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MOBILE MARKETING GUIDE

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2007 ANNUAL MOBILE MARKETING GUIDE

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Welcome

CELEBRATING A YEAR OF GROWTH



November 19, 2007

It has been a year characterized by growth! The number of marketers and agencies that have engaged mobile in their marketing initiatives is growing substantially. The Mobile Marketing Association and its members are helping fuel industry growth at every turn—from mobile advertising to mobile video, mobile search, mobile social networking and mobile content. Growth is also apparent in our awards program this year. We received double the submissions over 2006—including entries from around the globe. Mobile marketing is taking off worldwide!

The Mobile Marketing Association has partnered with Advertising Age to produce the MMA Annual Mobile Marketing Guide: Recognizing Leadership & Innovation, the supplement that highlights the leaders and innovators in our global mobile marketing industry. It features those companies and individuals who have shown leadership, creativity and excellence in their mobile campaigns, initiatives and technologies. Our MMA global award winners are profiled here; together they demonstrate some of the industry's leading solutions for mobile marketing.

Congratulations to all winners of the MMA 2007 Awards Program. Every submission received reflected the overall growth in the industry, and we applaud the contributions of each and every participant, finalist and winner.

We encourage you to enjoy this publication and reach out to the companies featured to discover how to engage mobile in your campaigns—and to learn from some of the companies that are leading the growth of the MMA.

And on to another year of growth!

Cyriac Roeding
Global Chairman, MMA
Exec VP, CBS Corp.

Laura Marriott
President, MMA



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By Julie Liesse

Mobile Moves Forward

Mobile marketing is expanding rapidly, thanks to consumer receptiveness, carrier openness and technological advances. Plus, the industry itself is growing in sophistication. When combined, these factors all point to one thing: A marketing powerhouse is ready to take off

Mobile marketing is at the center of a perfect storm that is transforming its role from an interesting add-on to a critical channel for brands to connect with consumers.

“Marketers should educate themselves, because the wave is here,” says Doug Busk, VP-industry relations for SinglePoint, a mobile services company. “Mobile users are here and interested in receiving marketing messages. Carriers have opened up to allowing those messages, and the devices and networks have never been better.”

In addition to consumer receptiveness, carrier openness and technological advancements, the storm has been augmented by growing sophistication within the mobile marketing industry itself and the availability of irresistible content from media companies.

The Mobile Marketing Association defines mobile marketing as the use of wireless media (primarily cellular phones and PDAs) as an integrated content delivery and direct-response vehicle within a cross-media marketing communications program. Mobile marketing can be a marketing use of voice messages, text messaging (SMS), video messaging (MMS), live video and television delivered to a mobile device; downloadable products (games, videos, podcasts, ringtones, wallpapers; and the mobile Web, including WAP sites.

Cell-phone numbers

But the mobile marketing story, of course, begins with the numbers.

Cell phones are ubiquitous. Today there are more than 3 billion mobile phones in a world of 6 billion people. That's 2.5 times more cell phones than Internet connections. In some countries, there are more cell phones than people—such as the Czech Republic, where penetration is 120%.

In fast-growing economies such as Brazil, Russia, China, India and the rest of the developing world, mobile devices play an even larger role in people's daily lives than they do in the U.S., says Webster Lewin, director of mobile marketing at R/GA, a multimedia agency. “For most consumers in those markets, their handsets, not their PCs, are their gateway to the Internet,” he says. “In addition, the infrastructure for land lines was never built, so these consumers have quickly adapted mobile phones as their only communication devices.”

Globally, more than 350 billion text messages are being sent on a yearly basis. In the U.S., where cross-carrier text messaging has existed for fewer than four years, the number of text messages has doubled each year. “We forget that the first text-messaging generation is out of college,” says Mr. Busk. “There's a group of people in the workforce who grew up texting, and IM'ing and participating in social networking sites. They are not necessarily addicted to cell phones, but they are addicted to being connected. They are forcing the carriers and marketers to come find them

through mobile.”

For Richard Saggars, head of mobile advertising for Vodafone Group Services, a key industry barometer is merger-and-acquisition activity in the past year—which included Nokia buying Enpocket, Microsoft Corp. purchasing ScreenTonic and AOL acquiring Third Screen Media.

“Major players taking small businesses as a fast route into mobile is an indication of what's happening in the marketplace,” Mr. Saggars says. “We are seeing a shift in the market from small entrepreneurial businesses that create energy in the ecosystem to major players all getting involved and moving this to a level of industrial scalability.

“What you get with these larger players is mass-market expertise and continuity of standards. So mobile becomes less of an experimental medium and more of a mainstream medium.”

It's also a medium unlike any other, says Cyriac Roeding, exec VP of CBS Mobile and global chairman of the Mobile Marketing Association. “Mobile offers opportunities that



Richard Saggars, Vodafone Group Services: M&A activity a key indicator of mobile marketing growth



Jon Vlassopoulos, Endemol USA: Text messaging growing as a mainstream, mass-market activity

you can't get from any other medium," he says. "It is the most personalized medium. It is the only one that has a wallet built in—your cell phone bill.

"When you are walking down the street passing a billboard or listening to the radio, it's the only other medium you have with you."

Mr. Roeding cites CBS research showing that 52% of consumers 25 to 34 years old have a cell phone with them more than 90% of the time while they are watching television.

That availability of the cell phone in the presence of other media has driven the wild success of participation TV. The irresistibility of participating in TV shows such as "American Idol" or the global phenomenon "Deal or No Deal" has been the entry point to text messaging and other mobile services for many consumers.

"Participation TV—that's where it started," says Mitch Feinman, senior VP at Fox Mobile Entertainment. "We at Fox got seriously interested in mobile when we watched the voting on 'American Idol' go from 12,000 text messages to 35 million in just a couple of years. The beauty of the show is its simplicity and how core text mes-

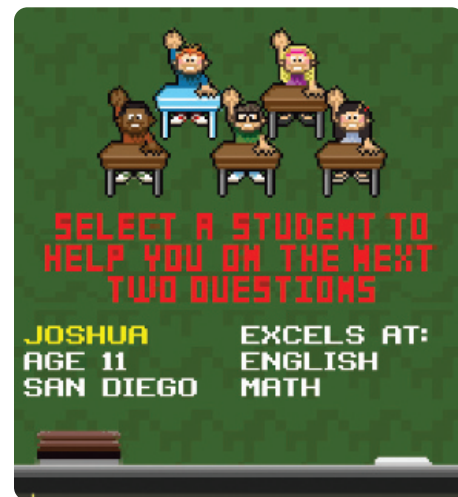
"Take the Cake" viewers are actually participating in the interactivity.

"People aren't just sitting back and watching these shows—they are leaning forward," Mr. Vlassopoulos says. "The mobile element gets viewers more engaged in the programming, which hopefully means they are also getting engaged in the ad messages that happen in and around the show."



saging is to the show itself. Launched in October, Fox's mobile game version of its hit TV show "Are You Smarter Than a 5th Grader?" is selling "like nothing we have seen before," Mr. Feinman says.

In conjunction with the July release of "The Simpsons Movie," Fox introduced a "yellow plan" for cell phone subscribers that includes Simpsons ringtones, wallpaper, screensavers and "Minutes to Meltdown," a mobile game pro-



Mobile applications extend the reach of popular media properties while also encouraging consumers to try out new features on their mobile phones. Launched in October, Fox's mobile game version of its hit TV show "Are You Smarter Than a 5th Grader?" is selling "like nothing we have seen before," Mitch Feinman says.

saging is to the show itself.

"Every year, the statistic that stood out for me was that 30 percent to 40 percent of the viewers who voted on 'Idol' had never used text messaging before."

"Today, the average person who sends a text message to participate in the 'Deal or No Deal' Lucky Case Game is a 39-year-old female," says Jon Vlassopoulos, VP-business development, strategic planning & new media for the U.S. division of Endemol, the creator of "Deal or No Deal," which now is seen in more than 30 countries. "People thought text messaging was a European phenomenon just for kids; we've now dismissed that notion," he says. "It's a mainstream and mass-market activity."

In one of Endemol's recent projects, "Take the Cake" on BET, viewers answer trivia and pop culture questions by sending text messages or e-mails to participate live on the late-night game show. Research shows 10 percent to 15 percent of

Mobile marketing experts see continued growth of participation media. "Exciting mobile marketing events don't just happen on TV anymore—we're using mobile phones to create a new level of audience participation at sporting [events and concerts] and with traditional media like radio," says Mr. Busk of SinglePoint.

Expanding usage

Getting consumers involved in text messaging through these popular TV shows also has introduced them to other mobile applications. When Endemol introduced a "Deal or No Deal" downloadable mobile game, Mr. Vlassopoulos said he anticipated selling 30,000 to 40,000 copies. Instead, the game is at 1.2 million downloads—and counting.

Mobile applications extend the reach of popular media properties while also encouraging consumers to try out new features on their mobile

duced by Electronic Arts.

"Leave behind your preconceptions about mobile not being ready for consumers and consumers not being ready for mobile," says Tom Daly, group manager-global interactive marketing for Coca-Cola Co. "Consumers are ready to make more use of their mobile phones. They are ready for valuable content and for fun, engaging experiences."

Coca-Cola is trying to provide just that sort of fun experience with the Sprite Yard, a "community on the go" that offers social experiences and downloadable content for consumers who become registered members. Members can create profiles, post and share photos, send instant messages to each other and keep track of their activities on the Yard's mobile Web site. Caps on 20-ounce bottles of Sprite will contain codes that unlock additional content.

Aimed at younger consumers, the Sprite Yard was launched this summer in China and will roll out soon in the U.S. There are currently plans for expanding the Yard to other countries in 2008.

Many of these mobile applications have become more accessible because every year mobile handsets become better and easier to use, and the networks and infrastructure make connections better than ever—whether that's the mobile Web or Qualcomm's MediaFlo tech-

nology that allows a new standard of mobile video and audio programming quality.

“As we roll out our 3G [third-generation] network, you are starting to see the experience on mobile Web improve dramatically—it’s the equivalent of going from dial-up to broadband,” says Richard Williams, executive director-digital media operations at Verizon. “That gives our phones fast download speeds, where mobile Web pages load in less than 10 seconds. And in terms of device capability, on a lot of our handsets one button can take consumers straight to the mobile Web.”

In the U.S., nothing has shaken up the device market more than the Apple iPhone. Apple has spent millions of ad dollars this year talking to consumers about how a mobile phone can do more than just handle phone calls or text messages.

Despite its technological limitations, and the fact that it’s currently only available through a single carrier in the U.S., “The iPhone has raised the bar for everyone in a good way,” Fox’s Mr. Feinman says. “The iPhone has stimulated a discussion around what phones can do beyond making phone calls. The Apple guys are great marketers, which is what this industry needs.”

Advertising model

As the mobile channel grows and evolves, so does the role of advertising.

“From an advertising perspective, mobile marketing is still in the early stages—I compare it to where the Internet was in, say, 1997,” says Zaw Thet, CEO of 4Info, a mobile media company. “Brands and agencies are still wondering where to get the best bang for their buck.”

“One thing that distinguishes the mobile phone is that it inherently has so many different mediums on it—from the mobile Web to live video to text messaging,” says Michael Becker, exec VP-business development at iLoop Mobile. “That complexity makes it hard for marketers and advertisers to figure it out.”

Another problem is that mobile is one of the few media featuring advertising without content—for instance, text message services that send out ads and coupons to mobile phones. But observers think the industry is at a point where mobile advertising and mobile content are finally converging.

Mr. Thet’s 4Info service is an example. 4Info follows the lead of successful Internet marketers such as Google, eBay and Evite, each of

which created a community of users whose activities are supported by ad dollars. 4Info invites cell phone users to sign up for text message alerts—ranging from weather to sports scores and stock price updates—for free. Advertiser partners can then attach a simple 40-character marketing message at the bottom of these text messages.



Coca-Cola Co. is offering the Sprite Yard, a fun “community on the go” for consumers who register on the mobile Web site.

In a three-way partnership this year, USA Today’s sports pages carried an offer: Readers could send a text message to 4Info and sign up to receive free updates on sports scores on their mobile phones. The program was sponsored by General Motors Corp.’s Chevrolet brand, which attached ads to the bottom of the text messages. The Chevy ads allowed the cell phone user to, for instance, locate a nearby Chevy dealer.

“A lot of people jumped over text messaging as an ad tool because it was deemed a pure cost

center for an advertiser,” Mr. Thet says. “But now that that cost is going away—because of commoditization in the market and because of companies like ours that use advertising to offset costs—there’s movement back to SMS [text messaging].”

Whether it’s text messaging alerts or video downloads, Mr. Roeding says, “In two years, you will find a lot of content made available at a much lower cost to consumers because it will be ad-supported. And the more affordable content is, the more consumers will use it.”

Mr. Saggars points to a Vodafone U.K. program where subscribers could download a two-minute highlight video of the popular “Big Brother” reality TV show. Last year, subscribers had to pay a small amount to download the clip; this year, supported by advertising, it was free—and Vodafone saw 50 times more downloads.

Courtney Acuff, director at emerging-media agency Denuo, Chicago, says that, for the near term, most marketers will continue testing the waters in mobile with these sorts of “off-the-shelf” ad opportunities—text-messaging alert sponsorships, mobile Web banner ads and ads connected to downloadable content—preferably with content presented by a known publisher or broadcaster. Next will come custom mobile marketing programs such as Coke’s Sprite Yard.

Vodafone’s Mr. Saggars sees yet another big growth year ahead. In addition to continued consolidation as large marketing agencies, software and search companies acquire mobile-centric businesses, he predicts, “We will see some real iconic demonstrations of how to use the mobile channel. Some of those will be cross-market, multimarket campaigns.”

As for consumers, he says, “We’ll see increased use of all the mobile channels as consumers download games, start Web browsing, maybe even try m-commerce. People are becoming increasingly sophisticated in how they are using their mobile phones, and participation in mobile marketing will continue to grow as that knowledge builds. And subsidies provided by more advertising will continue removing the potential barrier of price.”

Says Mr. Daly of Coca-Cola: “All the capabilities of the mobile phone are going to be relevant to marketers of all stripes, depending on what they are trying to get done. Whether you are a business marketer or a brand marketer, you’ll find some aspect of the mobile channel relevant to your consumers.” ●

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10 Things to Consider Before You Jump Into Mobile

You have sent text messages to your kids, you signed up for fantasy football updates on your BlackBerry, you have started browsing mobile Web sites—and you even showed your mom how to enter the Lucky Case Game on her cell phone.

So you think it's time to consider mobile marketing for your brand. But you don't know a WAP (wireless application protocol) from an MMS (multimedia messaging service), or what the difference is between 2G, 3G and 4G. Where do you begin? We polled some of the industry's leading thinkers for their top recommendations on getting started in mobile marketing and on making the most of those efforts.

1. EDUCATE YOURSELF.

Before you do anything else, take time to get a basic overview of the mobile world: Look at the types of mobile devices that are in use and what sorts of things they can do. "I'd first advise marketers to educate themselves on everything a mobile device can do," says Doug Busk, VP-industry relations for SinglePoint, a mobile services company. "They also should have a baseline understanding about what consumers are doing in mobile—and still, around the world, what they are doing mostly is text messaging. Other tools, like mobile Web sites and MMS, are growing, but appeal to different audiences."



Doug Busk, SinglePoint

Use the resources of the MMA to get a handle on who's who in the mobile marketing world and who you need on board to create and execute a mobile campaign. It's not as simple as calling to place an ad in the newspaper. Your campaign could involve a specialized mobile agency, a media partner, an application provider, an

aggregator and various carriers. "Look at the MMA Web site to get an understanding of who the players are in the space as well as to learn what the best practices and ad standards are," says Courtney Acuff, director at emerging-media agency Denuo, Chicago.

2. LEAD WITH THE MARKETING IDEAS.

Don't let the excitement surrounding mobile marketing blind you to what's best for your brand. Make sure you have a reason for doing it in mobile.

Tom Daly, group manager at Coca-Cola Co., says, "Lead with the ideas, not the technology. Start with your consumer and ask, 'What are you trying to do?' How are you trying to reach that consumer? Let that define the role of mobile. Then from there find your enabling partners."

3. MATCH YOUR BRAND'S NEEDS TO THE RIGHT APPLICATION.

Know your objective and design your campaign appropriately, says Michael Becker, exec VP-business development for iLoop Mobile.



Zaw Thet, 4Info

Ask the question: Is your goal branding and awareness or sales and revenue?

Zaw Thet, CEO of 4Info, a mobile media company, divides mobile marketing into two types. First is relationship management with an established customer—for example, using a call-in code on a package. Then there's mobile advertising to build a consumer base—whether that advertising is attached to a text message service such as 4Info, a banner ad on a mobile portal or Web site or a video message in media

designed for a mobile device.

What application is right for your effort? Says Mr. Busk, "Take a look at what the outputs are. With text messaging, I can text people back. I have a relationship with them. Mobile Web is much more like an ad online, but it does allow me color; it allows me to present a multimedia experience.

"Finally, take a look at what you want. Do you have something that is spontaneous that you want to bring to consumers' attention, like a deal or a sale? Messaging is perfect for you in that case. Or do you want to reinforce an ongoing brand relationship—to, say, let someone perusing stocks on their phone know that the new car model has arrived. That is a different marketing experience. Match the output with the brand and the brand goals."

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Richard Williams, Verizon

Richard Williams, executive director of digital media operations for Verizon, agrees. "The right use of mobile applications will depend on your brand's objectives," he says. "Let those guide what you will do in mobile." Ask the question: Is your goal branding and awareness, or sales and revenue?

4. KEEP IT SIMPLE.

Mr. Becker of iLoop Mobile ticks off a list of things to remember:

Choose an application that's easy for the consumer to use. Avoid complicated technologies or those that very few consumers are using. Communicate a clear and simple call to action. And, he says, "Avoid the 'you need to download this software first to enable that' situation."

As Cyriac Roeding, exec VP at CBS Mobile and global chairman of the Mobile Marketing Association, points out, "Let's not make the mistake of thinking that the mobile Web is just another version of the Internet. It is a very different medium. That's not only because of the screen size, but also because of the situation the user is in. When you are using your cell phone, you don't want to have a million options. You want a nice, short overview of what's going on. You are not looking for a deep level of content."

5. MAKE IT FUN AND INTERESTING.

On the other hand, simplicity should not mean boring. "Some people think because the screen is small, why care about creativity," Mr. Roeding says. "But what people often forget is that the smaller the screen, the better the creative execution has to be in order to be entertaining." Make it engaging, and encourage a dialogue with your consumer. Once you have established the interaction with consumers, keep them engaged.

6. INTEGRATE MOBILE INTO YOUR OVERALL COMMUNICATION PLAN...

One of mobile's key qualities is that it makes traditional media interactive, but only when integrated into an overall marketing campaign. "Your mobile program is not an isolated technique," says Coca-Cola's Mr. Daly. "If you make your mobile program an integrated part of what you do, then you'll have a better chance of reaching your goals. As with any other medium, you need to think holistically." Cross-media integration, with integrated mobile calls to action, is paramount.

7. ...AND SUPPORT THE MOBILE EFFORT WITH OTHER MEDIA.

Use other parts of your marketing mix to create awareness of your mobile effort. "You need to make sure that a media mix is available to you to spread awareness about the type of mobile action—whether that's in print, integrated into your TV or radio ads, or in banner ads on a mobile Web site," Ms. Acuff says.

"There must be some element of promotional messaging surrounding that mobile effort or no one will know about it."

8. PLAN AHEAD—WELL AHEAD.

Once you are ready to take it to a broader level, planning ahead may be the most crucial element. "You could have the greatest idea or think that you have found the best solution for your brand, but if you think of it three weeks before your program is going to go live, you can't pull it off," Ms. Acuff says. "That's the biggest difference between digital and mobile: The turnaround times that exist in digital do not happen in mobile. Because each and every campaign is approved from a carrier standpoint, you need lead time."

9. BEFORE YOU START, THINK RESULTS.

Mr. Thet cites a big company that added a profile on MySpace.com and was thrilled when thousands of Internet users added the company as a "friend." "But what exactly did that number do for the company?" he says.

"You're creating something in a place where there's more measurability than traditional media—where you can get exact numbers on response rates and what your reach is," he says. "So make sure measurement is always part of the campaign, that you know what you want to measure and why, and that you are not setting unrealistic goals."

10. SHARE WHAT YOU LEARN.

Because, despite the buzz and growth, mobile marketing is still a business in its infancy, it's important for brand marketers, agencies and mobile specialists to share information to help the industry grow.

"We can't push the market forward if we can't learn from the programs out there; it's stifling growth and innovation," says Ms. Acuff



Mitch Feinman, Fox Mobile

of Denuo. Again, mobile is different from other media. You can follow a competitor's activity in nearly any other medium through competitive tools and tracking systems. "That doesn't exist in mobile," she says. "We miss 75% of the activity because it's not being talked about. But not knowing what is happening in the marketplace is detrimental to the industry."

Ultimately, though, what brands need to do is to try mobile marketing. "If you are not in this

space, get in it," says Mitch Feinman, senior VP of Fox Mobile Entertainment. "Try different things. Really think about what consumers are going to value; don't just copy what everyone else is doing. There is a lot of 'uncharted path' in the mobile world."

"Don't be overwhelmed," says Laura Marriott, president of the Mobile Marketing Association. "Mobile marketing is a process of iterative refinement, not reckless creativity. Get involved today—and remember, the MMA is here to help."

—Julie Liesse

Text-Messaging Marketing

MORE CONSUMERS RESPONDING TO SMS ADVERTISING THAN EVER BEFORE

New data from M:Metrics find that the use of SMS as a marketing tool is growing. More than 4.7 million Americans responded to an SMS ad in September, a 9 percent increase, and that growth is expected to continue.

A SMS-BASED MARKETING ON THE RISE

SMS-based marketing is on the rise in the U.S. According to M:Metrics, the number of mobile subscribers reporting they received an SMS ad on their mobile device grew by 19 percent from May to September of this year and, by all indications, is growing steadily.

B MOBILE AD RESPONSE RATE IMPRESSIVE

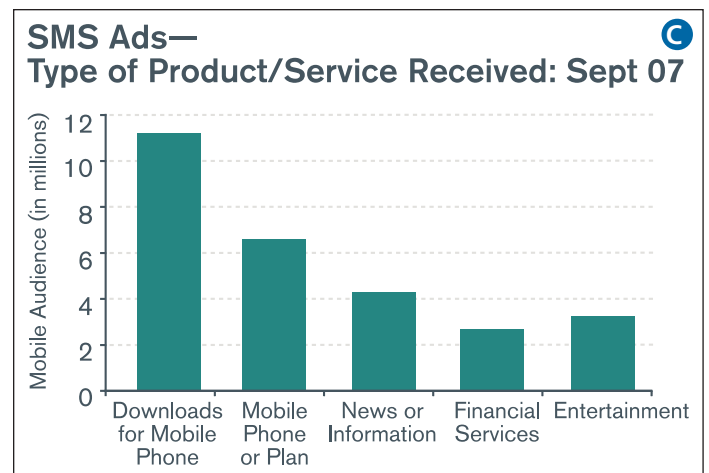
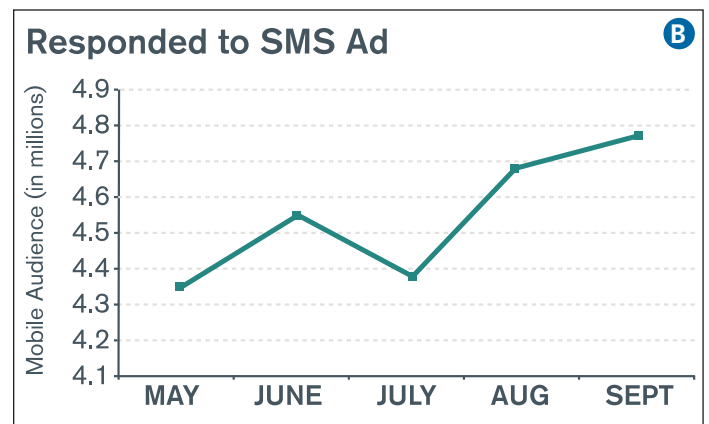
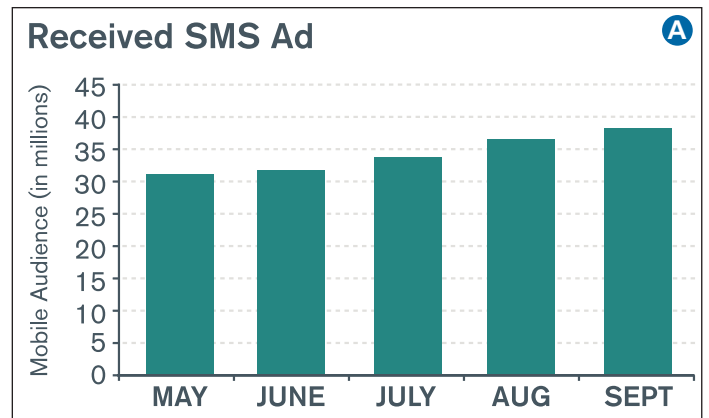
More than 4.7 million Americans responded to an SMS ad they received in September, a number that has grown at a rate of nearly 9 percent. When expressed as the percentage of people receiving an ad who responded in some way, the rate is an impressive 13 percent, indicating that mobile is an effective medium for engaging customers.

C REACHING THEM ON THE GO

Because the majority of SMS ads are coming from mobile operators themselves, most consumers report receiving advertising centered around their mobile phone service.

Nearly one-third of all subscribers who got an SMS ad received an offer for mobile phone downloads, and 17 percent received an offer for a mobile phone or plan. Rounding out the top three was advertising targeted to people on the go: news and information, followed by financial services and entertainment.

Source: M:Metrics, copyright 2007, survey of U.S. mobile subscribers. Data based on three-month moving averages of time period expressed. September n=33,813; August n=33,271; July n=32,824; June n=32,560; May n=32,869. www.mmetrics.com



2007 MMA Award Winners

The Mobile Marketing Association presents its annual industry awards to recognize significant contributions within the global mobile marketing industry. Nominations for the MMA Awards recognize the commitment and accomplishments of the world's leading companies and individuals in the mobile marketing industry.

AWARD FOR OVERALL EXCELLENCE (COMPANY OR COMMITTEE)

MMA Academic Outreach Committee

OUTSTANDING INDIVIDUAL ACHIEVEMENT

Michael Becker
iLoop Mobile

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University of Oulu

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Toyota FJ vs. Baja 1000

Finalists
AKQA Mobile
Quattro Wireless

Honorable Mention NA
Motricity

Honorable Mention EMEA
Universal McCann

Cross-media Integration
adidas, Isobar, Neighborhood America
NBA All-Star Week 2007

Finalists

Bravo To Go
The Hyperfactory and Saatchi & Saatchi New Zealand

Honorable Mention EMEA
Aerodeon Turkey

Direct Response
Reliance Communications
Fair & Lovely Scholarships 2007

Finalists
Mobile Dreams Factory
Vibes Media
MindShare Interaction India and ICICI Prudential Life Insurance

Honorable Mention NA
SoLow, a division of SendMe Mobile; MobiTV; Fathom Online; Discovery Channel

Honorable Mention APAC
Affle and Aviva

Product/Services Launch
The Hyperfactory and Saatchi & Saatchi LA
Toyota FJ vs. Baja 1000

Finalists
Microsoft
MindMatics AG

Honorable Mentions EMEA

Mobile Dreams Factory
RATP-The Parisian Tube, Aerodeon (an Isobar company)

Promotion

Mobiento, Médecins Sans Frontières Sweden, Telenor Sverige AB
Working Week With Doctors Without Borders

Finalists
Limbo and Verizon Wireless
The Hyperfactory

Honorable Mention NA
SoLow, a division of SendMe Mobile; MobiTV; Fathom Online; Discovery Channel

Relationship Building

R/GA
Nike Zoom Mobile

Finalists
The Hyperfactory
GOSUB 60

INNOVATION

iLoop Mobile
iLoop Mobile mFinity Platform

Finalists

Gotuit
Hill Holliday and VeriSign

Honorable Mention APAC
Affle

INNOVATION FOR CREATIVITY

Media

AirPlay
NBA AirPlay Live

Finalists
The Hyperfactory and Ogilvy Hong Kong
Hearst Digital Media

Honorable Mention EMEA
Mobile Dreams Factory

Honorable Mention APAC
The Hyperfactory and Saatchi & Saatchi New Zealand

Technology

RATP-The Parisian Tube, Aerodeon (an Isobar company)
Best use of mobile video: My RATP in My Pocket

Finalists
Velti
Celltick Technologies
Scottish Power and Incentivated



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2007 Selection Committee

This year's Mobile Marketing Association Awards Selection Committee is a who's who of the wireless industry. Awards judges bring with them unparalleled expertise and a commitment to advancing the use of the mobile channel. The judges represent a number of the industry's major carriers, brands, advertising agencies, aggregators, research firms, news agencies and content providers.

ALBERTO BENBUNAN GARZÓN
Mobile Dreams Factory

ALEX FARBER
New Media Age

BRAD FARKAS
i-Hatch Ventures

BRAD SMITH
Wireless Week

BRIAN MORRISSEY
AdWeek

CINDY SPODEK DICKEY
ZenZui

COLIN GIBBS
RCR Wireless News

DAN WALD
Corsis

DANIEL ROSEN
AKQA Mobile

DAVID MURPHY
Mobile Marketing Magazine

DEBRA BLUMAN
Crisp Wireless

DEREK HANDLEY
The Hyperfactory

ENID BURNS
ClickZ

ERICA CHRISS
Greystripe Inc.

G.D. RAMKUMAR
SnapTell Inc.

GEOFFREY HANDLEY
The Hyperfactory

HAIRONG LI
Michigan State University

IAN POVEY
Teligence

JENNIFER FAN
Jingle Networks

JOHN HADL
Brand in Hand

KATHY VOLPI
U.S. Cellular Corp.

KEN MANDEL
OgilvyOne Worldwide

LAURA MARRIOTT
Mobile Marketing Association

LAURIE PETERSEN
MediaPost

LEE HANCOCK
go2

LINDA BARRABEE
Yankee Group

LUCIA PREDOLIN
Buongiorno

MATT CHAMPAGNE
Microsoft Corp. (MSN and Windows Live)

MICHAEL BECKER
iLoop Mobile

MICHAEL HANLEY
Ball State University

MITCH FEINMAN
Fox Mobile Entertainment

RENÉ BELLACK
Vodafone D2

RICHARD SAGGERS
Vodafone Group Services

RICHARD TING
R/GA

SANDY AGARWAL
Enpocket Inc.

SHABNUM NORLING
Mehra Media Solutions

SIXTO ARIAS
Havas Media Interactive

STUART O'BRIEN
Mobile Entertainment

SYLVIA CHAN-OLMSTED
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MMA Academic Outreach Committee

AWARD FOR OVERALL EXCELLENCE FOR COMPANY OR COMMITTEE

The Mobile Marketing Association Awards Selection Committee has chosen the MMA Academic Outreach Committee to receive the association's Overall Excellence Award for Company or Committee. In selecting the committee for the prestigious award, the judges recognized the committee's accomplishments in connecting practitioners in mobile marketing and those in academia.

The committee's goal is to bring these two groups together so that scholars can provide industry participants with meaningful insights from theory and research while industry participants can provide scholars with real-world experience and data. The committee encourages an environment for the sharing of meaningful theory, methods and data to foster the growth of the industry.

Chartered in 2006, the Academic Outreach Committee established processes to bridge industry and academia, launched and began overseeing a number of publications and began incorporating the academic community generally into the organization. Co-chairmen of the committee are Michael Becker, exec VP-business development, iLoop Mobile, and Michael Hanley, assistant professor of journalism, Ball State University.

"We first spoke about creating an academic journal in a global board of directors meeting in 2005," says Laura Marriott, president of the Mobile Marketing Association. "Less than a year later, through the AOC, we were launching the first-ever academic journal for mobile marketing. This was achieved through board support, great graphics designer inspiration and leadership from the AOC team—which began with only four member companies."

Some specific accomplishments of the AOC include:

- Generating a dialog with academics and industry leaders with the goal of advancing knowledge and cooperation in the mobile industry.
- Overseeing semimonthly academic review articles for the MMA newsletter. Of the 14 articles it has released, many were picked up and referenced in a number of studies and stories.
- Publishing the MMA International Journal of Mobile Marketing, which won the American Society of Association Executives' 2007 Gold Circle Award for best peer-reviewed print journal from associations with annual revenues of \$2 million and less, and is now about to release its fourth volume.
- Creating the Academic of the Year Award to recognize the leading academic scholar or academic team making significant contributions to further the understanding of mobile marketing and the mobile industry (see Page 22 for this year's winners). Establishing research grants from M:Metrics and Zoomerang for the winners and runners-up of the Academic of the Year Award.

- Publishing the MMA's Industry Brief, a monthly summary of industry statistics and events.
- Aiding in the creation of an academic membership category within the MMA, with the first two academic organizations to join being Ball State University's Center for Media Design and Northeastern University.

The committee's research and publications are helping push the industry forward. These tools are instrumental in defining core practices and discussing key issues in the industry. According to the nominating materials, the committee "has been a leading creator and advocate of the MMA's goals to virtually every corner of the mobile ecosystem, from government agencies to outside industries. It provides vital information to everyone coming to the mobile channel and helps observe and regulate all the technical and process-related issues of the industry. In addition, the committee goes many steps further by looking ahead to the future and proposing paths and practices before issues arise."

The committee is also cognizant that its activities should look to the longer term, not just today, in order to build a healthy and sustainable industry, and it takes into consideration all players involved in the mobile industry.

In summary, the committee's vision to create a foundation and provide a structure and the tools to help the practice of mobile marketing flourish throughout the world, starting with academia, has begun to succeed.

The committee plans to continue its core publishing and research activities and has ambitious plans for the future. Among other programs just getting started or being planned are academic membership recruitment and retention programs, an online community on the MMA Web site to provide "self-help" to students and academics, assisting with the development of an FAQ for academic members, expanding to develop academic outreach committees internationally, developing success metrics and tools, creating a Certified Mobile Marketing Program and having academic members as speakers, moderators and contributors to events and publications.

The MMA appreciates the leadership and support of the AOC member companies: Action Engine; Ad Infuse; Ball State University; iLoop Mobile; Northeastern University; Proteus, a 2ergo company; Neustar Inc.; SinglePoint (formerly Wireless Services Corp.); TMP Directional Marketing; and Zoove. ●

Michael Becker

OUTSTANDING INDIVIDUAL ACHIEVEMENT AWARD

Michael Becker, exec VP-business development, iLoop Mobile, is being honored by the Mobile Marketing Association with this year's Outstanding Individual Achievement Award recognizing contributions to both the industry and the association. The award winner is selected by the MMA Global Executive Committee, comprised of its regional Executive Committees.



MICHAEL BECKER

The award recognizes Mr. Becker's dedication and contributions to the mobile marketing industry, both in 2007 and years past, and to the MMA. A pioneer of mobile marketing in the U.S., Mr. Becker is co-founder of iLoop Mobile, a leading mobile marketing-application and software solutions company. He freely shares his research, thoughts, ideas and innovations, and fosters cross-functional relationships to encourage collaboration for the betterment of the industry.

"Michael Becker has been an exemplary proponent and spokesman for the mobile industry and has used his vast expertise in the sector to help us with strategies and tactics [that] maximize effectiveness in the mobile channel. I consider him one of the most visible evangelists for mobile," says Sandi Isaacs, senior VP-interactive and mobile at Paramount Digital Entertainment Group.

Through his academic work and contributions as co-chairman of the MMA Academic Outreach Committee, Mr. Becker has demonstrated a commitment to helping the industry grow. Pursuing a doctorate in business administration, he is focusing his studies on the theories and business practices surrounding the emergence of the mobile channel in the U.S. and its use for marketing. He actively connects with leaders worldwide to contribute key ideas and research for the purpose of advancing shared knowledge.

Says Heidi Lehmann, who founded Third Screen Media, a software and services company wholly owned by AOL's Advertising.com that's dedicated to enabling advertising on mobile devices, "Michael was one of the voices calling out in the desert when nobody in the U.S. knew what a short code was. What is unique about Michael is that he is totally selfless with his time to help educate anyone about mobile, whether it is a mom-and-pop shop or one of the leading entertainment conglomerates or multinational brands. He has been an incredible asset to the mobile industry."

Mr. Becker's research, especially his consumer adoption studies and his conceptual papers defining key elements of mobile, mobile-enhanced media and the use of short codes as well as related topics, has helped formalize the industry's understanding of mobile marketing. He has been a prolific writer, consummate volunteer, selfless educator, pre-eminent spokesman and authority, and is considered by industry and academic organizations alike as the go-to guy.

As an industry executive, Mr. Becker is at the center of iLoop Mobile's evolutionary strategies for developing mobile application technologies, which have received numerous accolades, including the 2007 Frost & Sullivan Award for Key Enabler in U.S. Premium SMS and Connection Aggregation Space and the 2007 and 2006 Always on Top 100 Company Lists. The company was also a member of the award-winning 2006 Procter & Gamble Ad Lab Program.

He was part of the conception team that developed the mFinity Platform for iLoop Mobile, a solution that offers breakthrough capabilities allowing customers to create, connect and manage their own text, content and Internet mobile initiatives (*see Innovation winner on Page 24*) without relying on outside suppliers. The inspiration behind the mFinity Platform came from Mr. Becker's vision of reducing complexity and fragmentation as companies entered the emerging mobile industry.

"Michael Becker's longstanding professional and academic efforts have been important to the industries that are now benefiting from his expertise," says Jay Emmet, president of Americas, mBlox, a mobile transaction network specializing in international operator connectivity and mobile billing. "These industries are now the 'rainmakers' in the mobile channel, and everyone continues to profit from his work."

Mr. Becker also is a supporter of Ball State University's Center for Media Design, which conducts mobile research with the iLoop Mobile mFinity Platform. He is helping educate future "mobilists" so the mobile industry can fulfill its potential. In recognition of his past work and future contributions to the growth and use of the mobile channel for marketing, the university appointed Mr. Becker a Center for Media Design Industry Research Fellow early in 2007.

Mike Bloxham, director at Ball State University's Center for Media Design, says Mr. Becker has helped the university's students and faculty thoroughly understand the mobile industry and has helped with real-world case studies. "He is a true mobile marketing evangelist," Mr. Bloxham says.

As co-chairman of the MMA's Academic Outreach Committee, Mr. Becker spearheads its many initiatives (*see Award for Overall Excellence on Page 18*). He has also been deeply involved in many facets of MMA over the last few years.

Under all three hats he wears—industry practitioner, academic and industry volunteer—Mr. Becker stands out. "I've been consistently impressed—and often amazed—at the depth of his commitment to the development of the mobile marketing sector and his unflagging ability to get things done," says Mark Donovan, CMO at m:metrics, which provides data about the mobile market. "[The items on Mr. Becker's resume] don't fully capture the vibrancy and impact of his industry contributions." ●

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Case Studies

2007 MOBILE MARKETING ASSOCIATION AWARDS: THE WINNING STRATEGIES

AWARD CATEGORY:

Best Use of Mobile Marketing, Branding

COMPANIES:

The Hyperfactory and Saatchi & Saatchi LA

ADVERTISER/BRAND:

Toyota/Toyota FJ Cruiser

AGENCY:

Saatchi & Saatchi LA

CAMPAIGN:

Toyota FJ vs. Baja 1000

CAMPAIGN LOCATION:

North America



SAATCHI & SAATCHI

In what is called North America's first branded 3G campaign, the Toyota FJ Baja 1000 effort set the tempo for successful branded mobile experiences, not just in the U.S. but around the world.

Toyota wanted to target outdoor and off-road enthusiasts who are the core consumers for the FJ Cruiser, a retro-style compact SUV, and to reinforce the strength of the brand at its debut at the Baja 1000. One of the world's most grueling off-road adventure races, the Baja 1000 takes place on Mexico's Baja California peninsula each fall.

A cross-platform, branded mobile site was packed with exclusive, made-for-mobile, live streaming and downloadable videos and blogs—essentially a fully branded entertainment environment in an on-demand format. The goal was to bring the Baja 1000 journey to life and to tell the FJ Cruiser story dur-

ing this arduous test of automotive endurance. Consumers could follow the FJ Cruiser's Baja 1000 journey, sharing its successes and its challenges when times got tough.

The branded mobile experience was designed to be accessible to all, regardless of the type of phone, plan, carrier or service, so functionality extended from simple SMS to live blogs and videos. The experience included more than 50 videos shot during the Baja 1000, and content was updated continuously. One of the most popular features was drivers' live blogs. Additional content included wallpapers, screensavers and ringtones. The program also included mobile banners, content sponsorship and, in another first, interactive mobile TV ad units with MobiTV, a television and digital radio service provider for mobile phone users.

Results from the five-week Baja 1000 included more than 2.1 million impressions and more than 150,000 visitors to the FJ Cruiser site. Click-throughs reached as high as 11%, with a campaign average of 7%. The campaign also received extensive media coverage in a number of influential publications and blogs.

The success of this campaign has encouraged Toyota to increase its investment dramatically in the mobile channel market.

AWARD CATEGORY:

Best Use of Mobile Marketing, Cross-Media Integration

COMPANIES:

adidas, Isobar, Neighborhood America

ADVERTISER/BRAND:

adidas

AGENCY:

Isobar

CAMPAIGN:

NBA All-Star Week 2007

CAMPAIGN LOCATION:

North America



adidas, which owned the media rights to the 2007 NBA All-Star week, wanted to provide the estimated 500,000 fans visiting Las Vegas during that February week and the days leading up to it with information and content about the events, activities and promotions, and to extend the reach of the adidas brand through mobile devices. The content included information about the games as well as store events, athlete appearances, limited-edition shoe releases and other special announcements. And the company wanted to be able to reach members of this audience while they were on the move.

Consumers opted in to the program by texting the company and were then able to receive dynamically generated event information on demand by texting the keyword "originals" at any time of day. Among key features were a schedule of events, SMS alerts of featured highlights and free content downloads, including a ringtone for each of the 30 teams and promotional videos of the All-Star weekend itself.

Supporting the program were wallsapes on Vegas monuments, adidas-appareled landmarks, air-

port banners, taxicab tops, adidas custom trucks, hotel billboards and magazine inserts.

One significant result was the response to a text alert sent out to all registered participants, promoting a limited-release edition of an All-Star shoe. Only 100 pairs each of East and West versions of the shoe were available. The alert resulted in a flash mob outside the Las Vegas adidas performance store within 30 minutes of the message being sent, according to Simon Atkins, marketing communications director for adidas USA. Overall, sales at the adidas performance store increased 20-fold during the event over average daily sales.

The campaign also showed that opt-out rates were lowest when the messages to consumers were exclusive, providing those who opted in with an edge over those who had not. Even more important, adidas began building a mobile community of brand enthusiasts that it can re-engage for future campaigns.

AWARD CATEGORY:

Best Use of Mobile Marketing, Direct Response

COMPANY:

Reliance Communications

ADVERTISER/BRAND:

Fair & Lovely (Hindustan Unilever)

CAMPAIGN:

Fair & Lovely Scholarships 2007

CAMPAIGN LOCATION:

India



Anil Dhirubhai Ambani Group

The Fair & Lovely scholarships are awarded annually to girls who in-

tend to pursue higher education in India. Organized by the Fair & Lovely Foundation, set up by Hindustan Unilever, the scholarships are designed to help girls avail themselves of opportunities for higher education and acquire skills in appropriate professions while more broadly encouraging the empowerment of Indian women.

Since the foundation targets females from low-income groups in rural and urban India, and also wanted a campaign more economical than traditional TV and print, a mobile platform was chosen. The organization worked with the Reliance Mobile World network and its active subscriber base of more than 35 million, which covers 10,000 towns and 300,000 villages throughout the country.

To encourage applications, the campaign included clickable banners on the screens of the main

menu that were linked to a microsite, which briefly explained the program. From there, those interested could apply. SMS blasts and the Reliance Mobile World Web site were also used to promote scholarship application.

The banners delivered more than 2 million impressions. The campaign helped connect with the target audience—girls who desire to do further studies but who don't have the financial resources.

Unlike previous years, students did not need to have Internet access to print and fill out forms, opening the competition up to those who live in remote areas without Internet access and connectivity. The prospects could apply by mobile anytime, anywhere in India.

The result speaks for itself: More than 32,000 students applied.

AWARD CATEGORY:

Best Use of Mobile Marketing, Product/Services Launch

COMPANIES:

The Hyperfactory and Saatchi & Saatchi LA

ADVERTISER/BRAND:

Toyota/Toyota FJ Cruiser

AGENCY:

Saatchi & Saatchi LA

CAMPAIGN:

Toyota FJ vs. Baja 1000

CAMPAIGN LOCATION:

North America

See description of the winning strategy in branding category, Page 22.

AWARD CATEGORY:

Best Use of Mobile Marketing, Promotion

COMPANIES:

Mobiento, Médecins Sans Frontières Sweden, Telenor Sverige AB

ADVERTISER/BRAND:

Doctors Without Borders, sponsored

by Telenor Sverige

AGENCY:

Mobiento

CAMPAIGN:

Working Week With Doctors Without Borders

CAMPAIGN LOCATION:

Sweden



In seeking a marketing activity that was not only entertaining and engaging but also meaningful, Telenor Sweden, a leading provider of data communications and tele-

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com services in the Nordic region, chose to help Doctors Without Borders publicize its work and help collect donations through a new channel. Doctors Without Borders is an independent, international medical humanitarian organization that delivers emergency aid to people affected by war, epidemics and natural or man-made disasters.

This promotional campaign allows people to follow the work of a Doctors Without Borders volunteer. Every day, at a different time, a video clip is delivered showing a volunteer demonstrating what he or she typically does at that particular time. The clips are personal and intimate, and are shot in a field environment. The service is free of charge, and all messages have a link to the donation section of the campaign.

The target group can subscribe to an automated monthly donation, including a mobile newsletter with a report from current crisis areas. Donations can also be made by sending a text message or by downloading screensavers, wallpapers and ringtones from the WAP site.

A companion Web site gives a rich media experience, using streaming and Flash technology. The mobile site has the same look and feel as the Web site and is geared more toward action than entertainment.

A variety of materials support the program, including mobile ads, Internet banners, fliers during music events and attachments to Telenor's invoices.

The ongoing campaign has produced high traffic to the WAP site. During the first day of the nokia.mobi banner advertising, the click rate was 18%, and the average during the full period was 15%. About 7% took action and ordered a service at the campaign Web site (such as signing up to donate or to receive the working-week content).

AWARD CATEGORY:
Best Use of Mobile Marketing,
Relationship Building

COMPANY:
R/GA

ADVERTISER/BRAND:
Nike

AGENCY:
R/GA

VIDEO PRODUCTION:
Wieden + Kennedy

CAMPAIGN:
Nike Zoom Mobile

CAMPAIGN LOCATION:
U.S.



The Nike Zoom mobile site was the first Nike mobile site that dynamically streamed videos to users' handsets. It was an extremely ambitious and complex project, with 1,000-plus pages and more than 200 training videos. Nike's goal for the mobile site was to create an ongoing destination for Nike Zoom's consumers on their handsets. Nike Zoom is a line of footwear designed for athletes who demand a lower and more responsive cushioning system for a quick feel.

The Nike Zoom mobile site was part of a larger cross-media campaign that also included TV, out-of-home, print and the Web. The mobile site was a multisport experience that provided users, specifically the teen competitor, with more than 200 training videos, product information, athlete tips and mobile downloads. Each of the training programs was designed to help foster relationships with Nike Zoom's consumers by encouraging them to participate in quickness-building drills. These drills, 28-daylong training programs, were designed by professional athletes and delivered on mobile devices as streaming or progressively downloaded videos.

A key objective was to help consumers own "quick" as a competitive advantage. Quickness is a performance attribute that all competi-

tive athletes desire because it provides them with physical and mental advantages during competition. The campaign also needed to educate consumers on Nike Zoom technology and the benefits of Nike Zoom products as well as drive consumers to retail to learn even more. Support for the campaign was provided by a print campaign in major magazines and by other Nike sport category Web sites.

The program got off to an excellent start. For the one-month period beginning Aug. 7, there were approximately 15,000 page views and 2,000 unique visitors, meaning each visitor averaged about 7.5 page views. The average time spent per visit was 6.8 minutes. More than 5,000 Nike Zoom Mobile text messages were sent via Web-to-phone or keyword requests.

AWARD CATEGORY:
Innovation

COMPANY:
iLoop Mobile

TECHNOLOGY:
iLoop Mobile mFinity Platform



iLoop Mobile's mFinity platform has taken the complexity out of mobile. Until now, companies have had to work with numerous technology vendors and service providers to execute various mobile initiatives. Noncompatible systems and software, multiple vendor relationships and billing have presented difficulties.

mFinity is the first mobile solution that makes it fast and easy for companies to create, connect and manage mobile initiatives themselves without relying on outside vendors. This model will help expand the mobile industry by lowering the barriers to the entry and use of the mobile channel. For companies new to mobile, mFinity also provides a platform where iLoop Mobile can create and manage initiatives for clients and allow

them to grow into a self-management model seamlessly.

The mFinity software solution provides all the key capabilities and infrastructure required in an easy-to-use, flexible and scalable self-administered platform. For niche capabilities not covered by mFinity, the platform's open architecture allows partner technology development and integration to encompass new capabilities and functionality as the market and technology progress. Already, iLoop Mobile has built relationships with more than 70 technology partners offering supplemental integrated mobile capabilities. These include media/publishing companies, carriers/aggregators and mobile services/technology companies.

This development opens the market to any company wanting to explore and create mobile initiatives. The proof of mFinity's success is its deployment and use by various clients in a number of industries, including major advertising networks, marketing/ad agencies, film studios, music industry companies, Web entities/portals and a wide variety of other companies. In addition to commercial use, universities such as Ball State University's Center for Media Design and commercial research labs for mobile market research have used mFinity to explore the most effective strategies and tactics in the mobile channel.

AWARD CATEGORY:
Innovation Award for
Creativity in Media

COMPANY:
AirPlay

CAMPAIGN:
NBA AirPlay Live

CAMPAIGN LOCATION:
North America



NBA AirPlay Live, introduced in February, was the first real-time

interactive wireless NBA fantasy game. Presented by Toyota, it allowed basketball fans to join in the action and compete against other players during live NBA game broadcasts throughout the 2006-07 season. AirPlay delivered a multi-player game experience that joined 200 million cell phones with 110 million TV households.

NBA fans could use their mobile phones to select and manage a five-man roster of NBA players participating in any live game they watched. Throughout the live NBA broadcast, fans were able to substitute players in and out of the game and earn points as their fantasy roster performed on the court in real time.

During the live broadcast, fans had the opportunity to answer NBA trivia questions and follow the ever-shifting leader board to see how they stacked up against other players in the national AirPlay

community. Fans also could host private parties with their friends or take on a competitor head-to-head. Available through select mobile carriers, the program also provided fans with an opportunity to play certain games against NBA players and celebrities, and to compete in tournaments for prizes as well as enter weekly sweepstakes.

The game combined the power of television with the social networking capabilities of wireless to create a "don't just watch TV, play TV" experience. For the marketer, AirPlay enabled recurring revenues from game fees, advertising and prizes paired with operating leverage from a broadcast or multicast infrastructure.

Previously, mobile interactivity was limited to SMS-TV applications, which are text-only, one-way communications with cumbersome entry methods. AirPlay

offered a rich user experience with graphics, menu-driven questions, sounds/vibrations and real-time feedback on audience voting.

AWARD CATEGORY:
Innovation Award for
Creativity in Technology

COMPANY:
RATP-The Parisian Tube

CAMPAIGN:
My RATP in My Pocket

AGENCY:
Aerodeon (an Isobar company)

CAMPAIGN LOCATION:
Paris



My RATP in My Pocket is a free WAP site that allows people to get

real-time rapid transit information for greater Paris at any time on their mobile phones. The purpose of this campaign was to increase regular usage of the service that had been available for a year. One of the challenges of getting people to use their mobile phones for the service was that many corporate mobile promotions, such as those by Coca-Cola-Nike and film launches, were much more entertaining.

The campaign used the tagline, "If you're tired of always running late, then there is My RATP in My Pocket."

To attract attention, RATP created fanciful video scenarios that participants could customize and within two minutes send to friends, colleagues or a boss to apologize for being late.

The humorous videos explain why the participant is running late,



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noting the fabricated transportation means that are making them late—participants can select anything from being on a wild pony to a supersonic bike—and their made-up reasons for being late—anything from a hamster's heart attack to chimpanzee love season at the botanical garden.

Finally, there are three witnesses the participant can choose from—a cop, a taxi driver or an old lady—to vouch for the story about why the participant is late. To offer many different scenarios, 96 videos for each witness were shot.

The concept succeeded, and traffic on the mobile site My RATP in My Pocket reached 40,000 unique visitors per month.

In addition to excellent quantitative results, the campaign created buzz on forums and blogs, as well as positive media coverage.

ACADEMICS OF THE YEAR

Heikki Karjaluo, professor in marketing, University of Jyväskylä, Finland
Matti Leppäniemi, researcher and project manager at the University of Oulu, Finland



H. Karjaluo



M. Leppäniemi

Heikki Karjaluo and Matti Leppäniemi were among the first academics in Europe to recognize and study the significance of mobile marketing for marketing and customer relationship management. Their research, carried out over the last five years, has contributed significantly to both theory development and practice in the

mobile marketing field.

In 2004, after two years of hard work, they had built a strong consortium of academics and business partners representing different players in mobile marketing and had obtained funding for a two-year research project called PEAR (Personalized Mobile Advertising Services) from the Finnish Funding Agency for Technology & Innovation.

This was the first research project that focused exclusively on mobile marketing and was carried out in close cooperation with the industry. The mobile marketing campaigns of two large Finnish retailers were implemented and studied in detail. About 25,000 consumers participated in the surveys, interviews and campaigns of the project. The results were published in academic publications, distributed widely and publi-

cized, which has stimulated extensive discussion around the globe.

PEAR led to a follow-up project—FUMMAS (Future Mobile Marketing Solutions), started in 2006—and Messrs. Karjaluo and Leppäniemi are cooperating in this research.

Their research falls into four main areas:

- The role of mobile marketing in integrated marketing communications.
- Mobile CRM.
- Consumer research on mobile marketing.
- Conceptualization of mobile marketing and campaign management.

The current research focuses on testing mobile marketing business models and developing best practices based on a variety of technologies such as SMS, MMS, WAP, Java and other downloadable applications. ●

MMA Resources

KEY RESOURCES OF THE MOBILE MARKETING ASSOCIATION

GUIDELINES

CODE OF CONDUCT FOR MOBILE MARKETING (GLOBAL)

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