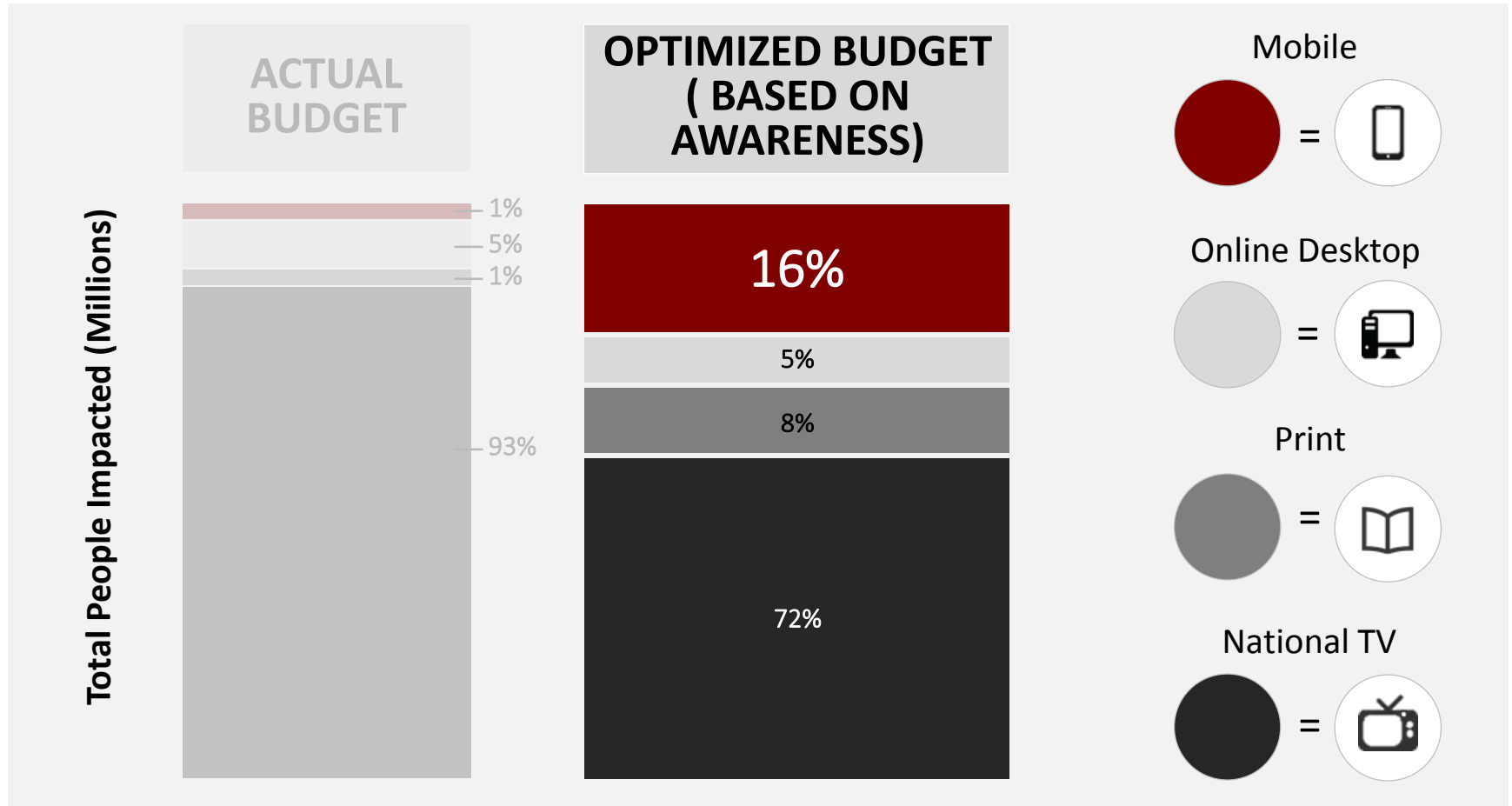


# Shifting \$ to Mobile Will Impact More People with Same Budget

## SPEND TO IMPACT RESPONSE BY MEDIA: AWARENESS OF NEW DEVICE



# Therefore, optimal mobile is 16%





# Would You Ignore Chicago?









**Same Budget**  
**Better Results**

*By reallocating spend to mobile, there is an incremental potential of 2.5 million NET people or*

**+12%!**

*That's almost the equivalent of the population of Chicago!*

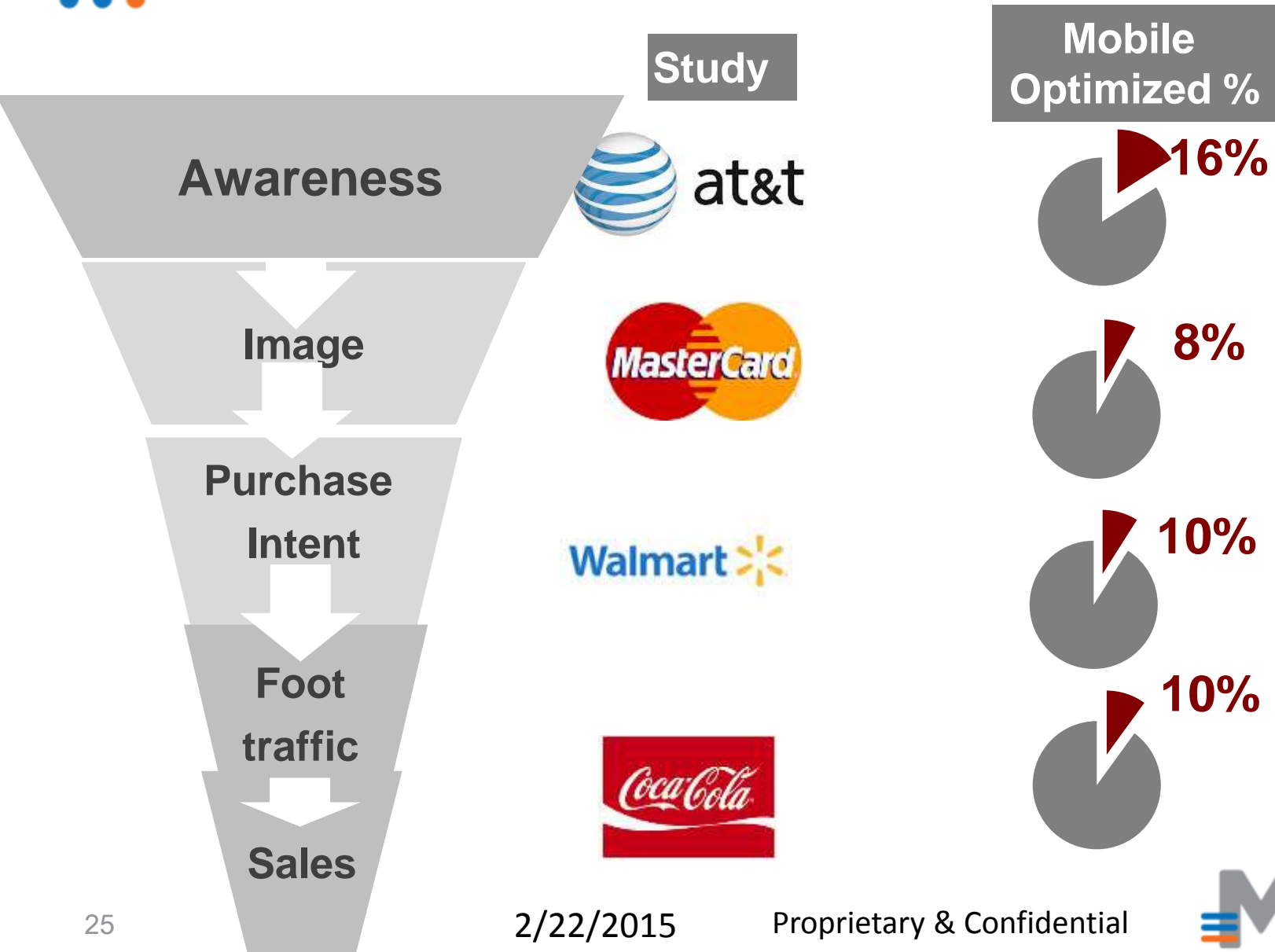
# The Actual Impact

|                | PEOPLE IMPACTED<br>(WITH CURRENT SPEND)   | UPSIDE POTENTIAL<br>PEOPLE IMPACTED<br>(OPTIMIZED SPEND)                                    |
|----------------|---|---|
| Mobile         |  .5 M    |  3.7 M   |
| Online Desktop |  1.1 M   |  .3 M    |
| Print          |  .7 M    |  3.6 M   |
| National TV    |  18.9 M |  -1.9 M |
| Total          | 21.2 M  | 5.7 M <span>+27%</span>   |

\* Upside potential for mobile is +17% but 12% is incremental considering the decrease from TV



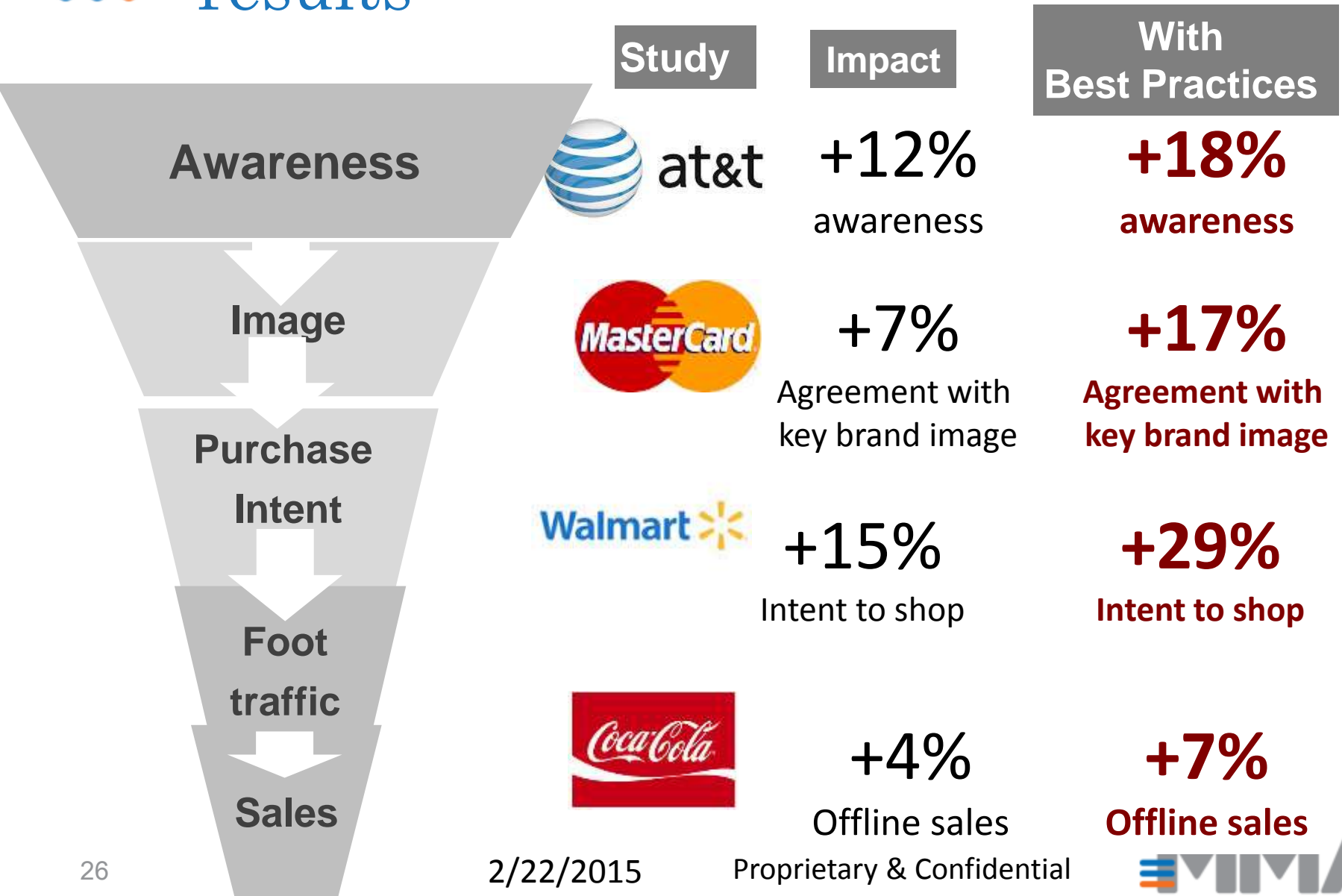
# Similar Results in all 4 Studies







# Applying the learnings: Improved results





# But What Did You Expect from a Channel with this Commitment

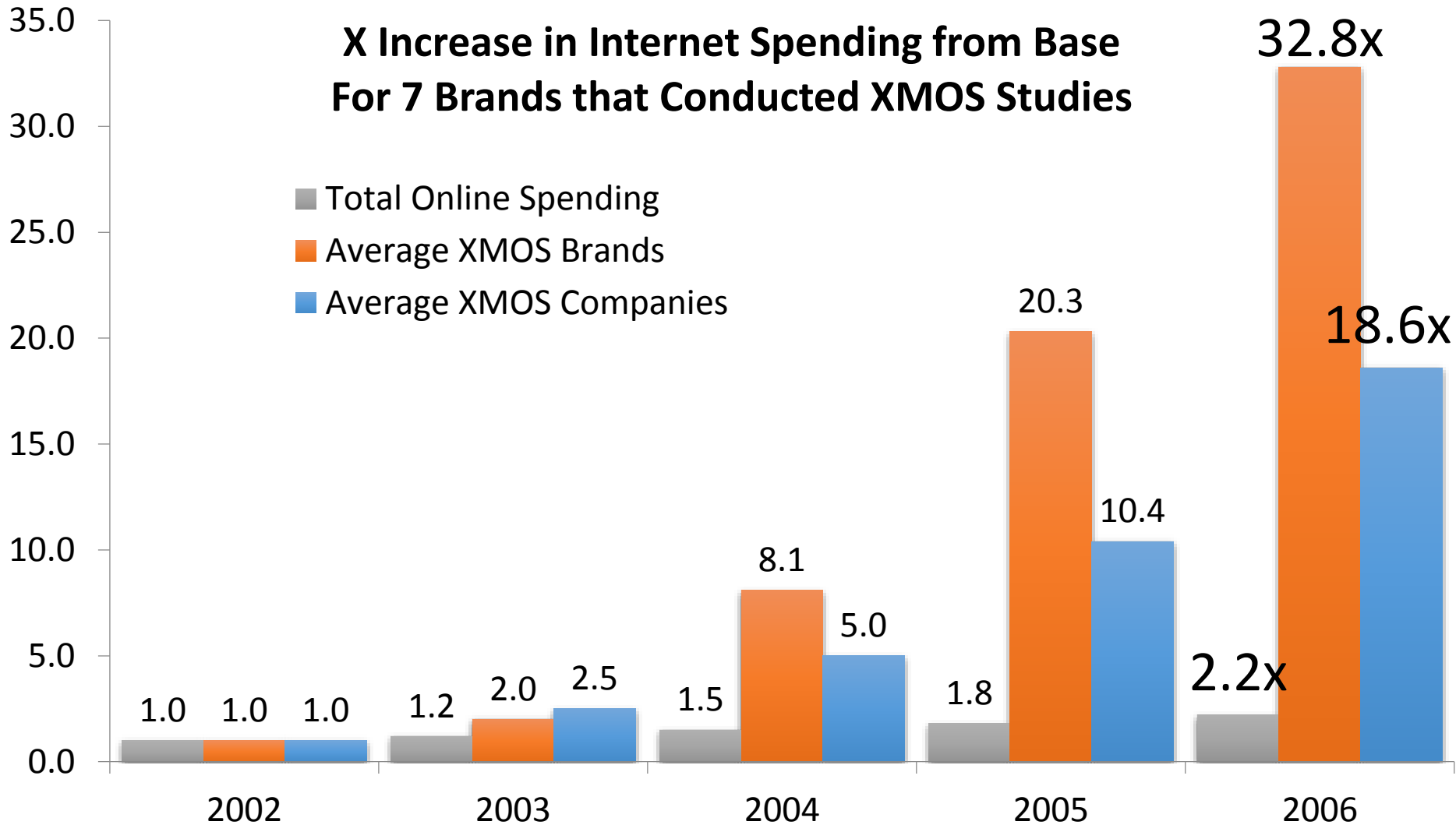




# The Value of this Research

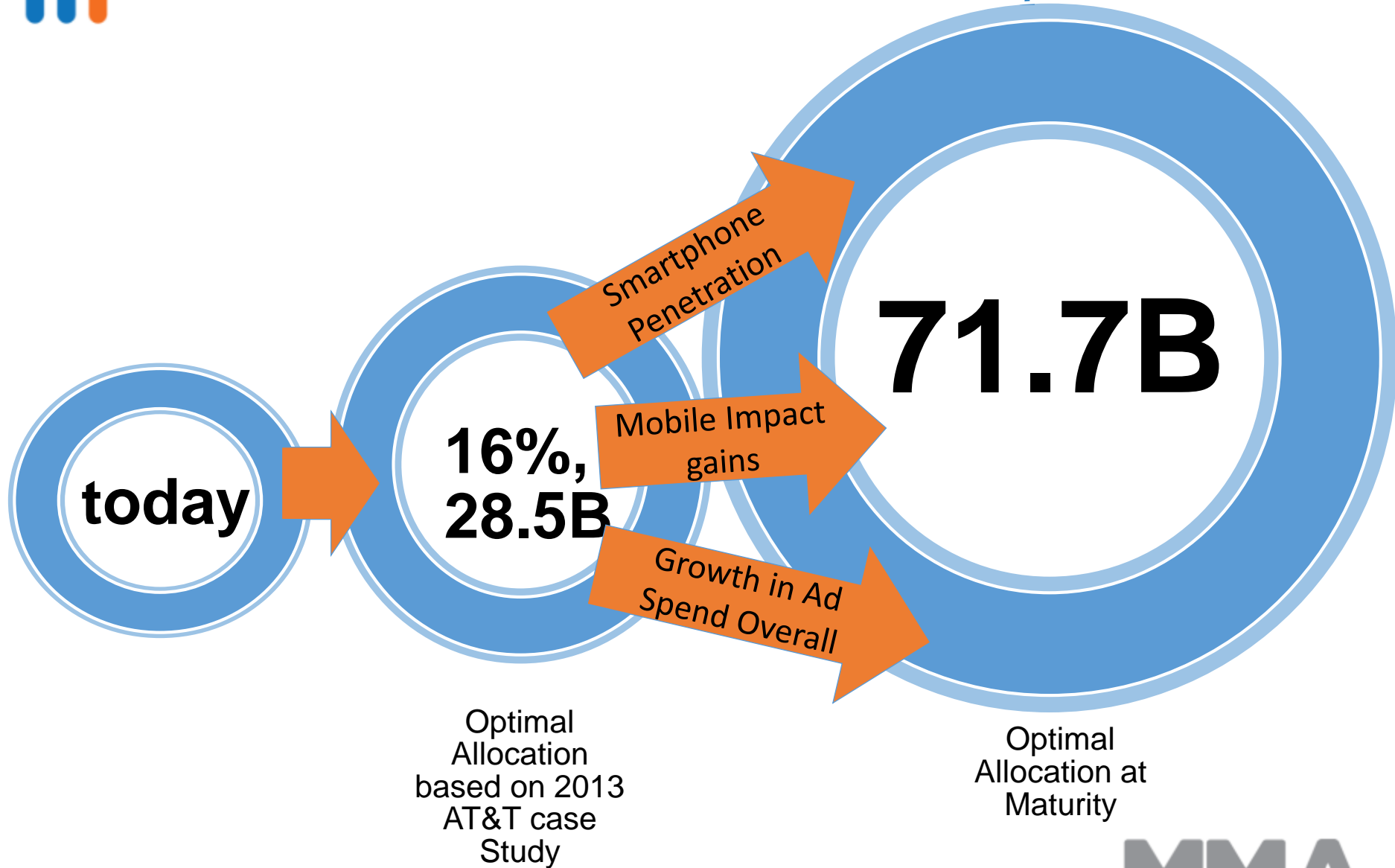


# Truly, Will SMOx Make a Difference?





# The Math: Total Mobile Ad Spend







# But Does Mobile have Unique Attributes?





# The Opportunity for Local Media

First, Mobile Has a Powerfully Unique Positioning:



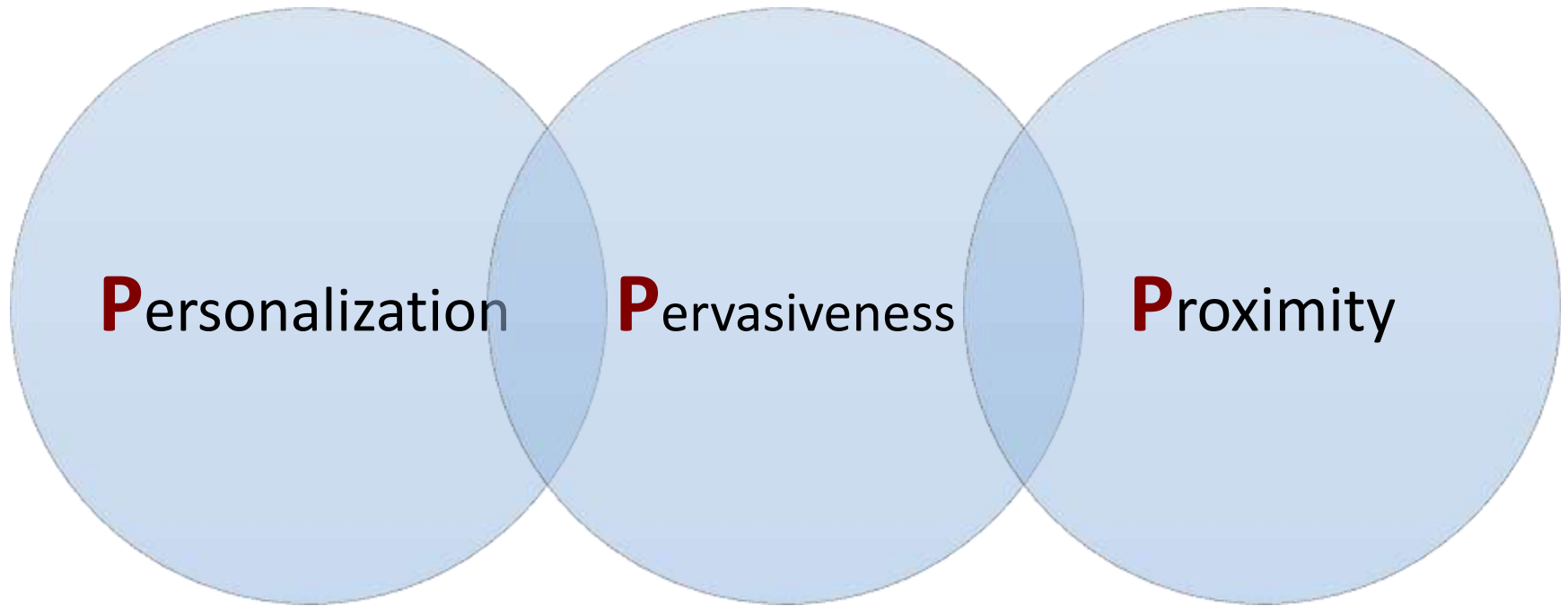
**The Closest You Can Get to Your Consumer**

AS I SAID LAST TIME...

# Mobile is the Missing Piece to Local



# ||| USP is Supported by High Value







# My 3 Thoughts For Local Media

1. Location Matters
2. Local Media [Sales] Can [Should] Lead
3. Lots of Opportunities to Innovate [and Educate]



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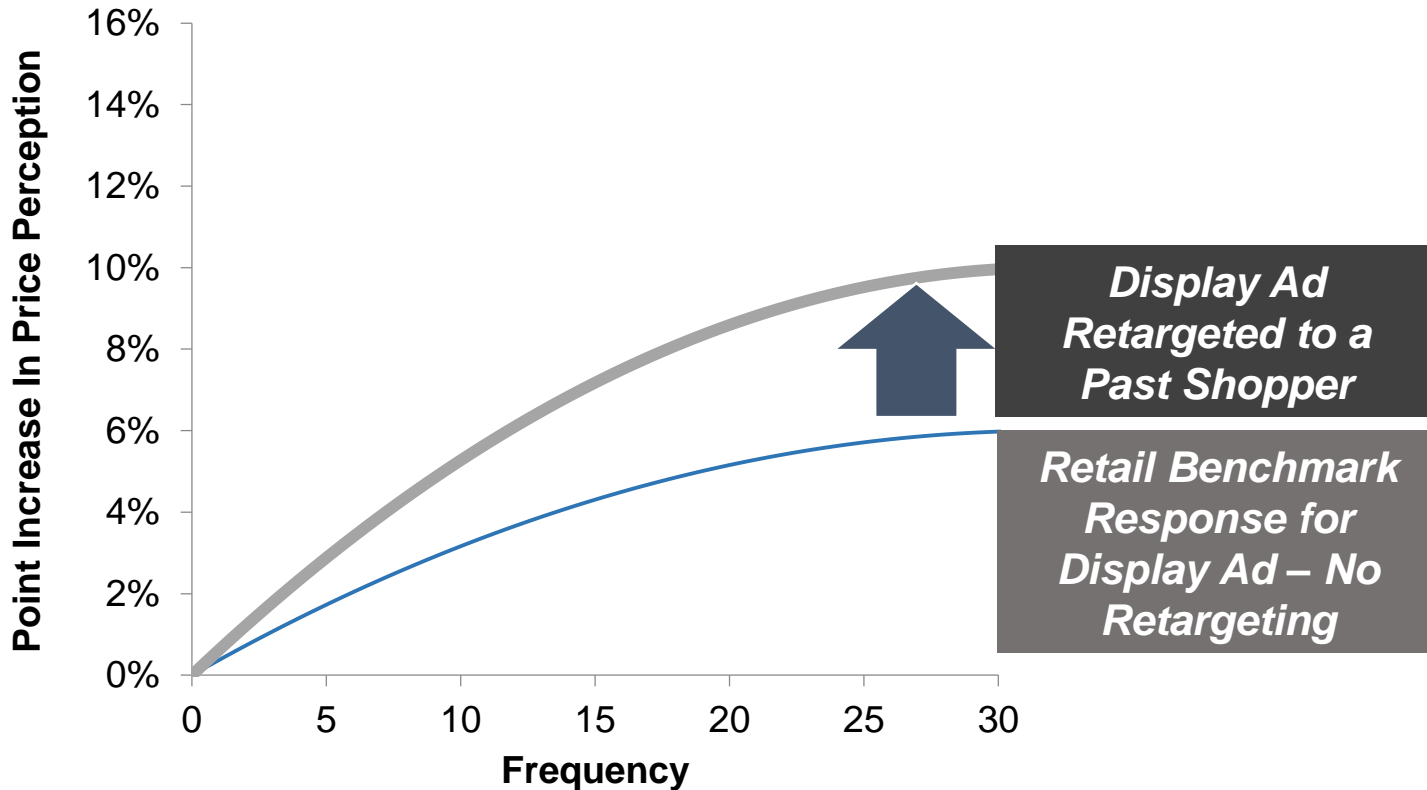
3. Lots of Opportunities to  
Innovate [and Educate]



# RETARGETING shoppers that had been to a Walmart location in the past increased performance



Frequency to Lift Response

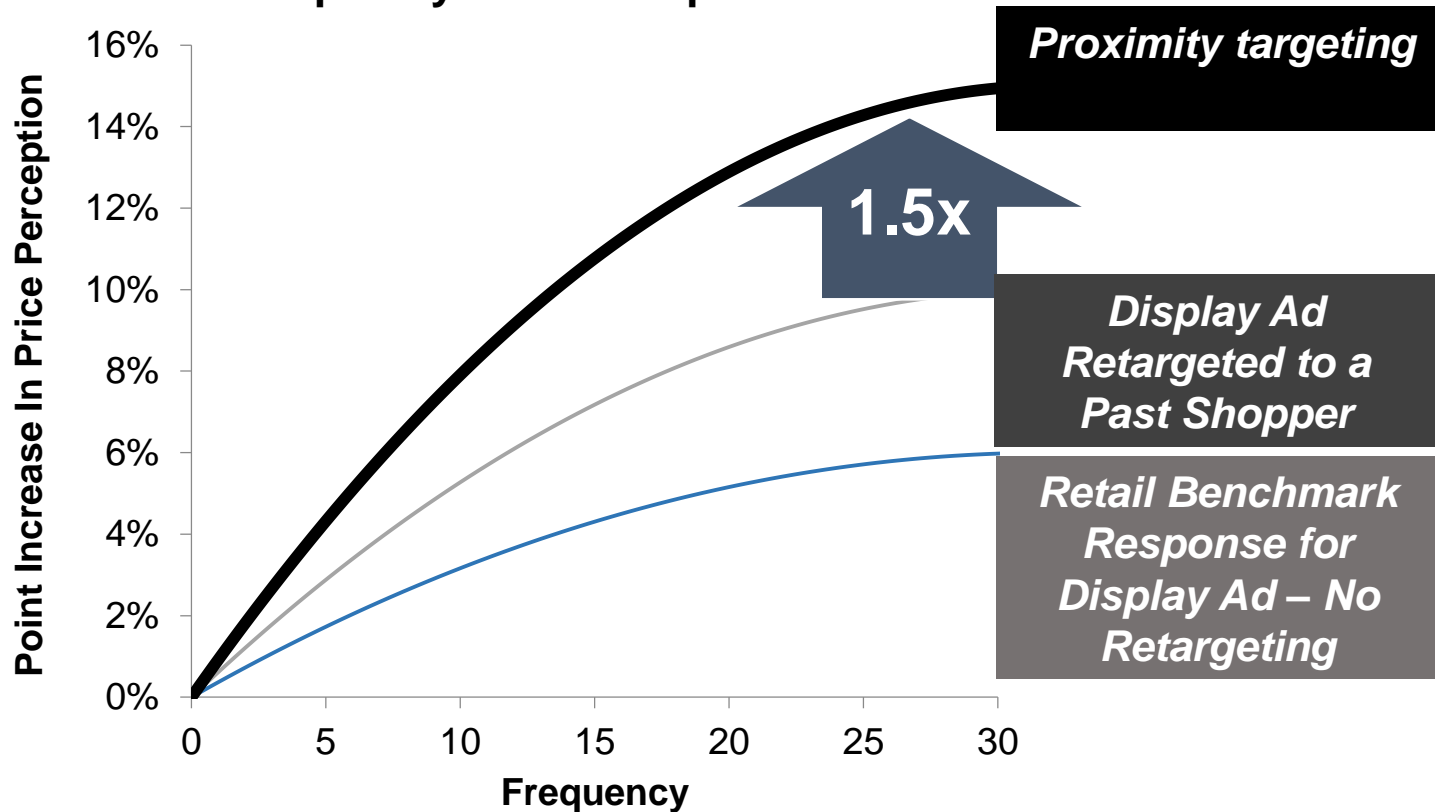




# But real time proximity targeting can be even MORE IMPACTFUL than location retargeting!

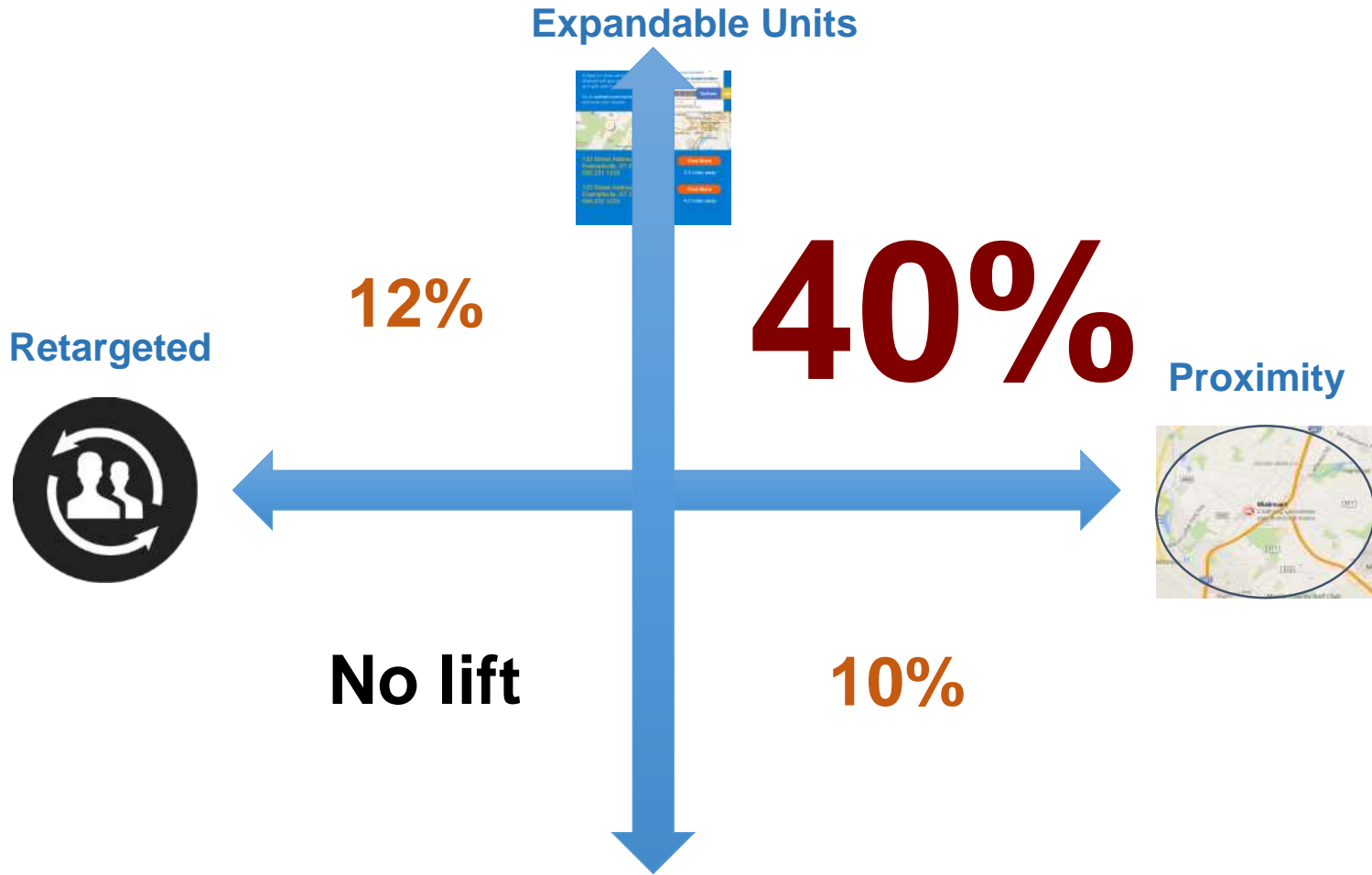


Frequency to Lift Response





# Location and format Interact: Combine for better results



2/22/2015

Proprietary &  
Confidential





# Because it is where Commerce Happens.



**90% offline**

Yet companies know more about online consumer behaviors than offline ones...





"It's a great invention, but it'll probably mean the end of civilization as we know it."



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# 1. Publishers Have a Role in Improving Ad Effectiveness in Digital

## Insights from the What Sticks Research

|                                      | High      | Low            |
|--------------------------------------|-----------|----------------|
| 1. Cut out International impressions | 18%       | to 43%         |
| 2. Manage Frequency                  | 50%       | to 70%         |
| 3. Capitalize on Time of Day/DoW     | 10%       | to 15%         |
| 4. Ad Size matters                   | 20%       | to 54%         |
| 5. Page Placement really matters     | 6%        | to 350%        |
| 6. Creative is “mission critical”    | <u>0%</u> | to <u>400%</u> |
| <b>Total Gain Possible:</b>          | <b>0%</b> | <b>2910%</b>   |



# MOBILE LUMAscape

MARKETER

CONSUMER





*"You say it's a win-win, but what if you're wrong-wrong and it all goes bad-bad?"*



# My 3 Thoughts For Local Media

1. Location Matters

2. Local Media [Sales] Can  
[Should] Lead

3. Lots of Opportunities to  
Innovate [and Educate]



# Path to Purchase is the New Model

## DIGITAL TOUCHPOINTS

Opt-in



App promo

Augmented reality



QR codes

Mobile Coupons



Mobile wallet

Social integration



AWARENESS

ENGAGEMENT

TRANSACTION

LOYALTY

mobile advertising

traditional advertising activation

sponsorship activation

consumer promotion activation

mobile incentives & coupons

in-store mobile marketing

mobile database marketing

VIP/rewards program



Print



Signage



In-store



Rewards

## OFFLINE TOUCHPOINTS



## Some of What's is Possible?

1. Messaging tools (for immediacy)
2. App Audience building
3. CRM and database building
4. Mobile Coupons / Mobile Wallets
5. Loyalty Programs
6. Location Targeting / Geo Fencing
7. iBeacons (In-Store)
8. Etc.



# I Get It. Change is Hard



"IMPLEMENTING THESE CHANGES WON'T BE EASY. WE'RE PRETTY SET IN DOING THINGS THE WRONG WAY."



# Get More: 2015 MMA Events

MMA Events are great networking, education & leadership opportunities:

- NY Forum - March 17-18, 2015
- SMOX New York - March 17, 2015
- SMOX Chicago - April 9, 2015
- SMOX San Francisco - April 29, 2015
- Singapore Forum - May 25, 2015
- London Forum - June 8, 2015
- Cannes Lions - June 2015
- CEO & CMO Summit - July 26-28, 2015 (Sonoma, CA)
- Brazil Forum - August 2015
- China Forum - August 2015
- India Forum - September 2015
- SM2 Innovation Summit - September 2015 (New York)
- Vietnam Forum - October 2015
- Columbia Forum - October 2015
- Mexico Forum - October 13, 2015
- EMEA Forum - November 2015
- Indonesia Forum - November 2015

More coming

<http://www.mmaglobal.com/calendar/monthly>





# So, What's The Future Look Like?







**In the End  
We Know that Mobile is  
Coming.  
It's Getting BIG.  
And it is Tailor Made for Local**



# Opportunity Is Here



# Thank You

[greg@mmaglobal.com](mailto:greg@mmaglobal.com)









1. **ANA /AAAA** events and other initiatives (Phase 1,2,3)
2. **Research** events ARF, ESOMAR, I-COM (Phase 2,3)
3. **Cannes and other events** (Phase 1, 2, 3)
4. **Agency/Marketer lunches** (Phase 2,3)

INDUSTRY  
OUTREACH

SMoX

PARTNER  
AMPLIFICATION

MMA  
CHANNELS

1. Insights used in **Sales materials** (Phase 1,2,3)

2. **Sales training** in publisher's offices as selected by publisher. (Phase 1,2,3)

3. Presentation of results in person at **publishers' clients** or agency gatherings (Phase 1,2,3)

4. Welcome remarks in **Roadshows** (Platinum) (Phase 2, 3)

1. **Materials** related to SMOX including press releases, presentations, case studies, MMA Website (Phase 1,2,3)

2. **Webinars** Sales and marketing teams to participate (Phase 1,2,3)

3. **MMA Conferences** including MMA Forums, CEO and CMO Summits (Phase 1,2,3)

4. **RoadShow** events in up to 4-6 cities inviting approximately 50 to 200 marketers and agencies to preview study results. (Phase 2)

Magnify MMA  
Roll Out Next  
18 Months



## But Do You Recognize the Best Opportunities?

1. Google
2. Amazon
3. eBay
4. Yahoo

# ||| If You'd Invested \$1,000 in IPO...

amazon.com<sup>®</sup>

\$1000

05/15/1997



Now\*

\$239,045

ebay<sup>™</sup>

\$1000

9/24/1998



Now\*

\$68,638

YAHOO!

\$1000

04/12/1996



Now\*

\$61,052

Google

\$1000

08/19/2004



Now\*

\$12,072




# The Research



# And, Mobile has a Number of Unique Advantages

1. **Mobile is Personal**  
(one person per phone)
2. **Mobile is Pervasive**  
(everywhere, all the time)
3. **Mobile has Proximity**  
(tracking location)



# Aspiration without Allocation Is Meaningless

B. Bonin Bough

Mondelez International

"You will become as small as your controlling desire;  
as great as your dominant aspiration."

- James Allen

