Effectiveness of Mobile Advertising
A Case Study
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...**

- Smartphone: **63 Minutes per Day**
- Computer: **76 Minutes per Day**
- Tablet: **15 Minutes per Day**
- Smart TV: **3 Minutes per Day**
- Gaming Console: **7 Minutes per Day**
- Other: **1 Minute per Day**
Time Spent Online via Mobile is Increasing, while Time Spent Online via PC is Decreasing

<table>
<thead>
<tr>
<th>Time online on PC</th>
<th>Time online on phone/tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>47%</td>
<td>39%</td>
</tr>
</tbody>
</table>

2013 | 2014
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.
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
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.
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?

Brand Impact

Audience

Brand Perceptions

Product Education

Ad Engagement

Vs. other Channels
Did We Reach our Audience?

40% 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
Mobile = Engagement!

- Looked at ad for 5+ sec: 35%
- Noticed bottles were shaking: 15%
- Tapped a bottle: 12%
- Pressed read more: 17%
- Closed ad straight away: 13%
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
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
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%

**Brand Quality/Trust**
- A Brand I Trust: +5%
- Worth Paying more for: +4%
- A High Quality Product: +4%
- Is Great Tasting: +6%
Clear Conversion of Health Message from the Mobile Only Advert

- 77% agree “smoothies contain ingredients which could benefit health”
- 75% agree “smoothies would give me a vitamin boost”
- 71% agree “would like to try these when needing a lift”

+6% is good for me

+4% contain ingredients which would benefit my health

70% Ad made me feel that brand offers something new/interesting
The Mobile Campaign also Helped Educate on Product Usage Occasions

<table>
<thead>
<tr>
<th>Occasion</th>
<th>Pre-Wave</th>
<th>Post-Wave</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I want something healthy</td>
<td>51%</td>
<td>55%</td>
<td>+4</td>
</tr>
<tr>
<td>When I need a vitamin boost</td>
<td>50%</td>
<td>55%</td>
<td>+5</td>
</tr>
<tr>
<td>When I need energy</td>
<td>37%</td>
<td>41%</td>
<td>+4</td>
</tr>
<tr>
<td>When I am detoxing</td>
<td>35%</td>
<td>40%</td>
<td>+5</td>
</tr>
<tr>
<td>When I need a pick-me up</td>
<td>32%</td>
<td>37%</td>
<td>+5</td>
</tr>
<tr>
<td>Other occasions secondary, e.g. refreshment, treat, substitute for other food, drink.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
**Brand Impact is Very High vs. Other Channels**

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

<table>
<thead>
<tr>
<th>Channel</th>
<th>Brand Impact NORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>58</td>
</tr>
<tr>
<td>Radio</td>
<td>62</td>
</tr>
<tr>
<td>Press</td>
<td>58</td>
</tr>
<tr>
<td>Outdoor</td>
<td>67</td>
</tr>
<tr>
<td>Online</td>
<td>56</td>
</tr>
<tr>
<td>Mobile*</td>
<td>80</td>
</tr>
</tbody>
</table>

HIGHEST brand impact, i.e. if we had spent more, campaign impact would have been even better!
While the Ad Might be Expected to Drive Rational Brand Impact, it also Outperforms in terms of Longer Term Emotional Impact

![Graphs showing Emotional and Rational brand impact for different mediums: TV, Radio, Press, Outdoor, Online Norm, and innocent mobile ad.](image-url)
Strong Brand Impact vs Norms Suggests more Spend would Reap Significant Dividends

- **PUSH HARDER**
  - Capitalise on proven brand impact

- **REVIEW STRATEGY**
  - Revisit content and reconsider future spending

- **MAINTAIN**
  - Continue to deliver brand impact through strong creative and affection

- **OVERSPEND?**
  - Dial up direct brand messaging/call to action

- **CONNECTION SCORE**

  - Low Impact
  - Good Impact
  - Very Good Impact

  - TV
  - Radio
  - Press
  - Outdoor
  - Online
  - Mobile

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**Example:**

- **Super Smoothies**

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**BRAND IMPACT**

- **Connection Score**

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**REDC**
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.
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

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