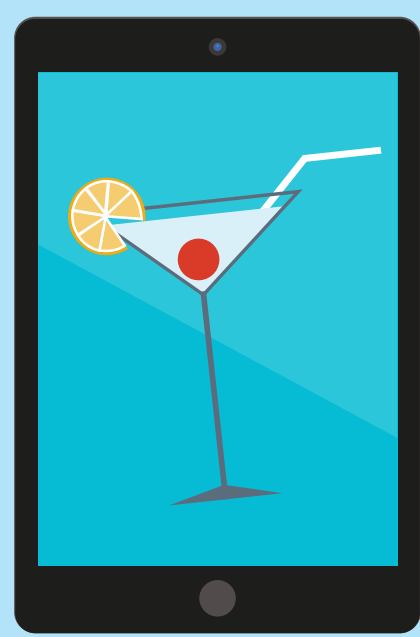


# Mobile as the Key to the Connected Consumer



## Opportunities and Challenges of Mobile Marketing

Mobile is a major opportunity for brand communications. It is delivering a series of new capabilities that allows brands to garner a far deeper understanding of their customers. Marketers are exploring how best to interact through not just the smartphone but also embrace the signals from wearables and the connected home.



“From the advertiser’s point of view, the biggest shift in behaviour has been to consuming content on mobile. Half of the search queries are now on mobile devices.”

Eileen Naughton, Managing Director, Google UK.



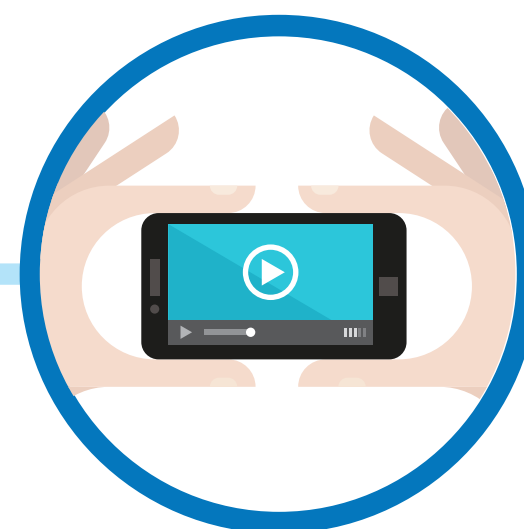
### Mobile Merge

Omnipresent devices are providing marketers with the invaluable opportunity to finally unite on and offline worlds. From delivering programmatic to the digital out-of-home environment to capturing vital information about offline behaviour, mobile is delivering a richer stream of information to brands than ever before.



### Access All Areas

Mobile is delivering access to rapidly developing regions of the world as consumers across Asia and Africa leapfrog traditional media sources including TV and desktop. Brands with a mobile-first mentality look set to win the race for consumer hearts and minds.

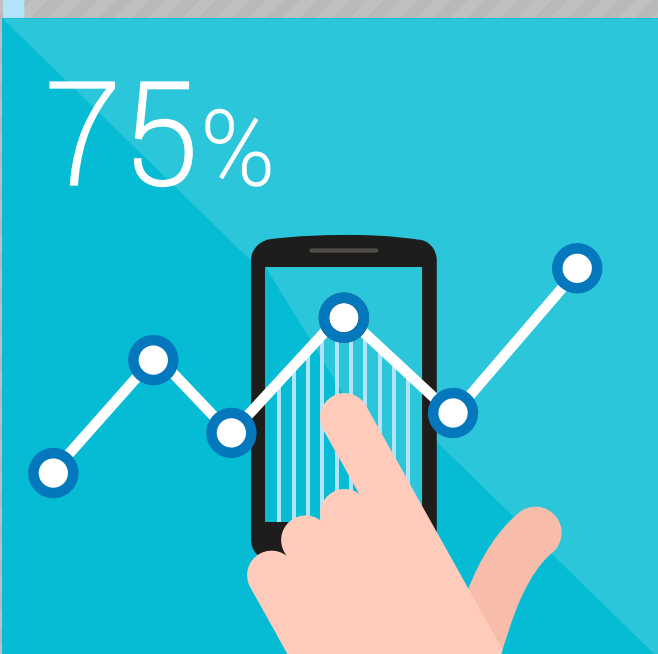


### Mobile Video

2015 is widely considered to be the year of mobile video. While this presents creative challenges for brands, they will be able to reap rewards from engaging in highly contextual, entertaining communications delivered one-to-one during consumers’ multiple daily dwell times.

“New solutions are required. They should be made up of three pillars: user choice, appealing advertising, value exchange.”

Peter Dille, CMO, Tapjoy.



UK adults that own and use a smartphone.<sup>1</sup>



The forecast ad spend on mobile in 2017 in North America alone.<sup>2</sup>



The mobile portion of all digital ad spend in the UK.<sup>3</sup>

#### Sources

- 1: IAB UK, 2014
- 2: eMarketer, 2013
- 3: IAB UK, 2014