



RESEARCH | WINNER | DYNAMIC LOGIC | MILLWARD BROWN
MOBILE ADVERTISING EFFECTIVENESS

DESCRIBE THE SOLUTION.

The solution (AdIndex for Mobile) is the pioneering work of planning and developing the capabilities to conduct advertising effectiveness research on the mobile web. By forging a process that combines innovation, collaboration, leadership, and research rigor, a previously unavailable view on branding impact was introduced. Employing the control/exposed research methodology and using survey data collected via the mobile device, we were able to examine the impact of mobile advertising across various established and traditional measures such as brand and ad awareness, message association, brand favorability, purchase/behavior intent.

WHAT WAS FRESH OR INNOVATIVE ABOUT YOUR APPROACH?

While it is not novel to recruit panel respondents for mobile research, live recruitment via the mobile device is groundbreaking. By employing custom technology in support of the reliable techniques utilized in quantifying Internet campaigns over the past nine years (4,000 studies), a completely new solution to gauge branding impact was formulated.

Recruiting respondents for control/exposed studies required engagement with ad servers, survey platform enterprises, mobile web sites, and other technology partners in a manner that was as yet unexplored, undefined and uncertain. Moreover, clients (advertisers/agencies/ publishers) would have to be convinced of the value proposition before it had been tested through iteration. In other words, it was trial by fire and our credibility was on the line.

Since its introduction to the marketplace, this solution has now been successfully tested and repeated across a number of mobile studies. In addition to a read on traditional measures, the research enabled by this solution can provide information on how consumers use their mobile devices, what their mobile web activities and behaviors are, and can also deliver insights on target audiences. Especially if coordinated with reach and frequency data, this approach can help shape a broad understanding of the scope of mobile media and the significant potential resident in mobile advertising.

WHAT DID THE CLIENT DO WITH THE SOLUTION?

The solution addressed a very obvious client and market need. From our perspective, the client issue was clear: prior to this solution, there was no established approach - using live mobile web recruitment - to assess advertisements on WAP (or mobile web) sites. Previously, the industry used a panel of mobile users to measure recall of mobile advertising. With AdIndex for Mobile, survey respondents are recruited from a live (on their mobile device), in-market environment and then bucketed into two categories (control and exposed) to discern the attitudinal differences attributable to the banner campaign under study.

WPPED CREAM 2008

Mobile is universally recognized as a growing part of media budgets, but there is still a great need to educate the marketplace on its unique capabilities and also provide data points on the return for spending in this medium. One recognized benefit of digital advertising is its real-time measurability and clients (advertisers/agencies) have come to expect that mobile, being a part of the digital family, would allow for the same kind of research metrics as routinely returned from internet campaigns. This solution delivers on that client expectation and as a result, clients are able to use the solution to justify and plan their media budgets – a trend which broadcasts growth for both mobile research and mobile campaigns. In a true sense, this solution helps our clients connect with consumers who are mobile web users. The research input we provide with every completed project helps clients refine their message and the vehicle they use to deliver that message to the consumer. Having done more than 30 studies in a relatively short period of time, we are approaching the realm of averages and normative databases so that every new study gains from the learnings of all prior studies. In addition to advertisers and agencies, mobile web publishers see our solution as a way to prove the branding benefits of the mobile web and are promoting its use as a primary (for certain audiences) or complementary platform for advertising campaigns.

IMPACT ON YOUR /CLIENT BUSINESS?

Dynamic Logic (DL) is the first to conduct research of this kind in the mobile space. This furthers DL's platform of digital leadership and provides clients with much needed research to assess the effectiveness of advertising on WAP sites. In addition, Dynamic Logic has participated in many mobile industry events, evangelizing the important and unique role that mobile plays in today's marketing mix.

The client reception has been tremendous. Clients have been extremely pleased with the deliverables and have been unanimously complimentary of the mobile team's work. They rightly feel that they have a true partner in the new media/emerging technologies landscape. Two case studies have already been jointly produced with clients: Hampton Inn/Weather and New Line Cinema/Greystripe. Further, conference presentations on this approach have been delivered at the behest of established industry organizations such as ESOMAR and ARF.

Attached is the paper accepted by ESOMAR. As well as two case studies on AdIndex for Mobile.

Contributors: Dynamic Logic/Safecount team - Kara Manatt, George Pappachen, Scott Striegel, Chris Maier, Carl Muckenhopt, Devon Tighe, Sara Beaty.

Submitted by: George Pappachen.



A Millward Brown Company

GREYSTRIPE / NEW LINE CINEMA'S "THE GOLDEN COMPASS"



MARCH 2008

ADINDEX® FOR MOBILE CASE STUDY

BACKGROUND

To support the launch of their film "The Golden Compass," New Line Cinema launched a marketing campaign that included a mobile component provided by Greystripe, the world's first ad-supported mobile game and application distributor. New Line hoped to use the mobile platform to engage movie-goers and raise awareness, interest, and intent to see "The Golden Compass" movie.

Greystripe provides users with downloadable games for their handheld devices, and allows advertisers to reach a captive audience in a unique, engaging environment while users wait for their game to load. Greystripe commissioned Dynamic Logic's AdIndex® for Mobile to measure the overall impact of New Line's mobile branding efforts for the film.

RESEARCH GOALS

- Identify the impact of the "The Golden Compass" mobile campaign at raising Aided Movie Awareness, Movie Interest, and Movie-Going Intent
- Explore the overall branding effects of advertising on mobile devices and understand the medium's ability to engage and connect with movie-goers

THE TEST

Dynamic Logic, a Millward Brown company, used a control-exposed methodology that measured the brand impact of the live ad campaign in the mobile gaming environment.

Participants were recruited from the Greystripe network between November 8 and December 6, 2007. Surveys were conducted via mobile phones, and all responses were compared to determine the impact of the ad exposure. Responses from the group who did not see the ads on their mobile devices (control) were collected in the period immediately preceding the campaign launch.

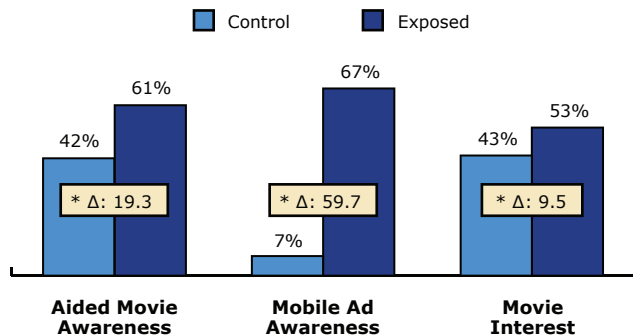
RESULTS

Mobile advertising on the Greystripe network led to significant increases in awareness of and interest in "The Golden Compass" film.

The ads were not only highly noticed by the overall audience — Mobile Ad Awareness increased by +59.7 percentage points — but respondents exposed to the ads also exhibited a +19.3 percentage-point increase in awareness of the film's title. Furthermore, ad exposure resulted in a +9.5 percentage-point increase in interest in seeing the film among overall respondents.



Mobile Ads for "The Golden Compass" Raise Awareness Among Overall Respondents



* Statistically significant difference between control and exposed group at a 90% confidence level
Source: Dynamic Logic, December 2007; n=768 respondents



A Millward Brown Company

GREYSTRIPE / NEW LINE CINEMA'S "THE GOLDEN COMPASS"



ADINDEX® FOR MOBILE CASE STUDY

RESULTS (continued)

Audience analysis reveals that the ads resonated best with respondents, ages 18-24. All age segments saw significant increases in awareness of the movie and its mobile advertisements; however, Movie-Going Intent also increased +14.5 percentage points among the youngest audience. The movie's fantasy theme may have appealed most to this age group.

Mobile advertising was most effective among avid movie-goers — those who have seen three or more movies in the theater in the past two months became more aware of and exhibited increased interest in "The Golden Compass."

Results support that mobile WAP sites are effective in influencing a highly-engaged audience, particularly when advertising new movies.

- Among overall respondents, 35% say they use their mobile phones for "finding theater and movie times," and 29% "watch movie trailers."
- Frequent movie-goers — those who have seen at least two movies in the theatre in the past two months — use the mobile Internet more often than non-frequent movie-goers (79% for frequent movie-goers vs. 58% for non-movie goers)

Entertainment advertisers could benefit by continuing to leverage the mobile medium to influence consumers.

While Awareness Levels Increased Among All Age Segments, Younger Respondents Are Most Likely to Purchase

18-24	Control (%)	Δ
Aided Movie Awareness	45	+15.6*
Movie-Going Intent	20	+14.5*
Sample Size: c=95; e=78		

25-34	Control (%)	Δ
Aided Movie Awareness	41	+20.1*
Movie-Going Intent	29	+6.7
Sample Size: c=177; e=122		

35-54	Control (%)	Δ
Aided Movie Awareness	37	+26.5*
Movie-Going Intent	27	+2.9
Sample Size: c=138; e=90		

* Statistically significant difference between control and exposed group at a 90% confidence level

Source: Dynamic Logic, December 2007



GREYSTRIPE



NEW LINE CINEMA
A TimeWarner Company

Business Travelers “Pick Up” Hampton Hotels’ Mobile Branding Efforts Across Weather.com’s WAP Site

BACKGROUND

In July 2007, Hampton Hotels leveraged a new opportunity to engage a difficult-to-reach audience that is continuously on the move: business travelers. By launching a mobile advertising campaign across weather.com’s WAP (Wireless Application Protocol) site, Hampton Hotels connected with travelers to enhance brand knowledge and convey relevant messaging.

Weather.com commissioned Dynamic Logic, a Millward Brown company, to evaluate the brand impact of Hampton’s mobile advertising.

THE TEST

Dynamic Logic’s AdIndex® for mobile uses a control-exposed methodology that measures the brand impact of mobile ad campaigns as they run live across WAP site(s). Two groups are given mobile interviews from a WAP page (weather.com) and their responses are compared.

For this study, responses from people who did not see the ads on their mobile devices (control group) were collected in the period immediately preceding the campaign launch.

RESEARCH GOALS

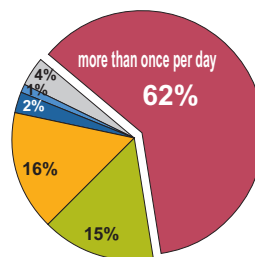
- Quantify the effectiveness of the mobile campaign in generating awareness of and favorability towards the Hampton brand
- Gain insight into the potential of this new advertising platform at influencing travelers

MOBILE RESPONDENT BEHAVIOR

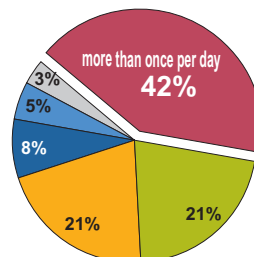
Hampton Hotels’ advertising on the weather.com WAP site connected with an audience that is highly engaged with their mobile devices — over two-thirds of overall respondents use their mobile phone to access the Internet more than once a day and 42% visit weather.com daily. Furthermore, weather.com proved to be an appropriate channel to reach Hampton Hotels’ target audience — about half of business traveler respondents visit weather.com on their mobile phone multiple times each day.

Majority of Overall Respondents Are Highly Engaged With the Mobile Medium

Mobile Phone Internet Usage



Weather.com WAP Visitation



■ More than once per day ■ 1-2 days per week
■ Once per day ■ Less than once per week
■ 3-6 days per week ■ Don't know

Source: Dynamic Logic July 2007, n=2,419 respondents



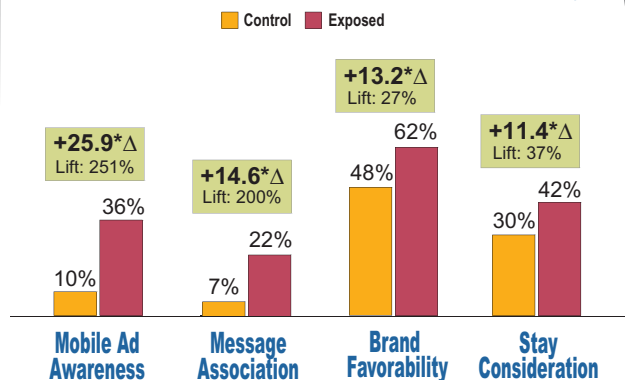
Business Travelers “Pick Up” Hampton Hotels’ Mobile Branding Efforts Across Weather.com’s WAP Site

RESULTS

Results show significant increases in the brand metrics among those exposed to mobile ads — prominent branding successfully built awareness, while concise, yet persuasive messaging improved favorability and generated interest in staying with Hampton Hotels during their next trip.

Advertising in a new medium has an opportunity to influence viewers in a fresh, less-cluttered environment. While it is clear that mobile web is a technology that users are heavily interacting with, differences between the mobile and other media may flatten over time as the medium becomes more commonplace. Advertisers should leverage this new medium early on to optimize impact.

Hampton Hotels’ WAP Campaign on Weather.com Generated Brand Awareness and Increased Consideration to Stay



*Statistically significant at a 90% confidence level
Source: Dynamic Logic July 2007, n=2,419 respondents
Delta (Δ) = Exposed-Control; Lift = (Exposed-Control)/Control

CONCLUSIONS

Mobile advertising on weather.com’s WAP site was an effective channel for reaching travelers, especially those traveling for business. Some of these consumers may be otherwise difficult to reach through other media due to the amount of time spent on mobile devices. Relevant messaging is also critical to impacting an audience on a mobile device.

“While we’ve seen strong growth in Mobile Web usage and advertiser interest over the past year, these results are a concrete statement of how effective the platform is. With the number of new ad products and the increasing availability of research and metrics, we’re going to see the Mobile Web emerge as a basic line item in marketing budgets.”

Louis Gump, Vice President, Mobile The Weather Channel Interactive

Frequency of exposure to the mobile ads played a role in the Hampton campaign’s effectiveness — in this case, exposing viewers to the advertising more than once was ideal. Among respondents who saw the ads two or more times during an individual visit to the WAP site, Brand Favorability and Stay Consideration increased +18 and +12 percentage points, respectively. Advertising on WAP sites that are most relevant to the target audience increases the chance of key consumers being exposed to ads more frequently due to their high visitation of such sites.



product of Dynamic Logic