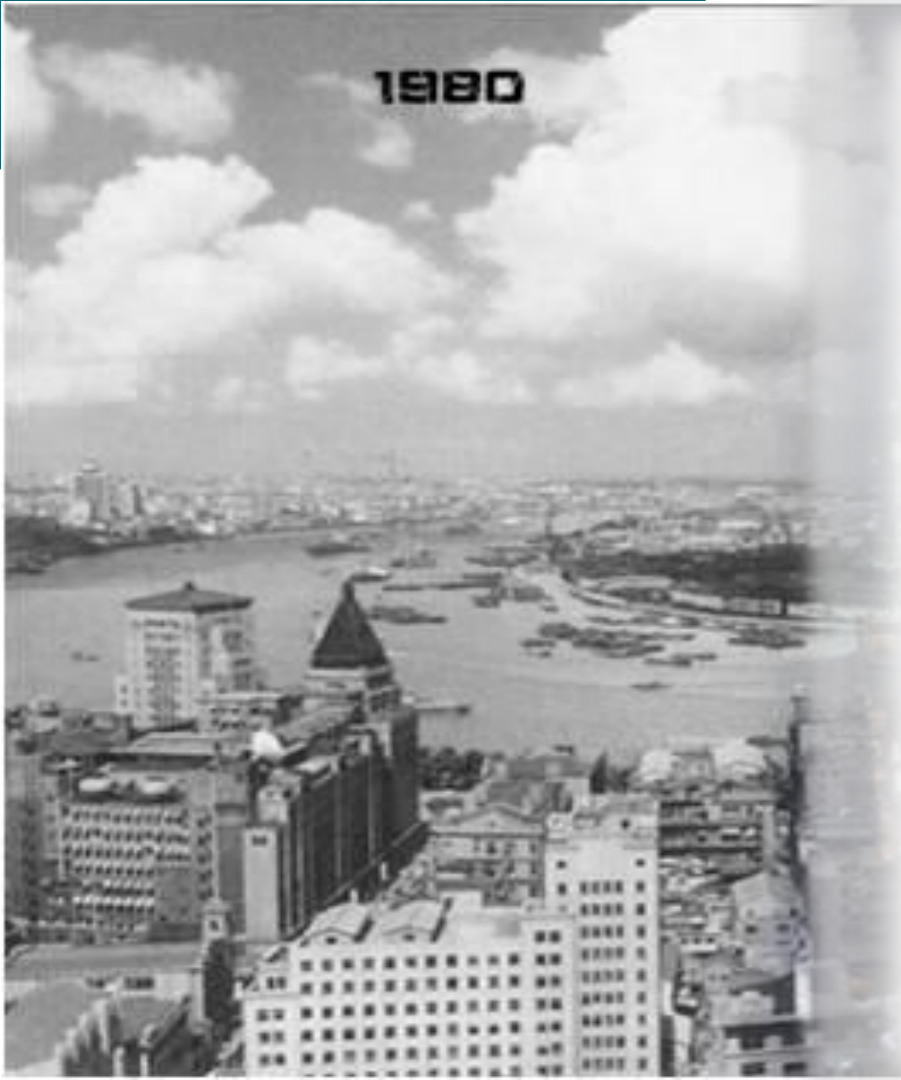


1980



Relaunched MMA - May 2014

Purpose: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

The image shows a screenshot of the MMA website. The top navigation bar includes 'MEMBER LOG' and 'MEMBER LOGIN | CONTACT US'. The main navigation menu lists: ABOUT, MEMBER CENTER, PROGRAMS, EVENTS, EDUCATION, RESEARCH & INSIGHTS, and CASE STUDIES. The main content area features a large banner for 'SMOX ROADSHOW NEW YORK' with a 'REGISTER NOW' button. To the right, there is a 'MOBILE MARKETING PLAYBOOK' section with a 'VIEW PLAYBOOK' button and a 'BECOME A MEMBER' section with a 'LEARN MORE' button. The footer contains four columns: 'BECOME A MEMBER', 'CASE STUDY HUB', 'WATCH, READ, CONNECT', and 'SMOX RESEARCH'.

BECOME A MEMBER
Your partner for success! Download our Top 10 Member Benefits today.

CASE STUDY HUB
Your inspiration gateway.
Creativity / Results / Strategy / Execution

WATCH, READ, CONNECT
Access MMA Newsletters, Groups and Content

SMOX RESEARCH
Real world data on mobile's impact on the Marketing Mix.

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Changes

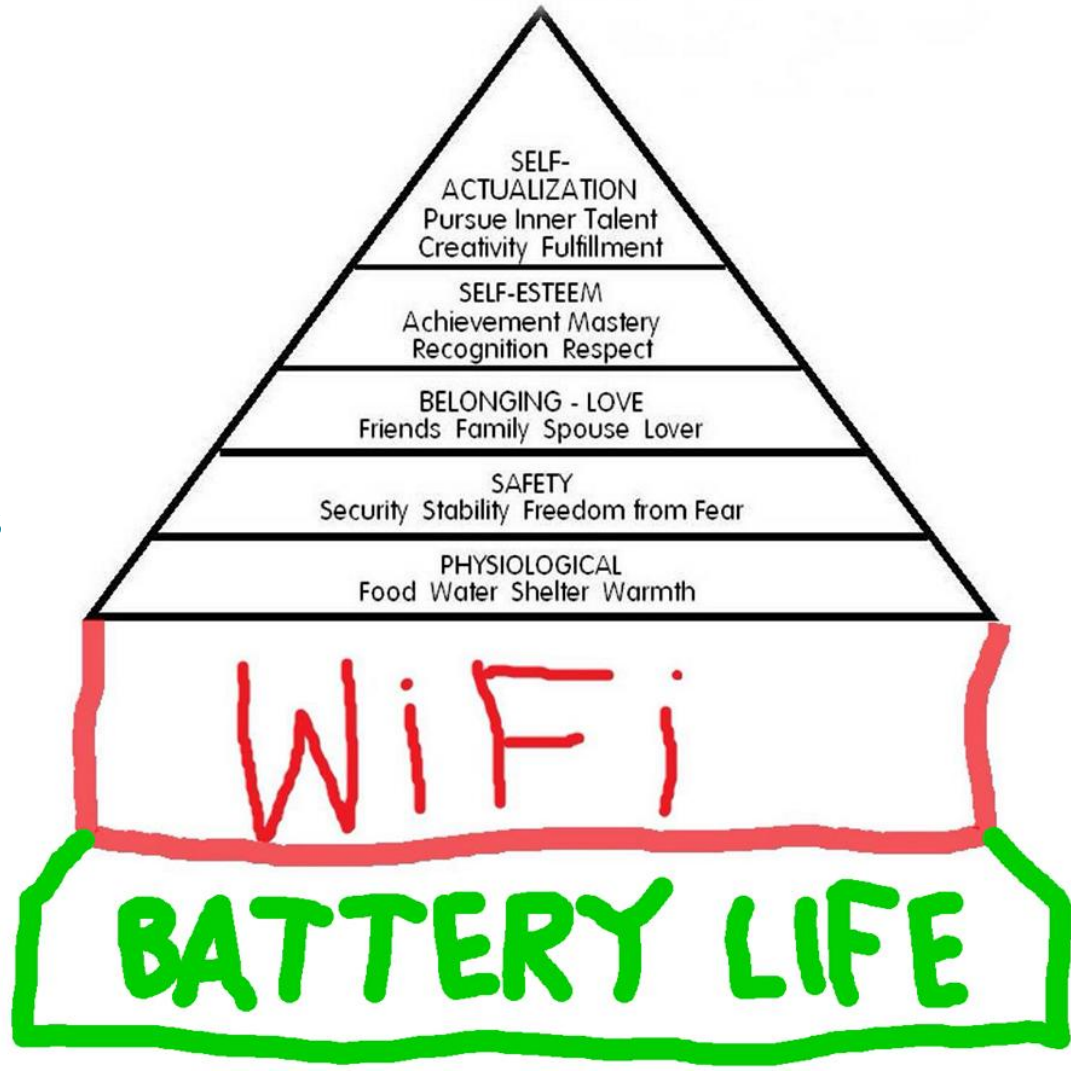
NEXT EXIT 

What do you expect from a channel that has this kind of influence?
我们能从一个如此有“魔力”的媒体里得到什么？



The New Maslow's Hierarchy of Human Needs

全新的马斯洛
人类需求理论



**“If you don’t have a
competitive advantage,
don’t compete.”**

JACK WELCH
legendary CEO





**COMPETITIVE
ADVANTAGE**

NEXT EXIT



SMoX Update:

Does Mobile Improve Campaign Performance and Drive Sales?

New Insights from North America & China!

SMoX 最新：

移动是否能够提高广告活动的效果和增加销售？

来自北美和中国市场的最新洞察

Greg Stuart, Global CEO, MMA

Greg Stuart, 全球无线营销联盟, 首席执行官

Tom Daly, Global Group Director, The Coca-Cola Co.

Tom Daly, 可口可乐, 全球移动事业总监



Jack Welch Once Said...

Jack Welch曾说过……

There are only two sources of competitive advantage:

世上只有两种提高竞争力的方式:

the ability to learn more about our customers faster than the competition and;

比我们的对手更快了解客户;

the ability to turn that learning into action faster than the competition.

比我们的对手更快的将这些理解转化为行动。

Which is why we built...
因此我们开启了.....

S M O X

SMoX.me = Smart Mobile Cross Marketing Effectiveness Studies

What we know now as fact is...
我们所知道的事实是.....

Mobile advertising is highly effective.

移动营销是高效的。

We now have proof.

现在我们有了证据。

And Brands are missing the opportunity.

然而，广告主却错失良机

SMOX is Revolutionary

SMOX有着革命性的意义



\$2 million 200万美金,
20 companies 20家公司,
3 Trade Groups 三个贸易团,
7 major marketers 七大主要市场

- REAL in-market testing
- 真实的市场测试
- Entire mix
- 全盘整合
- Measure mobile even if it' s 0.1%!
- 测量即使只有0.1%的移动端活动



Global Viewpoints:
全球视野：
6 studies so far
目前完成六个报告
10 more coming
还有十个正在调研中



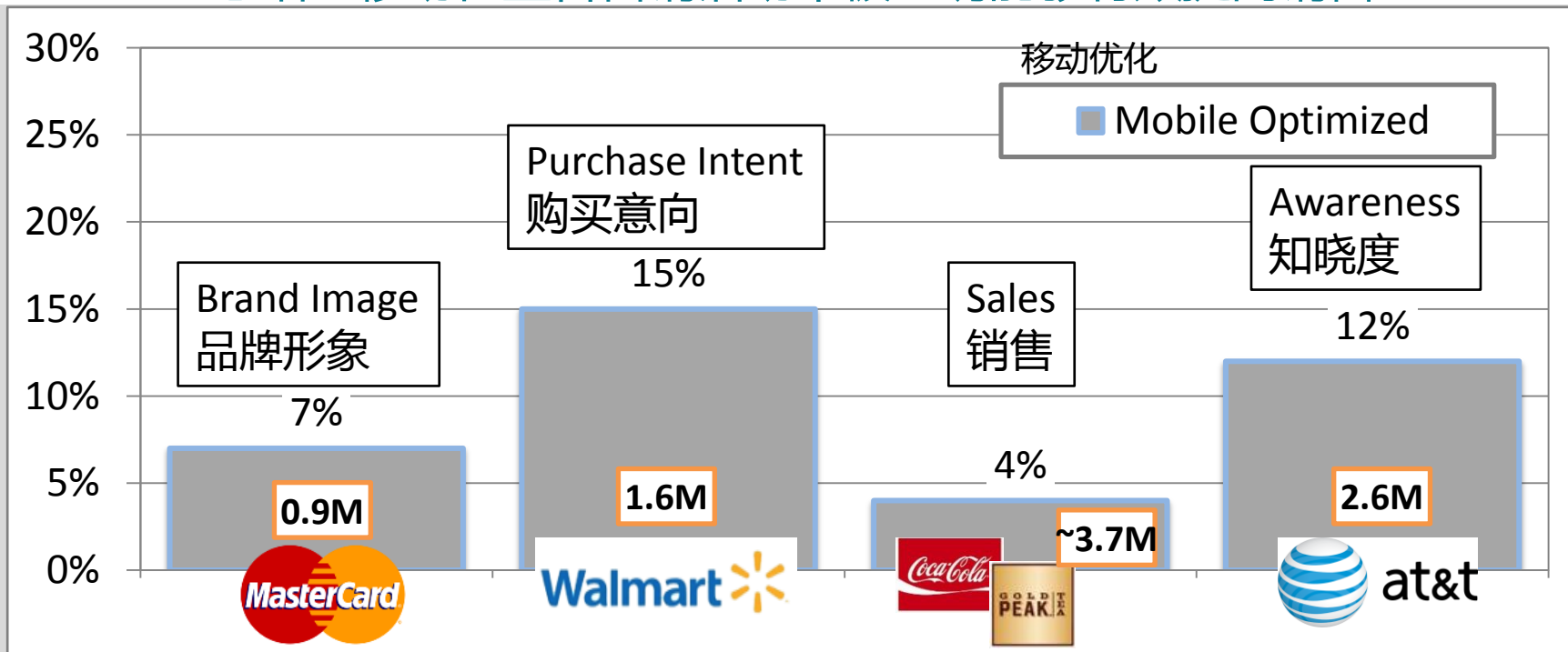
The campaigns we researched in North America cover the entire purchase funnel
我们在北美地区的研究覆盖整个购买链





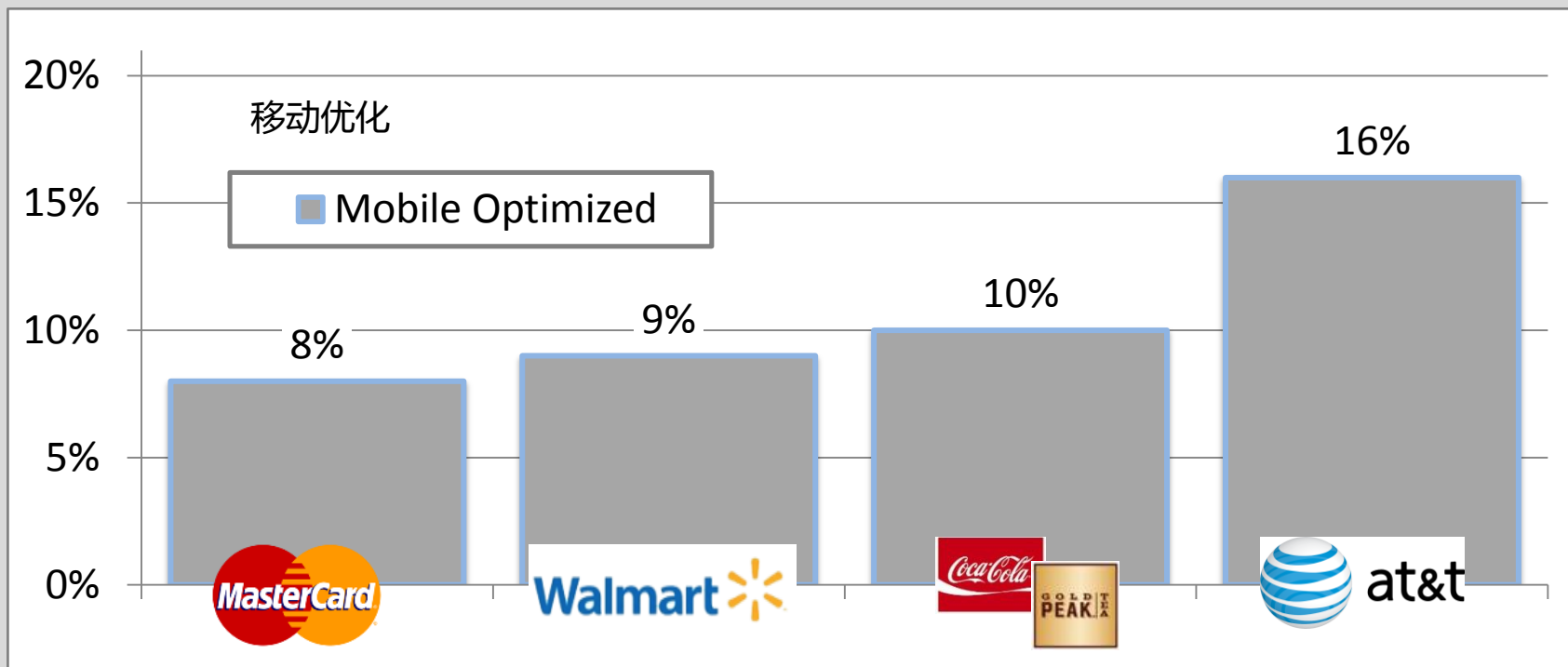
Summary: Mobile in mix proven to improve overall campaign & business performance

总结：移动在整合营销活动中被证明能够有效提高销售





Goal Allocation to Mobile of total Mix increases if Mobile is done well 移动端的表现影响整体营销效果





4 ways to make mobile work harder

移动营销的四大难题



Format 形式



Location 位置



Time of Day 时间



Creative 创意



Optimizing within mobile, to increase ROI

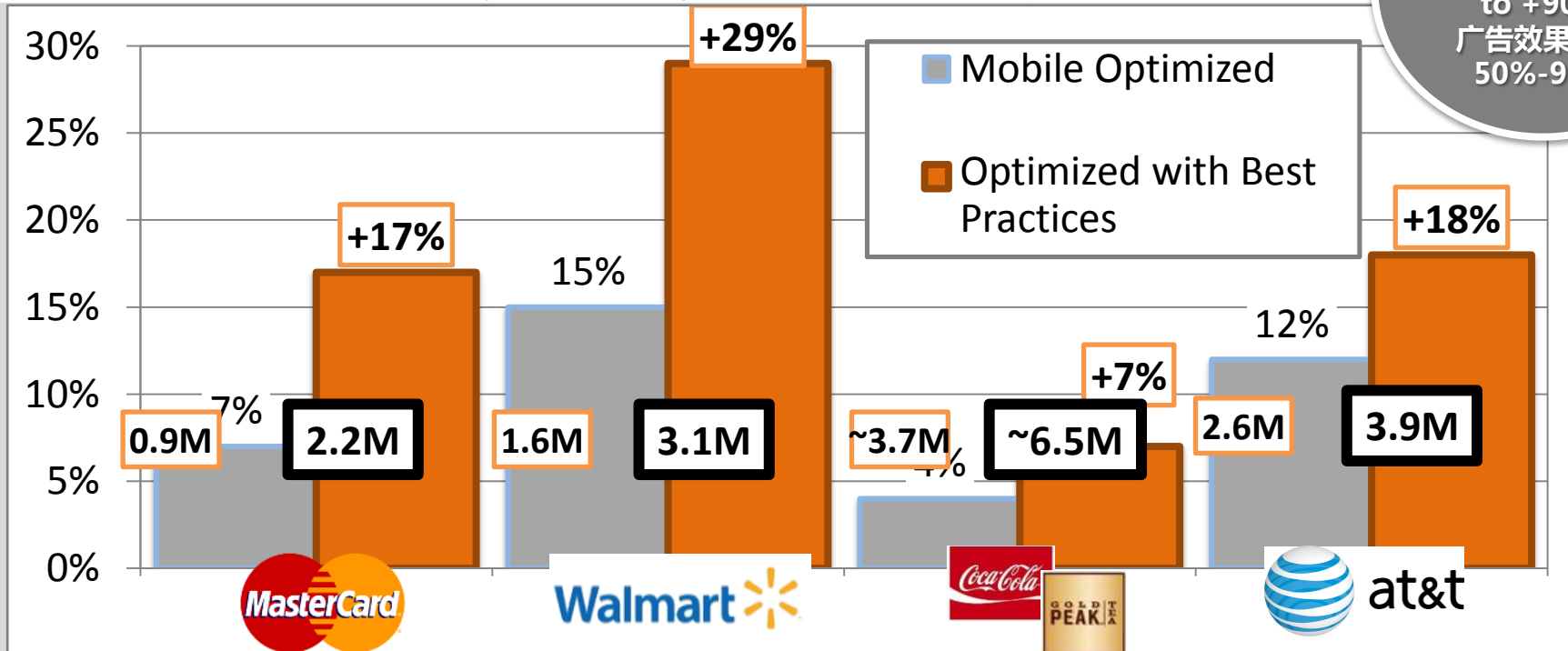
通过优化移动来提高ROI

Optimization area 优化内容	ROI Upside ROI 增幅
1. Optimize by Format 优化广告形式	20%–40%
2. Leverage Location targeting 借助地理位置定向	20%+
3. Leverage Context targeting 借助内容定向	20%+
4. Build on Creative 优化广告创意	40%–60%
Total	100%–160%



And with BEST PRACTICES for Mobile,
it can be really powerful driver
发挥移动优势，全面提高广告效果

Campaign performance
increases +50%
to +90%
广告效果增加
50%-90%





Apply learnings: Getting to Appropriate Optimized Level is All it Takes

实际应用：适当的优化级别应需求而定



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如果您的市场团队想了解SMoX，请与我们联系



SMoX

greg@mmaglobal.com



The Coca-Cola Company: Chinese New Year Campaign

可口可乐公司：
农历新春市场活动

Tom Daly,
Global Group Director,
The Coca-Cola Company

Tom Daly
可口可乐
全球移动事业总监



SMOX

 **MMA**
CHINA 中国无线营销联盟

Chinese New Year campaign details

新春营销活动细节



MEASUREMENT PARAMETERS

测量标准

TARGET:
目标受众:

Age
年龄

16-50

DATA COLLECTION
数据搜集

1/27

2/28

2015

TV



OOH



DIGITAL VIDEO/DISPLAY

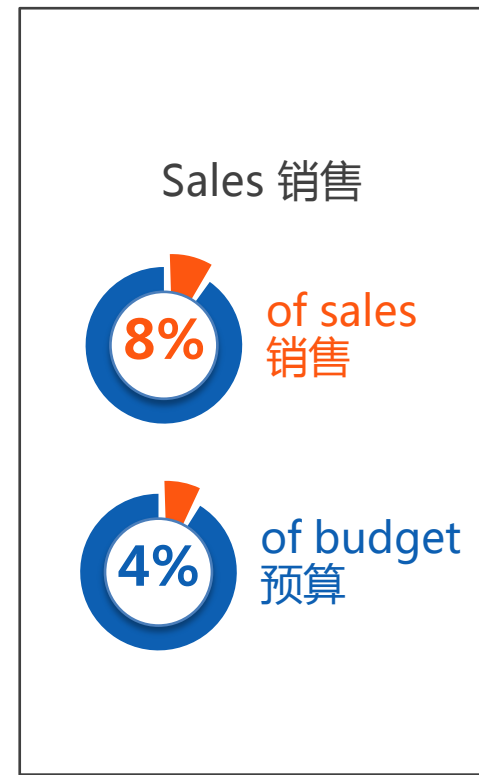
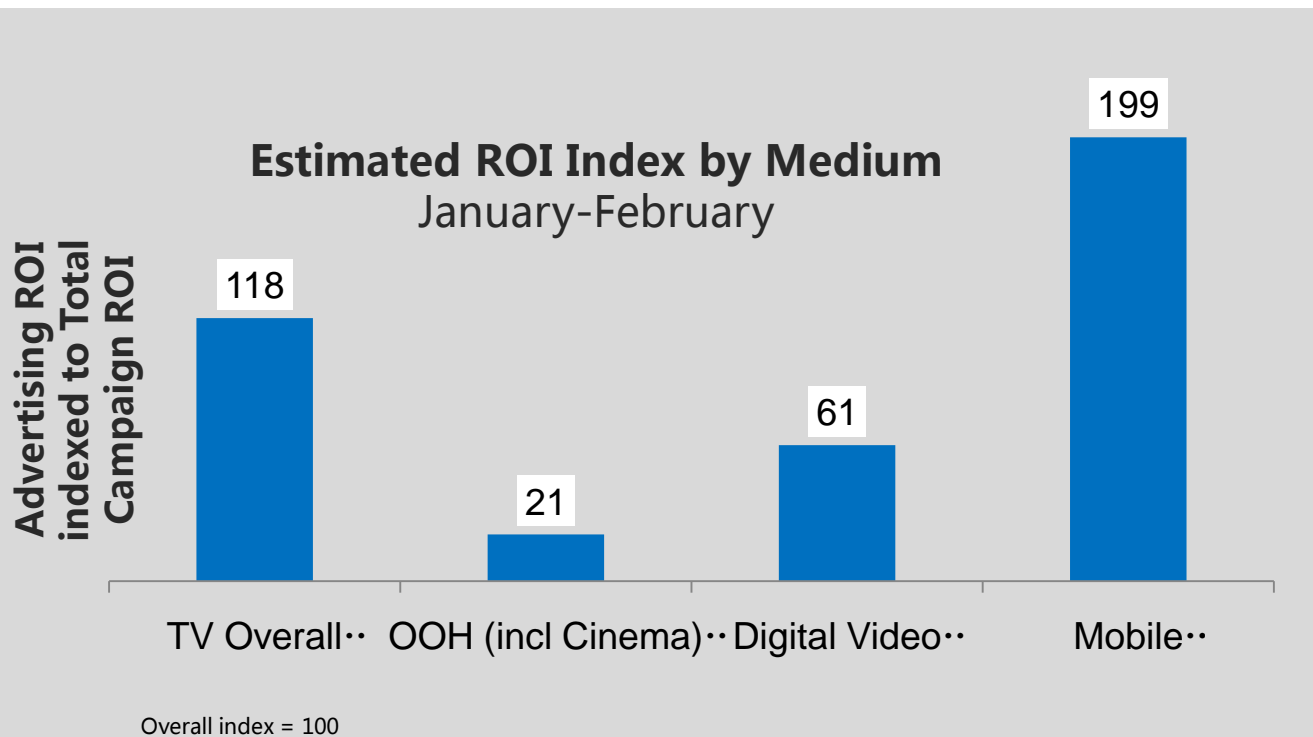


MOBILE VIDEO/DISPLAY



*OOH includes Cinema. Mobile includes Video and Display – no Social

Mobile offered nearly double the ROI over TV & was **twice as efficient in driving sales** vs. the campaign
移动实现了 TV 两倍的 ROI



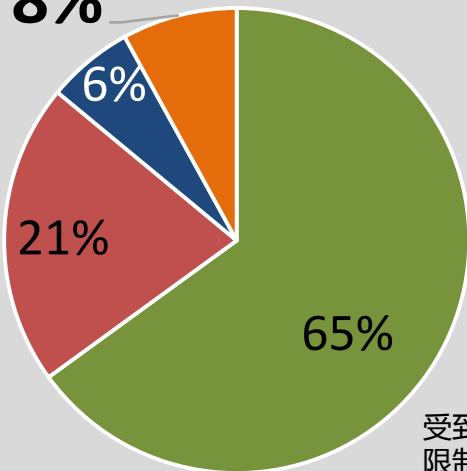
Optimizing media to increase sales against A16 – 50 would shift 8%-15% into mobile channels

优化的媒体投放能提高销售并向移动端转移8%-15%的营收

Mobile at 8%

Constraints were applied in terms of deviation from historical spend

8%

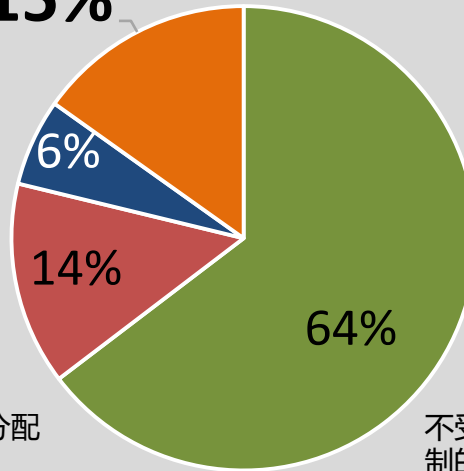


受到历史预算分配限制的情况

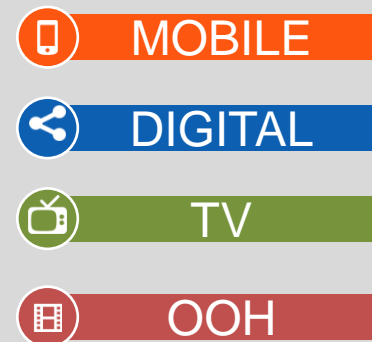
Mobile at 15%

No constraints in the optimization process

15%



不受任何预算分配限制的优化过程



Reallocation to mobile could generate double digit increase in PROFIT generated from campaign

调整移动端预算能够提高两位数百分比的收益



Mobile at 8%

Constraints were applied in terms of deviation from historical spend

受到历史预算分配限制的情况

Mobile at 15%

No constraints in the optimization process 不受任何预算分配限制的优化过程

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A Deep Dive 深入移动

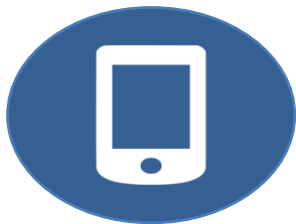
Into Mobile Channels

Coca-Cola®
可口可乐

Display drove Purchase Intent lift and was highly Efficient

手机广告展示提高了购买意向

Mobile Display:
手机展示



Performance Lift: *Purchase Intent*
购买意向增加



Video drove Purchase Intent slightly more 手机视频带来的购买意向更多

Mobile Video:
手机视频



*“The Chinese New Year flavor
is just one Coke away.”*

Performance Lift: **Purchase Intent**
购买意向增加

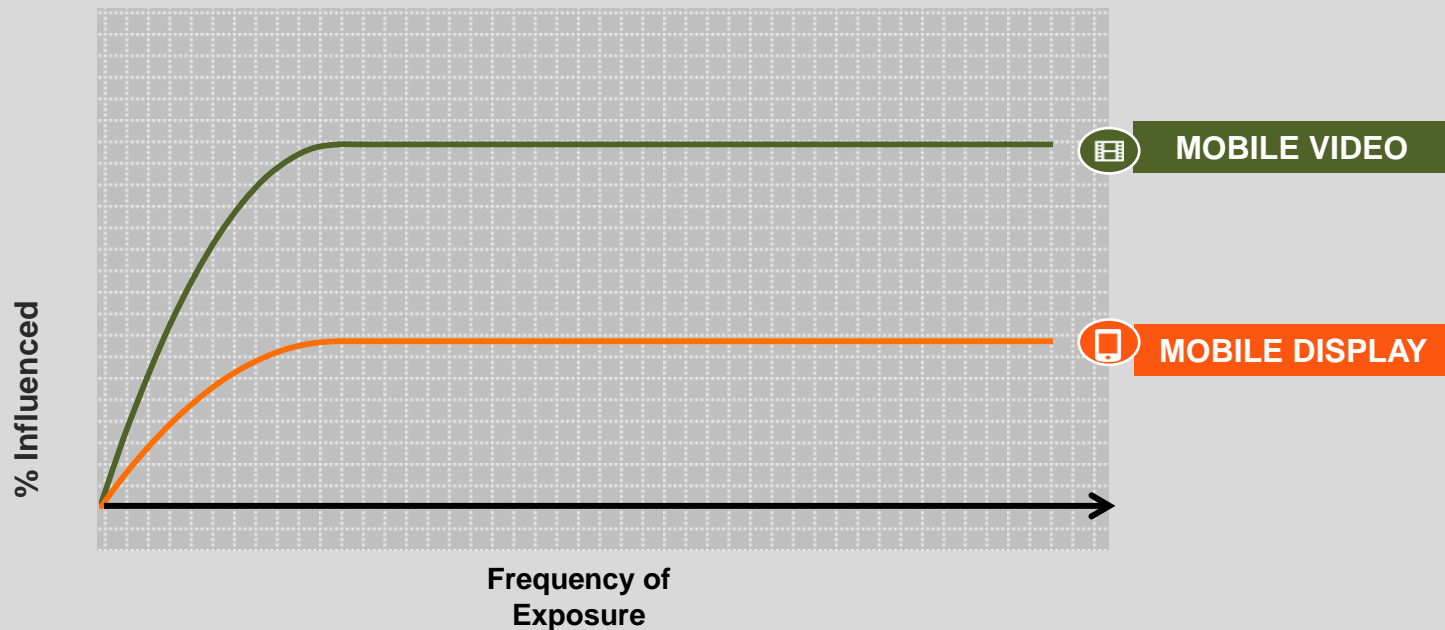
+5%



Mobile Video had significantly stronger potential to drive impact across different frequencies

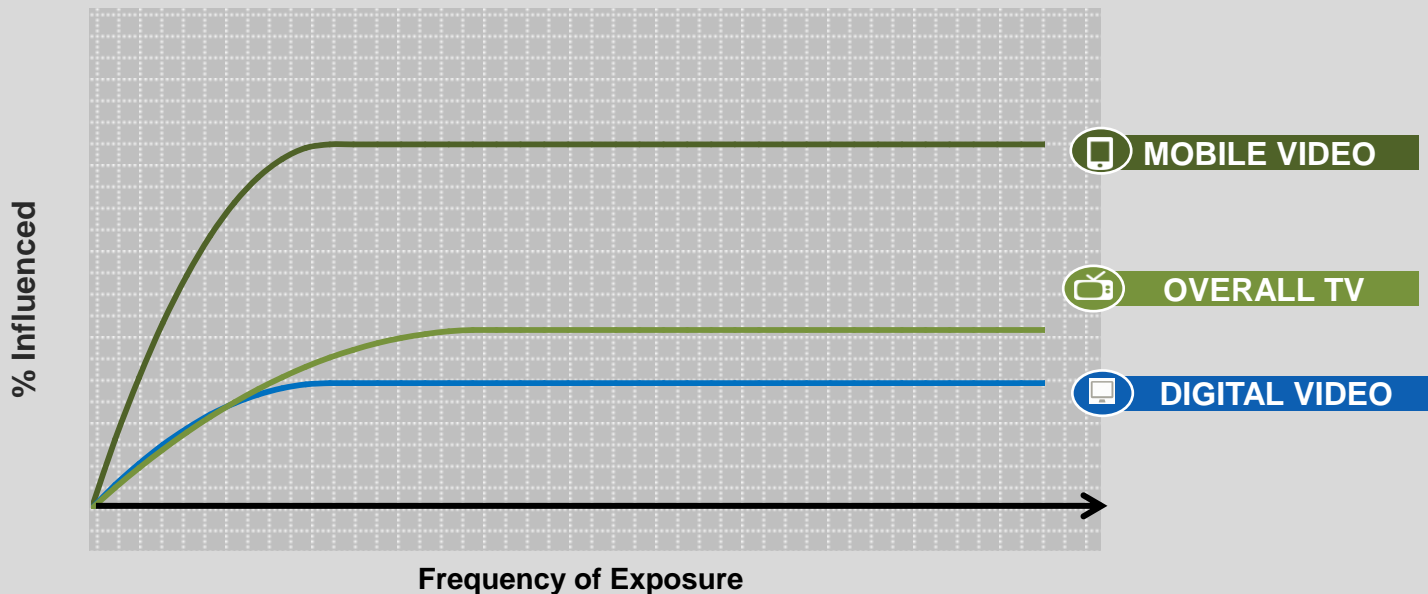
不同频次的移动视频对于增强影响力的潜力不同

Frequency Analysis: Purchase Intent 频次分析：购买意向



Mobile Video performed significantly better compared to TV and video
移动视频的效果要明显优于TV和PC

Frequency Analysis: Purchase Intent 频次分析：购买意向



Social engagement increased effectiveness for both KPIs

(purchase intent and image)

社交媒体帮助提高两个主要的KPI
(购买意向和品牌形象)



Mobile Social
移动社交



*"Download Coke emoticons
and share with a friend"*

Performance Lift: **Purchase Intent**

购买意向提高

+5%

Performance Lift: **Brand I Love**

品牌喜好度提高

+8%





Executive Summary 执行总结

Mobile advertising has emerged as a strong lower funnel driver. It was nearly 2x as efficient compared to other media in driving Purchase Intent & substantial conversion to actual sales

移动广告已经成为了提高营销效果的重要驱动力。从提高购买意向和转换率到促进实际销售，移动端的效果要高于其他媒体近2倍。



Executive Summary 执行总结

Optimizing media to increase sales against Adults 16 – 50 would shift money out of the less effective OOH and Digital Video and place into profit driving Mobile channels.

通过优化对目标受众（16岁-50岁）的广告投放媒体，能够让整体的广告预算从表现欠缺的户外和视频转向表现优良的移动端。

Executive Summary 执行总结

Mobile should be between 8% to 15% of the mix. This optimization would improve results and profitability by up to 16%

移动端的投入占比在应在整理预算的8%到15%之间。这样的优化能够让实际销售和利润提高16%。

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Thank You 谢谢

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SMOX

rohit.dadwal@mmaglobal.com

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Activating the insights: Discussion

GREG STUART

CEO

Mobile

Marketing

Association

TOM DALY

Group Director,

Global

Connections

The Coca-Cola

Company



