

# Nutshell



An ISA Publication

Volume 1, April - June 2015



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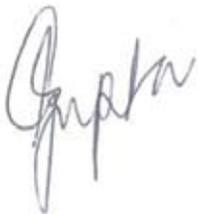
## *From the Chairman's desk*

Dear Member,

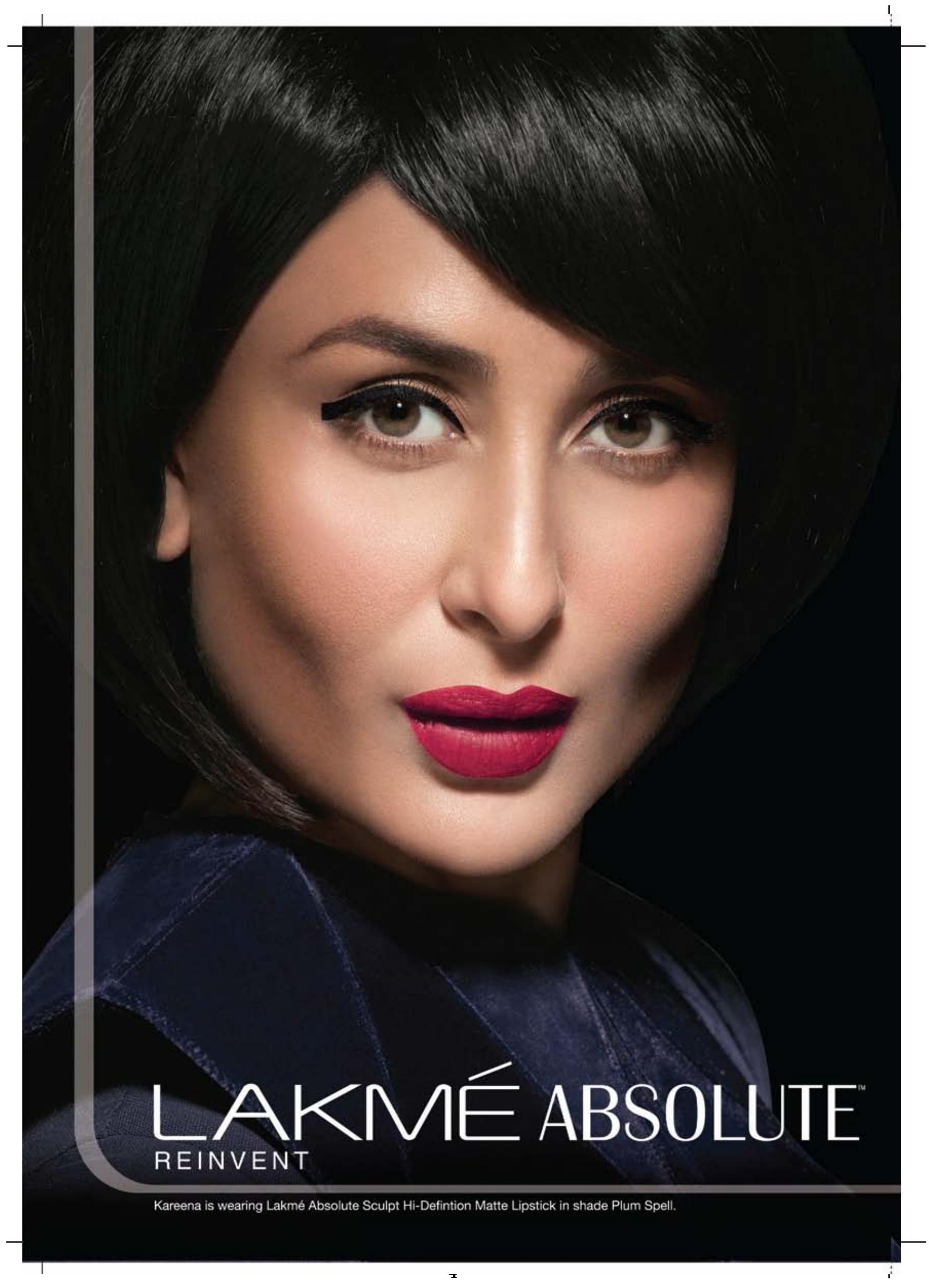
With the augmentation in the number of smart phone users in the country, there is a Rapid transformation in how we communicate and engage with the consumer. The mobile internet usage is constantly increasing, especially in the Tier II & Tier III cities. Mobile devices are today, the first digital or content access point, providing marketers with a landmine of opportunities to reach their consumers in a much more targeted and cost-effective way than traditional marketing. Couple that with the rising activity in ecommerce and online shopping, this is one area that needs not just a close watch, but constant 'up gradation' and 'keeping up' from the marketer. The rapid advent of a digital world in the form of social media, mobility, analytics and Cloud will rapidly change the way we do marketing and communication.

Our issue of Nutshell attempts to de-mystify this medium and its relevance in the media mix, understand the opportunities for marketers and advertisers and showcase work done by a few of our members in this space.

I look forward to hear from you on the subject. Do send in your comments to isa.ed@vsnl.net.



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Chairman



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# Mobile Advertising

*Bharat Rajamani, Ernst & Young*

Mobile Advertising is one of the most exciting new frontiers in interactive advertising. It is a communication tool which helps the products and services reach directly to the consumers through their mobile. With smartphones being a household term, mobile advertising has re-defined the word "Advertising". According to Big 4 estimates, the Indian mobile internet market is expected to grow over 5 times, to about 18 billion INR in 2018, representing a CAGR of about 41%. With information consumption via mobile set to overtake PCs in the coming years, marketers are now attempting to understand this medium better and trying to effectively include mobile into their marketing mix. Advertising through mobile gives an opportunity to the marketers to explore newer avenues that could earlier not be achieved through traditional channels of marketing. Since the technology is open-ended in nature, there are no limits to the ideas that marketers wish to execute. The challenge though being faced by marketers is to provide a continued ongoing engagement platform and engaging wholesome ad formats. This issue of Nutshell attempts to demystify Mobile Advertising, and understand its impact and relevance in the overall marketing strategy. It also showcases examples of how a few companies are using this medium effectively, to stay connected with their consumers.

As clichéd as it might sound, digital is the future. We're at a cusp of another digital revolution, which can be rightly compared to the Dot-Com boom of the late 90s. The digital industry has grown by leaps and bounds over the last few years and continues to grow at a great pace with tremendous strides being made in technology every day. This dynamic nature of the industry has forced people to keep themselves constantly updated, to stay on top of the game. "The world has moved on and the business has moved with it." This statement perfectly summarizes the exciting phase that we are currently in India, a



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country with a population of over 1.25 billion, offers a large market for businesses to explore and exhibits diverse opportunities to market their products and services. However, for marketing the products, they require a medium that makes the product visible in the market and one that helps in reaching out to the masses in the most optimized way. Media is one such means that plays a significant role. It is all around us, from the shows we watch on television, the music we listen to on radio, to the magazines we read. Newspapers, magazines, radio, television, telemarketing and direct mailing, have traditionally been the preferred vehicles for the same. Suddenly, digital has become the new holy-grail of marketing. Viral videos, social engagement, trending hashtags seem to be the new buzzword for marketers. Companies have started spending a lot more time formulating digital media strategies. But why is there such a big hype around digital? Let's analyze.

With over 243 million internet users today in India, the digital platform is on the rise. A lot of this has actually been fueled by the increase in mobile and smartphone penetration in the country. Mobile and internet is no more a luxury restricted to the rich and the wealthy. It has now become a necessity across all sections of the society. According to recent FICCI-KPMG reports, the number of mobile internet users has grown steadily and is estimated to have reached 130 million in 2014. The growth is expected to continue and the mobile internet user base is projected to reach to more than 350 million by the end of 2018. While urban users

are steering the growth, rural India is not left far behind. The mobile internet user-base in rural areas has grown by 28 per cent since June 2013 and is estimated at 27 million, as against 103 million urban internet users in 2014. While the growth in urban market could get sluggish in the future; the impetus for growth of internet user-base and internet penetration may actually come from the rural areas. This provides the marketers a landmine of opportunities to reach their consumers in a much more targeted and cost-effective way than traditional marketing.

## Mobile Advertising in Indian Market



Only a few years ago, mobile devices were seen simply as a way to communicate on the go. Fast forward to today and we are at the precipice of a mobile revolution. The mobile phone today has transformed from an accessory to a necessity in the eyes of consumers, with 75% of the world having at least one phone.



According to Big 4 estimates, the Indian mobile internet market is expected to grow over 5 times to about 18 Billion INR in 2018, representing a CAGR of about 41%. This translates to an expected overall market size of 100 Billion INR in 2018; at a CAGR of about 28%. The number of internet users too is expected to rise to 700 million INR by 2017. Driven by the rapidly increasing adoption and usage of internet across the country, the mobile internet advertising market is currently on the cusp of sustained rapid growth. It is expected to emerge as a significant



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component of advertisers' media mix over the next few years.



With information consumption via mobile set to overtake PCs in the coming years, marketers are now incorporating mobile into their marketing mix. The benefits that this medium offers show how effective it is as compared to other conventional mediums. This cost-effective medium provides an instant reach and is available on the go. It allows marketers to reach their target audience almost instantly as opposed to other mediums. It leads to higher engagements using rich media formats. Rich media formats in mobile advertisements are known to spark engagement and promote a higher level of interaction with the target audience. The focus is now moving away from generic to more specific and targeted customer acquisition strategy.

As of 2013, the top players in the mobile market (internationally) revolutionizing the medium include giants like Samsung, Nokia, Apple, LG, and ZTE. Some of the top players in the Indian market include Micromax, Karbon, Sony, Blackberry, Samsung and HTC. These players have revolutionized how we look at mobile as a medium of mere communication to our one stop entertainment solution, reaching out not just to urban but rural masses.

Many marketers and businesses have realized the value of mobile and have declared their brands and companies as "mobile-first."

Marketers are beginning to increase their mobile spend allocation, with some marketers way ahead of the pack.

Some of the key trends that will drive the growth of mobile advertising will be the continued growth of smartphone usage and the dominance of mobile as a means of connecting to the internet, the realization by brands that mobile provides a continued ongoing 'engagement' platform with the customers and the emergence of more engaging and wholesome ad formats. Mobile is clearly the future of media. Beyond the rapid consumer adoption and usage of mobile phones is the opportunity they offer for brands to connect more meaningfully and personally with consumers.

For many of us, smartphones are essential tools in our daily lives. Apart from keeping us constantly connected to the people or things that matter, smartphones allow us to seek information and act on it, no matter where we are. Smartphones have become our constant companions today. Reports show that the smartphone growth in urban India has taken off resulting in an 89% growth over last year, which accounts for 51 million smartphone users in urban India.



(SOURCE : NIELSEN)

More than twenty million smartphone users are trending towards mobile as their go-to device, with considerable number watching videos on their mobile at least once every 2-3 days and more than half opting to watch daily. Around 80% of the people use their smart phones for social networking. Driven by the rapidly increasing adoption and usage of internet across the country, the mobile internet advertising



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market is currently on the cusp of sustainable rapid growth.

The worldwide smartphone market grew by 27.2% in the second quarter of 2014, closing at nearly 1.3 billion shipments, where Android took the lion's share. Samsung emerged as the leader followed by Apple, Xiaomi, Lenovo and LG.

Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing. More companies are investing in a mobile marketing strategy, as smartphone usage changes the way people access content and services on the go. It is unique and functions differently than other digital media. It reaches a consumer who is likely to pass their time on the phone while in a queue or on a train, etc. What they want is entertainment more than anything else, to help them pass the time, or services that can add to their current experience. Mobile advertising has doubled in the past two years, as more companies invest in this medium to reach a new type of consumers.



Companies are increasingly using mobile marketing to boost revenue and create buzz. They are building their presence on the mobile platform, either through apps or through their mobile site. It has been the little child of desktop in terms of creativity since its inception. It has become one of the dominant mediums to connect to the internet. Today in a new era of social discovery, consumers are talking about

brands and amplifying messages. They are not going on desktop to share brand messages, rather they are going to mobile devices.



Businesses typically want to reach existing and potential customers where their attention is usually focused. Mobile phone marketing allows businesses to go where they can always find customers engaging on their mobile devices. In fact, mobile marketing generates instant traffic and business because it's done in "real time" unlike other forms of advertising such as emails, print campaigns, posters or television commercials.

Unlike other forms of advertising, mobile marketing is less intrusive. Businesses have many different mobile marketing strategies. Companies use such strategies to keep loyal customers and gain new ones.

The expanse of mobile as a new platform of advertising has forced not just marketers but even media agencies to go back to their drawing boards and look at media-mix in a different way. The set-up of "Madhouse", a separate mobile advertising division at one of the largest media agencies of the country, GroupM is a testimony to the rising need and emergence of looking at mobile in a whole new different way. Almost all organized media agencies have now a dedicated team within digital that provides unique solutions using mobile as a platform to reach masses. Hungama, Ogilvy, Tribal DDB,

*Lick  
your  
Caramello.*



SapientNitro are others in the category to follow. HUL, Coca-Cola, Pepsi, Naukri.com, P&G are some of the top brands that have been first movers and leveraged mobile as a platform of advertising. E-commerce is also not left out of mobile media advertising.



Some of the most common platforms for mobile advertising used majorly by most brands today include marketing through mobile app, Bluetooth push, SMS, QR codes and Banner. Banner advertising is one of the most preferred modes of mobile marketing today. Brands find this mode as the most effective way of communicating their message to the users in an interactive format. Based on the requirement of the users, mobile application also seems to be a preferred choice of communication as this creates a direct brand relationship with the user. It allows the targeted user to use the push notification features within the application. Newer mediums like the QR code are also popular, as it allows direct offline and online integration and provides with 360 degree advertisement options. Considering that a huge set of the population falls below the age of 35 years, companies are increasingly targeting the youth.

Advertising through mobile gives an opportunity to the marketers to explore newer avenues that could earlier not be achieved through traditional channels of marketing. Since the technology is open-ended in nature, there are no limits to the ideas that marketers wish to execute. In many cases, a mobile campaign is mostly a novelty and consumers are excited by the newness of using their phones in a different way. Looking at a few case studies

might actually help to get a deeper insight to the same.

Coca-Cola used mobile marketing to manage an effective mobile marketing campaign. It used an integrated mobile campaign to build their brand at the London Olympics. Coca-Cola wanted to help make its sponsorship of the London 2012 Olympic Games more relevant to the teen audience while driving both brand awareness and frequency of purchase of Coca-Cola. TV Ads and associations on Digital would not help as teens are audience on the move. The source of entertainment consumption is on the go-Mobile. Coca Cola campaign leveraged mobile apps, mobile web, SMS and a variety of other mobile tools to create an anthem out of this sound of sport. **Nearly, 1 million impressions were delivered amongst teens with a 45% response rate to daily quizzes with digital content prizes.**

Another example is that of a leading Indian shampoo brand that made the best use of mobile to tap into the emotional side of its family brand image to appeal to multiple generations of its female audience. Clinic Plus has a family image which can seem jaded and unfashionable in the beauty category. Clinic Plus realized the need to revamp the way it reaches out to women at different life stages. Generation gap between mothers and daughters brings in media consumption changes. Again, conventional media with vanilla planning would not have helped. And then it was Mobile! Clinic Plus asked daughters to surprise their mothers on Mother's Day with a recorded voice message on their phones telling them why their mothers were their best friends, turning Mother's Day into Friendship Day, a day daughters connected with. **The campaign achieved double the target in two thirds of the planned time delivering Clinic Plus' highest share in three years.**

Starbucks introduced a program that made it easier for customers to buy coffee. The brand was ahead of the curve on mobile payments. This idea of Starbucks, which relied on customers using the Starbucks card mobile iPhone and



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blackberry apps, was a success, which was largely a function of the company's fantastically loyal customers who came back day in and day out. **There was a clear benefit for customers using the technology – it let them pay faster.** The key innovation point of Starbucks was to provide utility, rather than just novelty in a mobile app.



Mobile advertising has a lot to offer. Besides being the most convenient and user-friendly method of marketing, it brings along a couple of other benefits to firms. One of the main advantages of marketing through mobile is user targeting (Handset and operator). This is one of the most beneficial features as it helps advertise to target users based on their location and create messaging and applications based on the user's operating system. Mobile advertising is also considered as one of the cost effective mediums of communicating and reaching out to the target audience.

One of the best examples which is a case in point, is Hindustan Unilever's mobile marketing initiative "Kan Khajura Tesan". The only electronic equipment that people kept turned on – a rudimentary mobile phone, with 850 million people in India having one, was looked as the best option by HUL to reach to these parts of the world.

HUL integrated one of the oldest mediums of entertainment, the radio, with the most used device today, the mobile phone. So they transformed their basic phones, to give them something they didn't have – a free entertainment channel – The Kan Khajura Station

– on-demand radio entertainment channel that worked on any mobile by giving a missed call to a specified number.

Kan Khajura Tesan, which means 'earworm radio channel' in English, was designed to help HUL brands engage with their rural consumers in media dark areas. Creating a mobile-based entertainment channel has brought entertainment to consumers who have almost no access to traditional entertainment. **This campaign allowed the company to engage with its rural consumer base as well as helped it to promote brands among its price sensitive customers.**

Facebook, which is the world's second most trafficked social media website after Google, always finds innovative ways of keeping people engaged on the social media platform. It took the route of mobile advertising and launched its Groups App to streamline online gatherings on mobile.

Currently, 700 million people use Facebook groups every month. With that in mind, the in-house creative labs team of Facebook wanted to build something to make the mobile experience easier and faster to interact with. This new app makes it simple to quickly create, join and navigate between groups with a few taps. It's an app that helps people share faster and more easily with all the groups in their life. The main motto of this app is to give groups the spotlight. One of the core reasons for creating this app was the shift of more and more users to mobile. **The social network now has over 456 million mobile-only users.**

Apart from heightened investments in mobile advertising, brands are ensuring their presence on the mobile platform, either through apps or through their mobile site, to engage, converse and transact with customers and stay close to them on the mobile.

The mobile marketing and advertising ecosystem is highly fragmented and complex, which is typical for a growing industry. Many

brands are experimenting a lot in this space and are constantly looking for newer avenues and models and services that could foster growth and brand interaction.

The greatest certainty of the mobile advertising is that the new business models and technology will continue to change the landscape. The main focus of every business today is to take efforts to create content that attracts attention. Focus is on consumer driven content and the kind of language that is easy to understand and gives a bigger reach. The changes in the technology and innovations over the coming years are certainly vital and should encourage the marketers and agencies to proceed with mobile initiatives since mobile advertising is here to stay and the opportunity to tap into mobile devices for communication with prospects and customers will certainly increase. Ultimately, when today's constantly connected consumer is searching for a product or service, it is more important than ever for a business to be found easily.

And increasingly that's right there, in their hand.

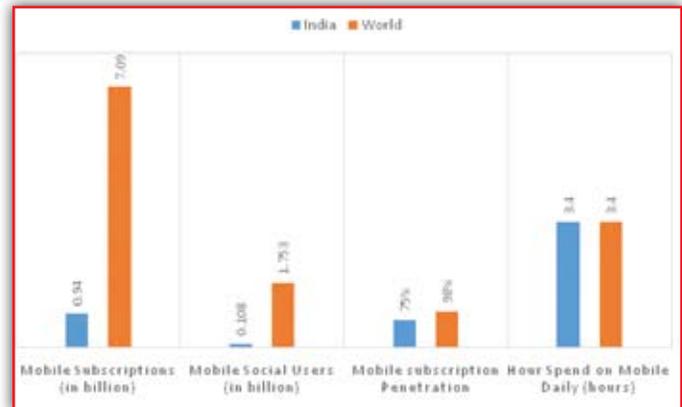
**MEMBER SPEAK**

*Continuous disruption is the future*  
**Maneesha Khanna | Vice President - Global Procurement (Media & Agencies Centre of Excellence) PEPSICO**

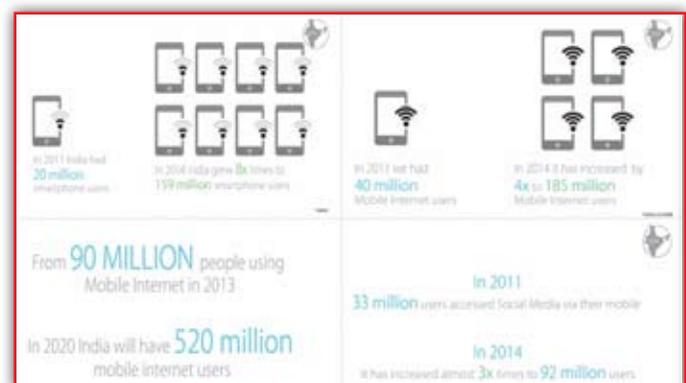
Mobile really is the future. Mobile will continuously disrupt and reinvent the way we have always lived. As our digital experiences become simpler, and it will humanize tech as we know it. From being your running mate, to saving lives, controlling household devices, to being your car keys or credit card, or maybe just the latest book; it will facilitate seamless living and make experiences more unified across platforms. A fingerprint, all of who we are, all in one place!  
 It's 24X7.  
 365.  
 All prime time.

The human imagination will make this a limitless medium. And with more unified technology platforms in our mobile future, content, communications and commerce can all be streamlined.

Mobile advertising is here to stay and advertisers know it.



Mobile ad impressions in India has multiplied YOY and mobile and video ad spend in the country has doubled since 2012.



IAB Singapore and We are social 2015

As growth and investment in mobile infrastructure continue and more users gain access to mobile data subscriptions, the future of advertising in India is becoming mobile first, video heavy and native.

Increased adoption is coming in from Tier II & Tier III cities. Vdopia video insights say 43% of all videos watched in India are coming from Tier II & III cities.

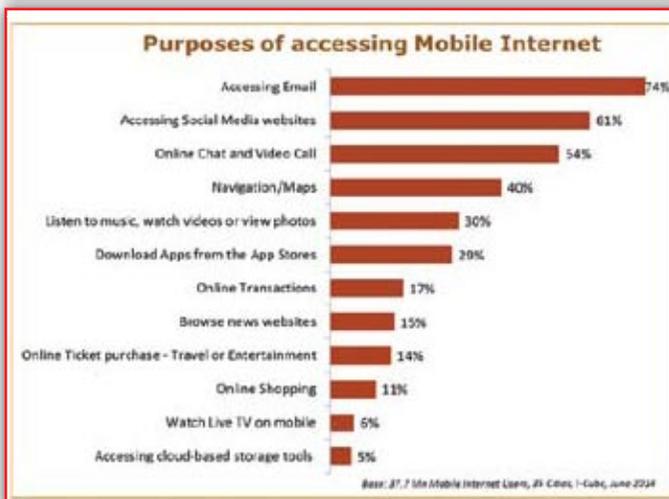
Consumers are using multiple connected devices simultaneously to consume media.



**Top 25 Countries, Ranked by Smartphone Users, 2013-2018**  
millions

	2013	2014	2015	2016	2017	2018
1. China*	436.1	519.7	574.2	624.7	672.1	704.1
2. US**	143.9	165.3	184.2	198.5	211.5	220.0
3. India	76.0	123.3	167.9	204.1	243.8	279.2
4. Japan	40.5	50.8	57.4	61.2	63.9	65.5
5. Russia	35.8	49.0	58.2	65.1	71.9	76.4
6. Brazil	27.1	38.8	48.6	58.5	66.6	71.9
7. Indonesia	27.4	38.3	52.2	69.4	86.6	103.0
8. Germany	29.6	36.4	44.5	50.8	56.1	59.2
9. UK**	33.2	36.4	39.4	42.4	44.9	46.4
10. South Korea	29.3	32.8	33.9	34.5	35.1	35.6
11. Mexico	22.9	28.7	34.2	39.4	44.7	49.9
12. France	21.0	26.7	32.9	37.8	41.5	43.7
13. Italy	19.5	24.1	28.6	32.2	33.7	37.0
14. Turkey	15.3	22.6	27.8	32.4	37.2	40.7
15. Spain	18.9	22.0	25.0	26.9	28.4	29.5
16. Philippines	14.8	20.0	24.8	29.7	34.8	39.4
17. Nigeria	15.9	19.5	23.1	26.8	30.5	34.0
18. Canada	15.2	17.8	20.0	21.7	23.0	23.9
19. Thailand	14.4	17.5	20.4	22.8	25.0	26.8
20. Vietnam	12.4	16.6	20.7	24.6	28.6	32.0
21. Egypt	12.6	15.5	18.2	21.0	23.6	25.8
22. Colombia	11.7	14.4	16.3	18.2	19.7	20.9
23. Australia	11.4	13.2	13.8	14.3	14.7	15.1
24. Poland	9.4	12.7	15.4	17.4	19.4	20.8
25. Argentina	8.8	10.8	12.6	14.1	15.6	17.0
<b>Worldwide***</b>	<b>1,311.2</b>	<b>1,639.0</b>	<b>1,914.6</b>	<b>2,155.0</b>	<b>2,380.2</b>	<b>2,561.8</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; \*excludes Hong Kong; \*\*forecast from Aug 2014; \*\*\*Includes countries not listed  
Source: eMarketer, Dec 2014  
182905 www.eMarketer.com



The communication strategy as we know it will be heavily integrated with mobile :

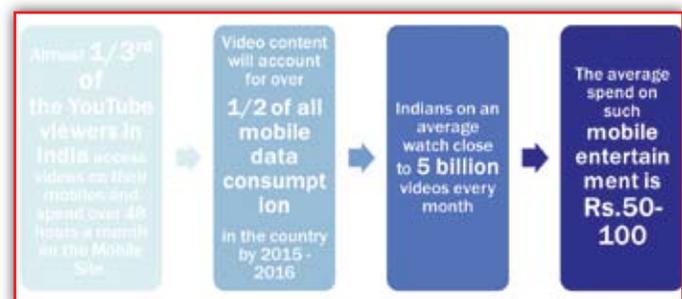
### Higher Adoption of Smartphones and Launch of 4G services

2015 will continue to see flooding of the market with low cost Smartphones. 4G services will further lead to a stupendous growth of data services on mobile. Won't be surprising if the current number of Mobile Internet users in India, already double that of Internet user base starts growing exponentially like never before. Look out for a boom in content and video on the mobile.

### 2nd. Screen engagement and multi-screen planning will extend TV Commercials to the Mobile phone

Self-regulation on Ad Cap restrictions will need rethinking of the traditional television strategy. The media mix now extends to digital and mobile with the capability to sharp-focus on demographics and geo-targeting, while optimizing TV.

TV to Mobile targeting via technology like audio beacon has already started taking shape and will go fully mainstream in the future. Engaging users on Mobile who have already seen your TV commercial will help build frequency, run relevant communications post exposure on TV and also help retarget consumers. If privacy issues are managed appropriately, this can be the next revolution in Mobile.



### Leveraging Big Data through Programmatic buying will be key

With the advent of programmatic platforms for display ads on Mobile, advertisers will move away from individual site/space buying to audience buying.

With more and more networks intelligently mapping the consumer data points like demographics, search behavior, browsing patterns, location etc., there will be richer targeting options that work harder towards too.

**Personalization & retargeting creates higher relevance**

Mobile advertising has shifted to providing the audience with customized and personalized ads that are relevant to them and their interests.

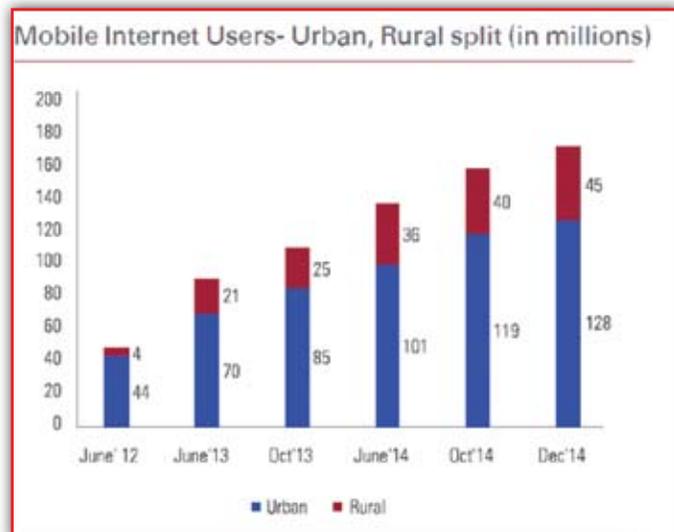
Remarketing leverages this, once the consumer interest in the product or service. Communication works best when you serve the right audience with the right message.

**Mobile Shopping will grab a larger share in the e-Commerce Industry**

The Euro monitor Report says that the share of Mobile advertising out of overall online shopping has tripled in the last 3 years. If Industry Sources are to be believed, leading e-com portals have around 30% of their transactions happening through Mobile which is expected to grow to a significant 50% or higher.

**Rural access most effective via Mobile.**

All marketers realize today that rural is a critical segment to be tapped into. However, being mostly media dark, Mobile with its phenomenal reach in Rural becomes a very important channel today. Rural is mostly a 'listening' market that needs simple solutions with minimum consumer



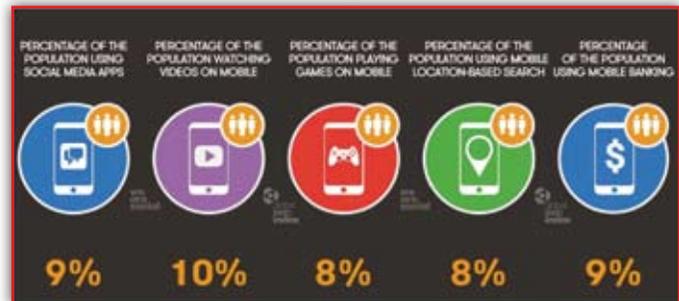
effort.

Post the success of campaigns like 'Kan Khajura Tesan' from HUL and 'Gaon Chaló' from Tata Tea, multiple rural initiatives using the Voice channel on Mobile are expected next year. Further influx and adoption of low cost smartphones will really fast-track the start of content based campaigns in Rural.

**Native Advertising will be more and more relevant as content booms.**

Native Ads that do not interfere with the browsing behavior of users and blended with content on an app or site will find more acceptability as compared to individual publisher buys. Will further drive up relevance and performance metrics of campaigns. Leading Publishers have already rolled out native Ad units on their mobile apps and more will follow suit.

**Location mapped to user behavior will be very powerful as a marketing tool.**



We're increasingly leaving footprints of data everywhere we go -- what we like, where we go, what we eat, what we buy. Location will become an integral part of all mobile experiences and that location usage data will revolutionize our understanding of human behavior.

**But there's miles to go before we sleep, and a lot more progress is due before the potential of Mobile can be truly leveraged.**

- Multiplicity in the device ecosystem with different sizes, different OS, capabilities is a challenge. So is making sure that the communication is evolved and customizable across platforms.
- Advertising and digital agencies are still transitioning to the mobile ecosystem

and 'Mobile first' as a campaign strategy is still very nascent.

- Lack of third party tracking tools to track and evaluate effectiveness and efficiency of plans. More importantly, gauge lifts in brand KPIs, beyond just media metrics.
- No single point, third party audited, data aggregator.
- 3G still hasn't found 100% adoption, and that is stalling the mobile content and video adoption.

Boasting the fastest growth in mobile web users across the globe, India is on course to take second place in the global internet consumption tables. And marketers are cashing in on the increased reach, interactivity and engagement of mobile advertising.

**So, if you don't already have a mobile strategy, it really is time you did!**

### *Mobile ≠ Online*

*Reimagining the role of mobile in your digital marketing strategy*

*Ankit Desai, Head – Media & Digital Marketing, India & Global COE, Marico Ltd.*

The Mobile Internet and Apps seem like a rich way for brands to reach and engage their consumers. Fact is, in India today, while we have a growing base of ~190Mn mobile internet users, there is still the reality of a vast majority amongst the 900Mn mobile user base in the country who use their device only for basic voice and text services.

For most brand managers the low hanging fruit is always that app which will become a blockbuster hit & allows me an on-going engagement opportunity window with my consumer. Can be done? Sure, but only on the back of a content strategy which fulfils a relevant human need/ insight.

However here's the twist. If it is content which will drive success and not the platform, why should we as marketers be wedded to technology which limits our access to only ~21% of the overall base (i.e. 190Mn mobile

internet users out of the overall 900Mn mobile user universe).

What I'm driving at is the reluctance of brands today to explore/build solutions on platforms built on the bedrock of basic voice and text messaging services.

That's not to say brands haven't tapped into voice & text services to reach their consumers.

Unfortunately, other than some rare examples, more often than not they have chosen to do so as intrusive push messaging rather than value creation for the consumer this can spur a genuine pull, thereby starting a virtuous cycle of engagement between the brand & its consumers.

However, there are enough & more examples which show us that when brands take the stance of marrying insights with smart executional integration on voice & text based platforms, the results more often than not are quite phenomenal. This is partly because of the insight/solution/execution but largely because of the fantastic reach they are able to get access to.

To underscore my point, here are a few examples of brands from within the Marico portfolio which haven't even bothered to create web based assets for themselves since the epicentre of their TG is nowhere close to a savvy online user as we typically see them; and yet I would classify the marketing programmes these brands are running as block buster digital successes:



### Nihar Shanti Amla

Has used Mobile (a toll-free number and a back-end system) to drive a literacy initiative

- Has 31% of the participating consumers recommending the content to other consumers thereby building a self propelling engagement programme fuelling itself

### Mediker



Has used a toll-free to enable it's consumers aspirations to take flight

- Led to 6.5L phone calls & 8.4L minutes of user generated content

### Parachute Advanced Ayurvedic

- Created a social network of trials & WOM recommendations on mobile
- Used SMS & OBDs tying back into a toll-free system
- Generated 2.3L unique conversations
- Each conversation triggering a further 3 conversations on an average

To summarize, classifying Mobile under Digital & not vice-versa is the first step marketers can take to getting out of the trap of viewing mobile with only the online lens.

This will potentially trigger platform creation on mobile to drive content, engagement and most importantly, brand equity without getting boxed into what I call the 'I want to make the next big app' syndrome!

### Rashmee Bandela, Head - Media, Johnson & Johnson

While the awareness level of sanitary Napkins in India is high at 95%, the current category penetration (Urban) is still very low. The key source of business for this segment in the category has been recruiting new users in cloth household by creating relevance for napkins by addressing all barriers. As a market leader in the category, it was imperative for Stayfree to offer solutions to its consumers to address these barriers through unique initiatives around the first moment of truth in the consumer journey, when the women experiences bodily changes and moves into puberty. The insight is around the young girl who has just entered menstruation feels scared when period happens for the first time and feels it's her fault.

She does not know why periods happen, how often will they happen and how to manage them. She also does not know how to use/ dispose a napkin. She is too shy to talk about her problems with her mom or friends.



We wanted to educate young girls who are entering or recently entered menstruation into the sanitary napkin category by addressing queries related to menstruation so that she would think of this just like any other important change in her life like school/ classes/ friends. More knowledge on menstruation and its related problems will enable her to handle periods better and take better care of herself. We wanted her to go to different platforms to know more about period problems and uses Stayfree napkins as it's the brand that has helped her in the journey and hence feels confident in handling menstruation and its related problems along with clearly knowing how to use or throw a napkin. The idea was that she should feel 'Stayfree' understands her completely, hence trusts the brand.

To full-fill this unmet need we created a Healthline powered by Stayfree which helped the young girl getting answers to period related problems. The helpline had trained executives who with the help of a gynecologist, helped in answering period related problems of young girl along with educating them on to how to manage periods better. We positioned this

helpline as 'Ask the expert' and advertised it through local women's magazines and other media properties like radio, local TV, print, SMS, note-book branding, maternity clinics etc in the state of Uttar Pradesh.

The results were staggering as we got 3,61,000 total missed calls from 130,000 unique numbers in a short span. Majority of the queries were around 'managing periods'.

As a next step we are taking this on to IVR route to scale it up to new geographies along with evaluating other innovating platforms to promote it. Also to address the same need gap for consumers online we will be using the learning of problems areas and create content online to reach out to digital audience.



We have also used this media to build on our existing consumer learnings by sampling product and understanding their usage, barriers and attitude through mobile surveys and research.

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