



Effectiveness of Mobile Advertising

A Case Study



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What We Did & Why We Did It...

- / Undertook a survey to investigate the effectiveness of **mobile advertising** as part of the mix by isolating it.



- / Online survey of 500 18-40 year old, smartphone users was completed per wave using the RED C Live online panel.
- / Pre-campaign fieldwork was conducted 1st-8th September with post-campaign fieldwork conducted 9th-16th October.





Why Mobile?

Nomophobia and Mobile Reliance

Nomophobia

*anxiety caused by being without one's
mobile phone* - OED

57%

cannot imagine life without
their smartphone

Increasing Use of Smartphones for Online Access

53%

use their smartphone for going
online more than they do for calls
or texts



52%

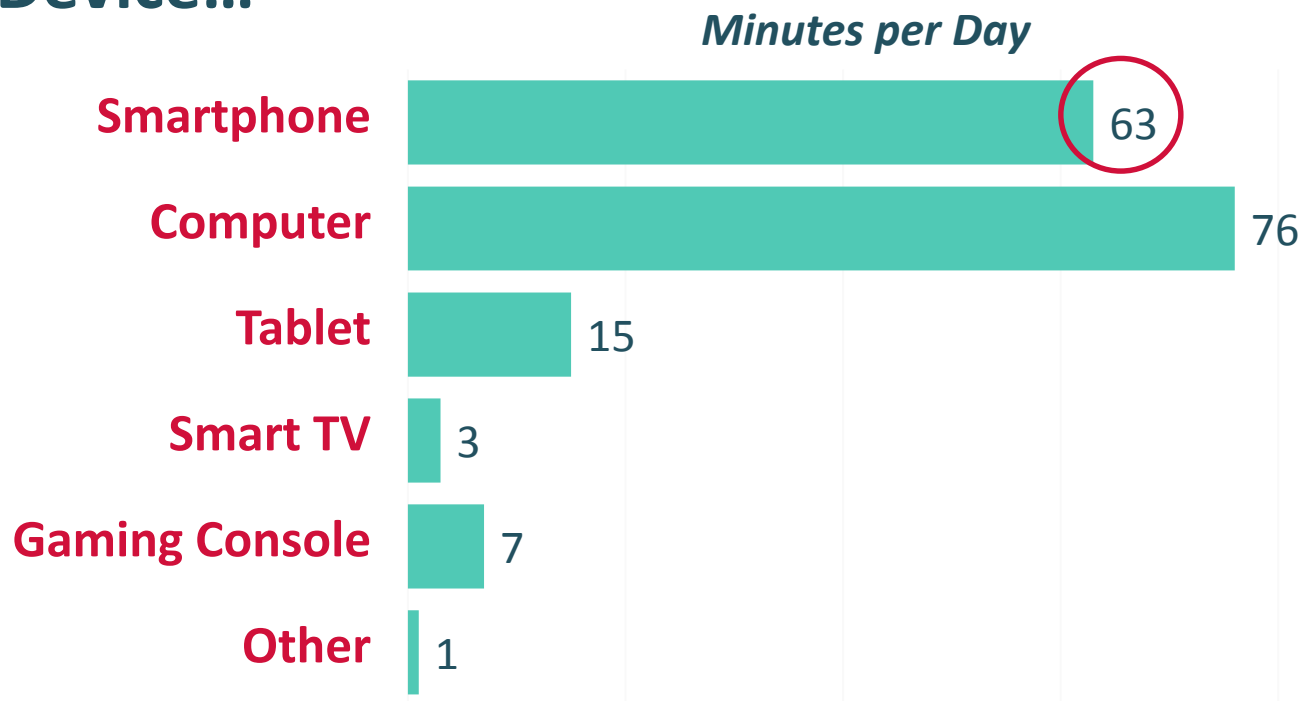
use their smartphone first if they
need to go online



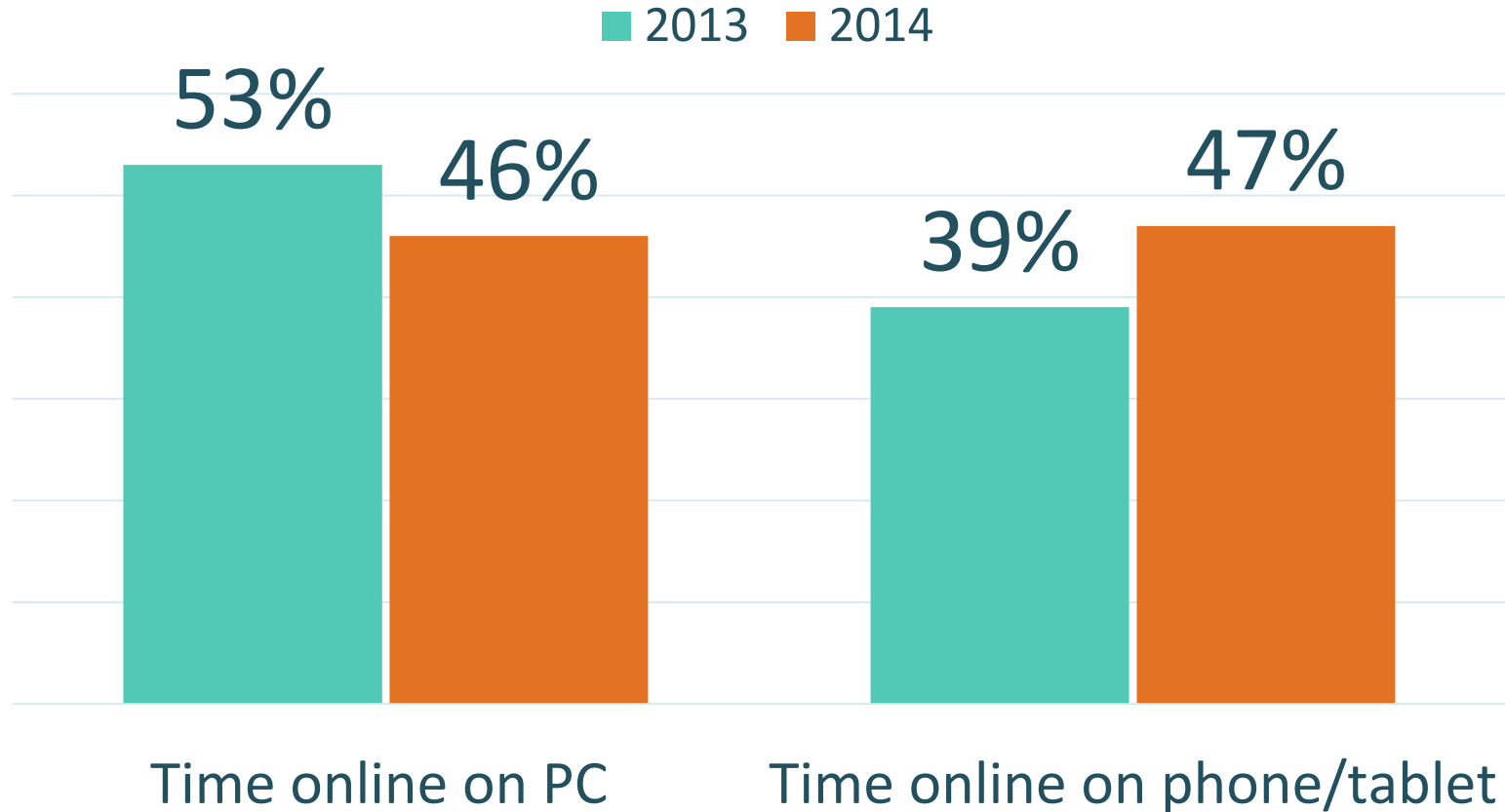
More than 1 in 3 Minutes Online are Spent Using Mobile

Time spent online **2h 45m**

By Device...

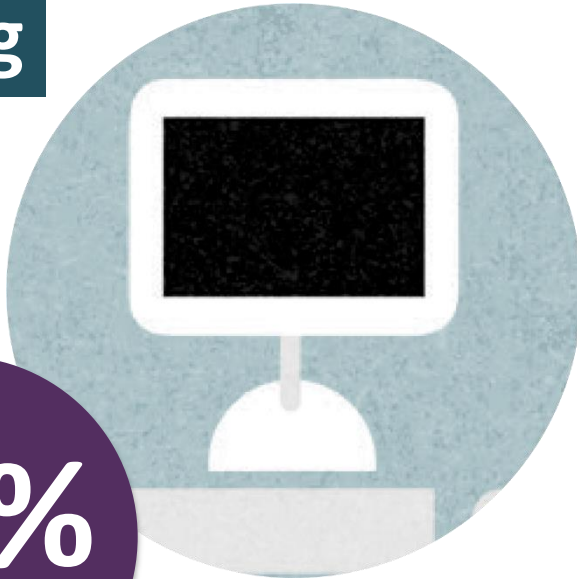


Time Spent **Online via Mobile** is Increasing, while Time Spent **Online via PC** is Decreasing



Mobile Time is Split between Surfing and Apps

Surfing



56%

(35m/day)

Apps



44%

(28m/day)

No singular channel can be recommended for mobile advertising as both app and mobile-enabled sites are used to a similar degree.

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Smartphone Owners are Increasingly Using their Phones across Activities



95% Dual Screen

- Browse smartphone/tablet **while** watching TV
- Browse info on smartphone/tablet that is relevant to **what they're watching**



93% Research

- Find **info on products/services** while in a particular store
- **Purchase product online** having viewed in store



80% Shop

- **Purchase** products/services **using** smartphone
- **Purchase** products/services **using** tablet

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With Many Open to Advertising through their Mobile

52%

are willing to see
mobile
advertising in
order to gain
access to free
content



38%

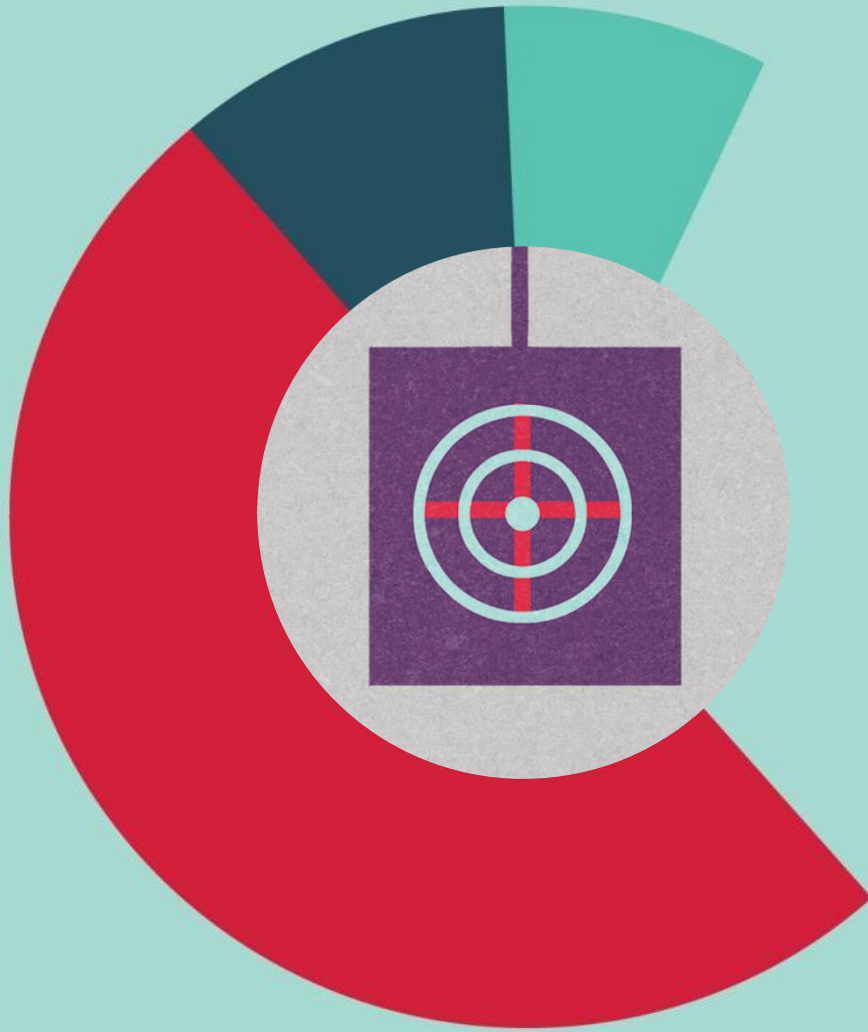
think it would be
great if mobile
advertising could
be tailored to
their interests



34%

think it's fine that companies advertise on
smartphones in return for great apps, games etc.

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What can Mobile do for Branding?

*Case Study – innocent
Super Smoothies*

innocent Launch of Super Smoothies



- / New range of Super Smoothies launched late summer.

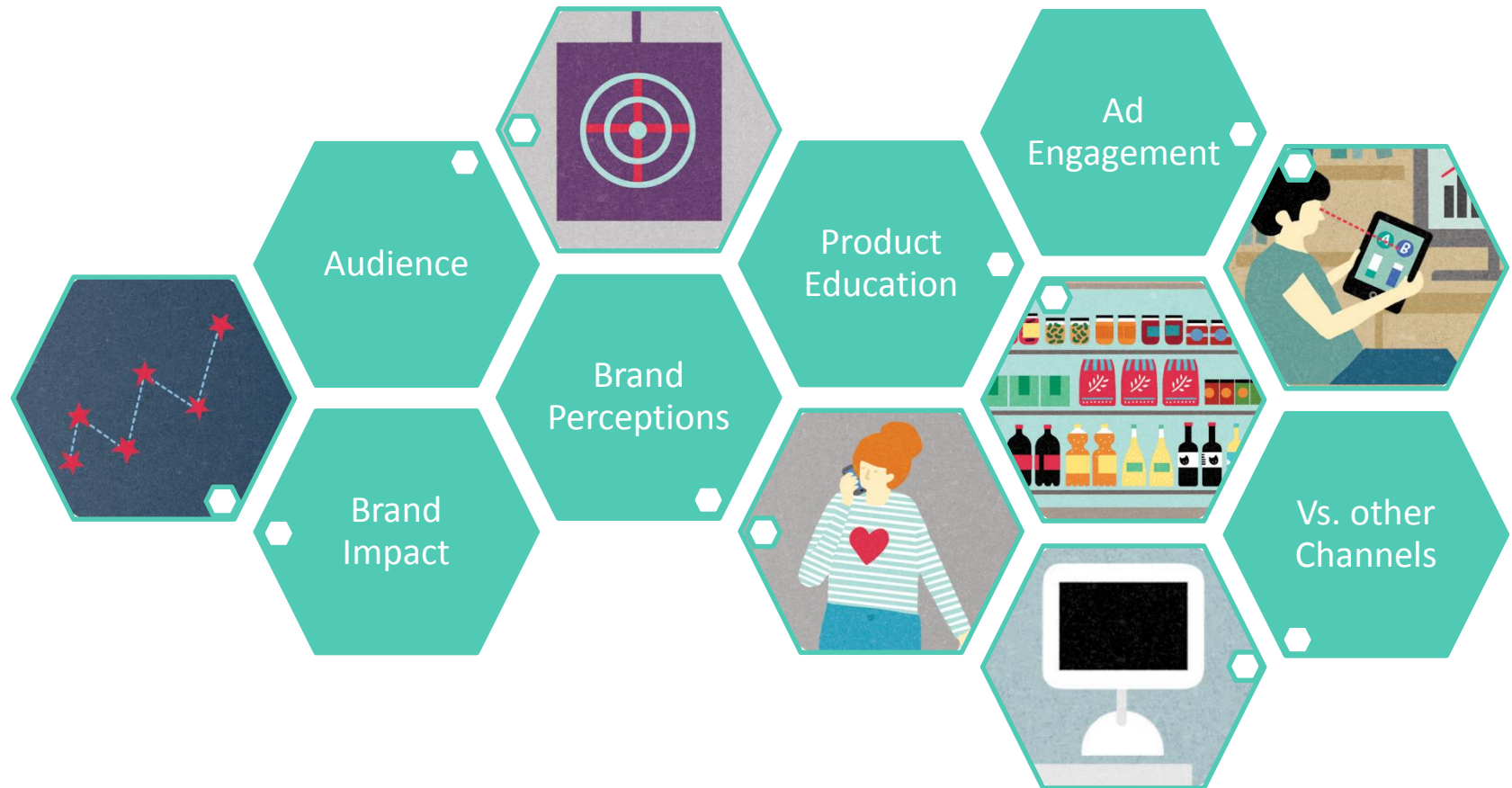


0.98% expansion rate
38,735 expansions
95% of expansions were intentional
92% of all impressions served were viewable

- / **Mobile only** advertising campaign 9th Sep – 8th Oct.
- / Total spend €40k – popular mobile sites in Ireland, e.g. The Journal, Daily Edge, Entertainment.ie, Daft.ie, irishtimes.com, donedeal.ie, mailonline.ie, independent.ie, joe.ie, her.ie, irishmirror.ie, yahoo.ie, skynews.ie, myhome.ie, ticketmaster.ie, thescore.ie



Did It Work?



Did We Reach our Audience?



of the target recall **innocent** communication post campaign

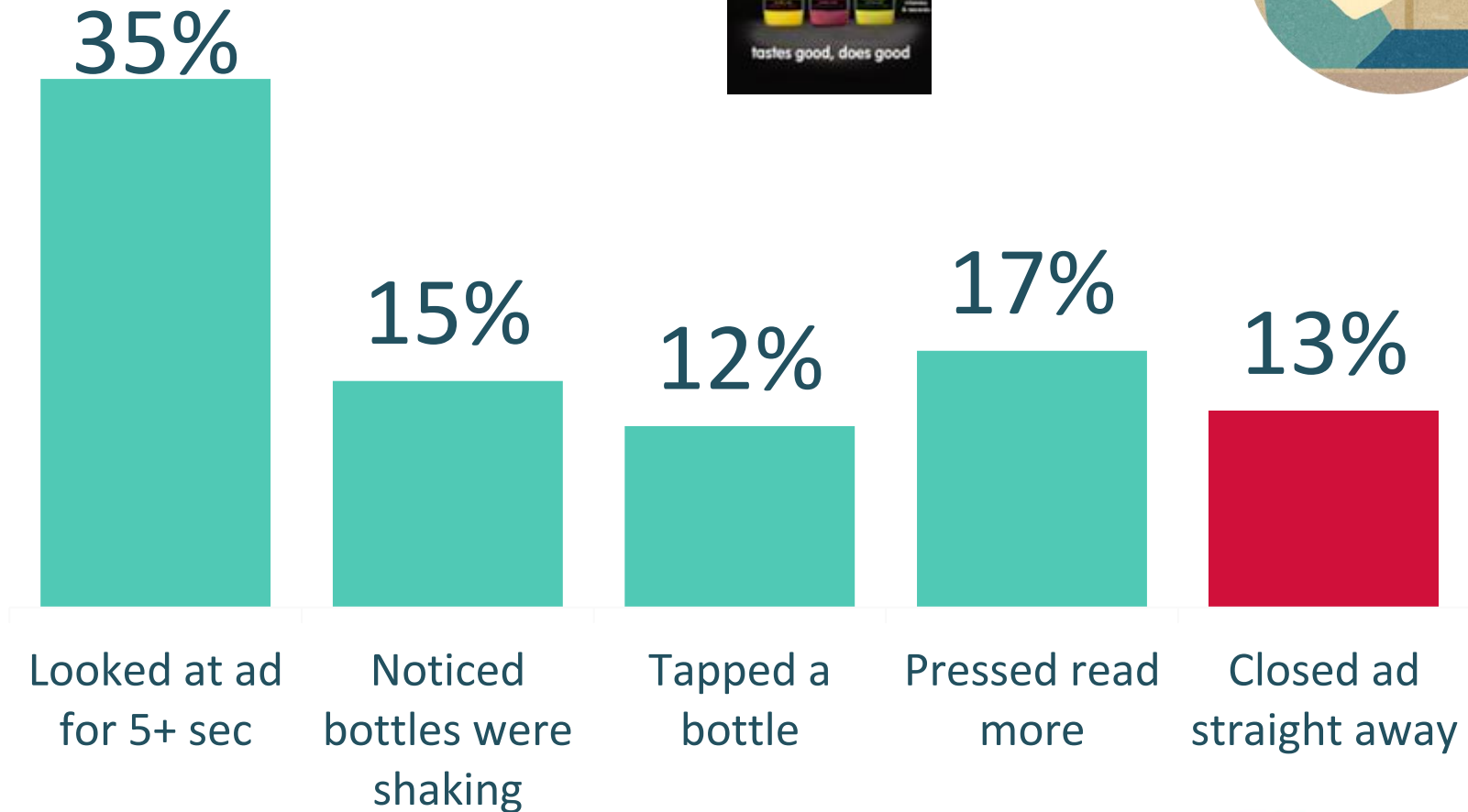
480,000 consumers

Reach increased **+8%** post “mobile only” campaign

Suggesting the campaign added **96,000** extra

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Mobile = Engagement!



Consumers More Aware of Brand & Range



+5%



increase in spontaneous brand awareness for innocent brand

Biggest change for any juice/smoothie brand



+4%

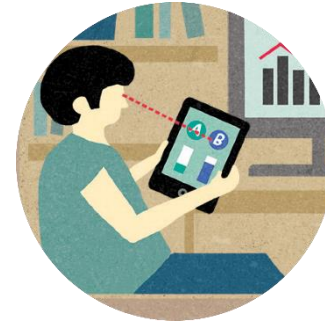


increase in awareness of new super smoothie range

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Impact on Consideration & Preference

+5 Brand Consideration
= My preferred brand or a brand I would consider



+25% Brand Preference

The difference btw those seen vs. not seen ad



4 in 5 (81%) would like to try new range after seeing ad



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Mobile Advertising is not just about “Call to Action”, it also Appears to have an Impact on Brand



Brand Affinity

For People Like Me
+4%

A Brand I Love
+5%

A Brand I Trust
+5%

A High Quality
Product **+4%**

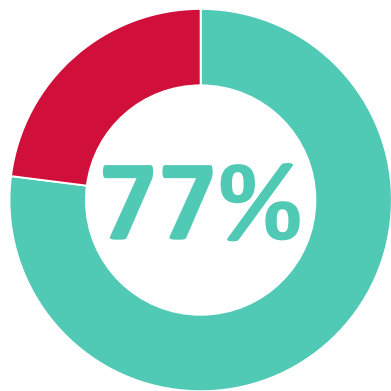
Worth Paying
more for
+4%

Brand Quality/Trust

Is Great Tasting
+6%

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Clear Conversion of Health Message from the Mobile Only Advert



... agree "smoothies contain ingredients which could benefit health"



+6%

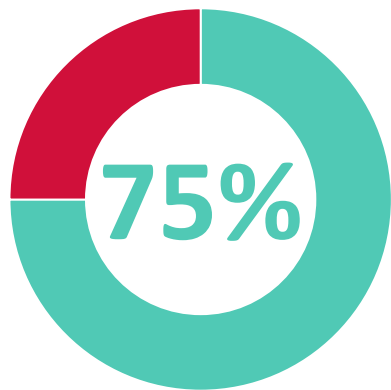
is good for me

+4%

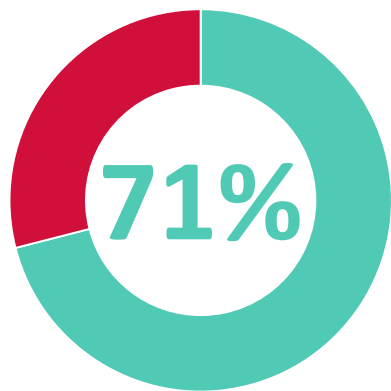
contain ingredients which would benefit my health



70% Ad made me feel that brand offers something new/interesting



... agree "smoothies would give me a vitamin boost"

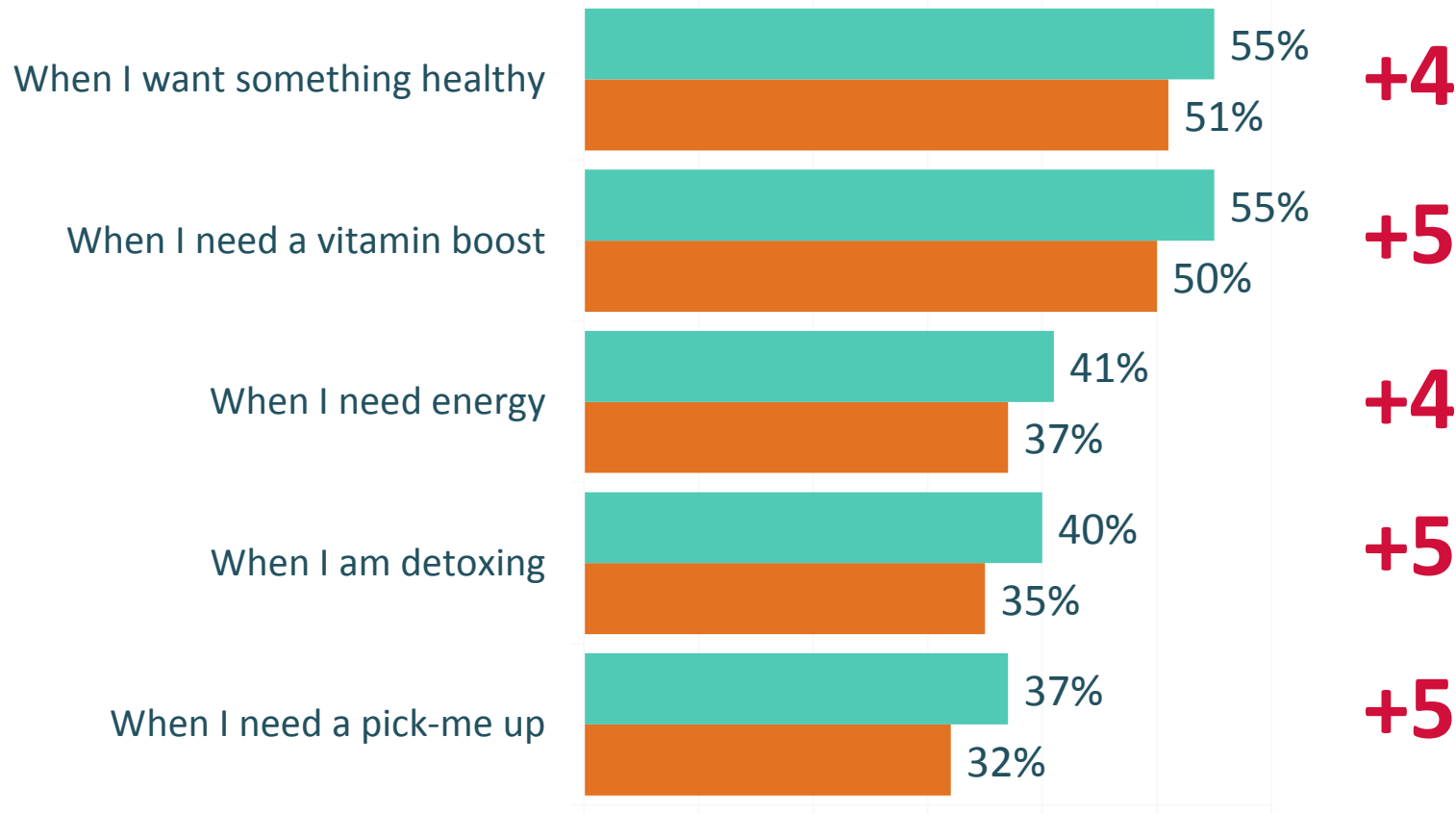


... agree "would like to try these when needing a lift"

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The Mobile Campaign also Helped Educate on Product Usage Occasions

Post-Wave
Pre-Wave

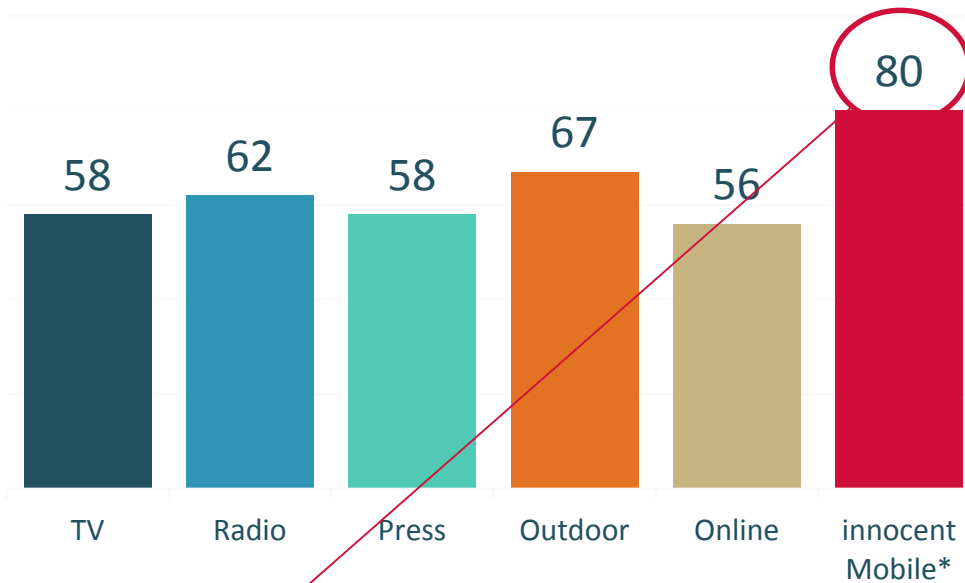


Other occasions secondary, e.g. refreshment, treat, substitute for other food, drink.

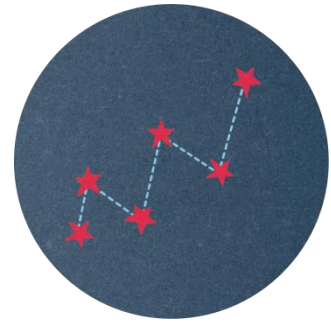
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Brand Impact is Very High vs. Other Channels

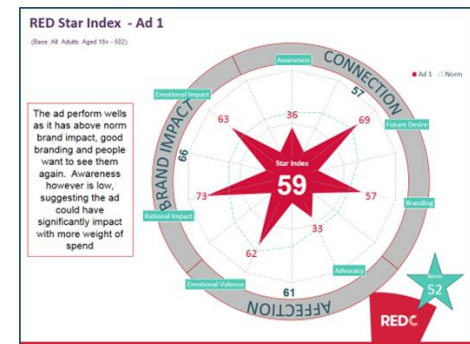
Brand Impact NORMS



HIGHEST brand impact, i.e. if we had spent more, campaign impact would have been even better!

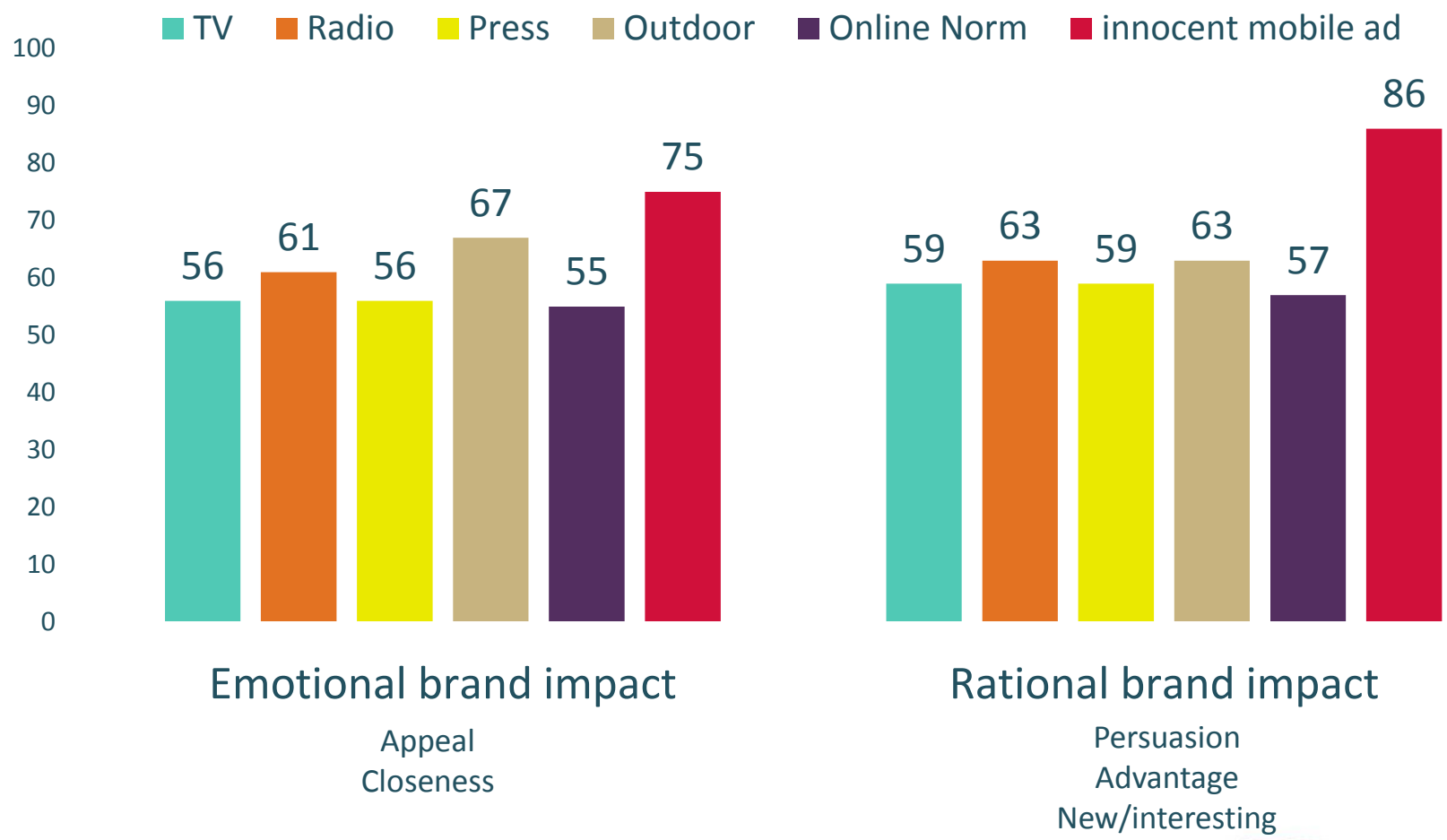


Based on RED Star, RED C's extensive norm base for advertising evaluation (400+ executions)

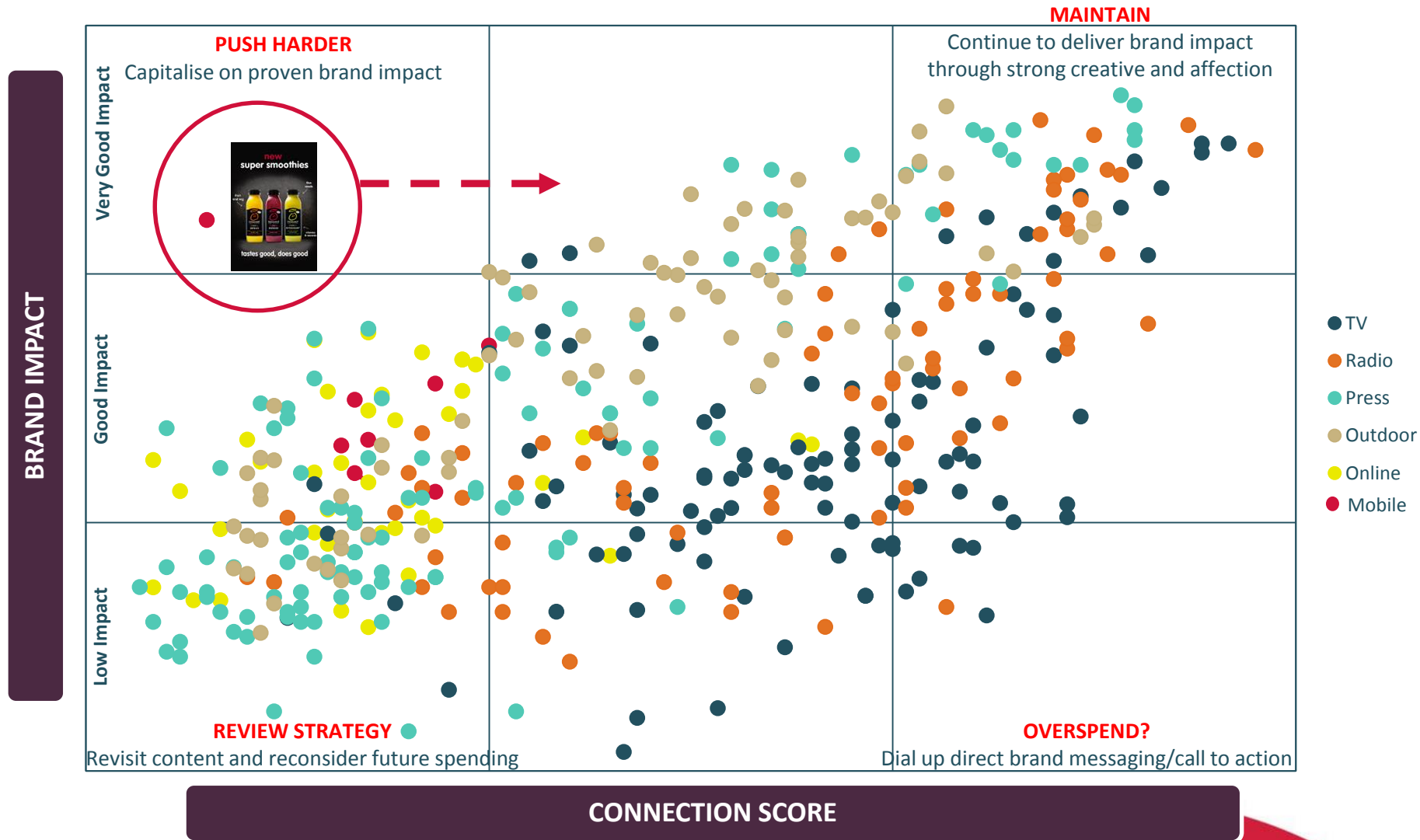


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While the Ad Might be Expected to Drive Rational Brand Impact, it also Outperforms in terms of Longer Term Emotional Impact



Strong Brand Impact vs Norms Suggests more Spend would Reap Significant Dividends





Key Learnings

Key Learnings

1. Mobile needs to be part of media mix.
2. Good execution on mobile has potential to drive “brand” metrics, not just call to action.
3. Mobile can be a cost effective means of delivering brand messaging vs. generic online.
4. Mobile could potentially work even harder when central to an integrated campaign or with more weight behind it.



THANK YOU

PUBLISHERS

The Journal, Daily Edge,
Entertainment.ie, Daft.ie,
irishtimes.com, donedeal.ie,
mailonline.ie, independent.ie,
joe.ie, her.ie, irishmirror.ie, yahoo.ie,
skynews.ie, myhome.ie,
ticketmaster.ie, thescore.ie

Adforce.com - who created the rich media ad
Celtra - who managed and trafficked the ad
MEC - who planned the campaign

Innocent - without whom we wouldn't have
been able to do this

Adrian Acosta, chair of IAB's Mobile Council
IAB Mobile Council for commissioning and
championing this Research

