

#### **It's Worth Repeating: Mobile Advertising is Key to Reaching Consumers in Economic Downturn**

Interested in reaching consumers during this economic downturn? There's hope even though most (60%) of consumers who say they will limit their discretionary spending. Meanwhile, the use of mobile phones has become an indispensable part of their lives for many, and many are even severing ties to landlines. These trends support the push by marketers to leverage mobile advertising as part of an integrated marketing program to promote their brands and sell products and services, Harris analysts conclude.

#### **Mobile Advertising Findings**

Mobile advertising is successful if it is unobtrusive, targeted toward personal tastes and offers something unique, Harris said: As the best mobile advertising incentive, cash is king, with 80% of adults identifying it as the top incentive for responding to mobile advertising: As for types of ads preferred, adults tend to favor deals (53%) whereas younger users are interested in outdoor activities, travel and entertainment (70%). **Text messaging is the most preferred advertising approach for over two-thirds (69% of adults) of consumers:** Providing personal information to marketers to help them target advertising messages and products has always been a sensitive topic, but more than half (54%) of adult respondents say they are comfortable doing so for mobile advertisers, especially if offered for the right incentive.

#### **DID U KNOW ?**



*Direct Connect Media is pioneering new technologies, such as interactive MMS Bar Code Reading...*

***R U Missing UR Customers?***

#### **Continuing from last week. Getting Started ...**

#### **2. Getting started isn't hard --**

The biggest complaint I hear from prospects is that they don't know where to start to find an audience for an SMS campaign. The good news is that the work has already been done for you. With built-in audiences provided by carriers and DCM's text message ad networks you simply need to choose who you want to target and go for it. For example, Virgin Mobile recently launched its Sugar Mama program, allowing its customers to earn free mobile minutes in exchange for responding to SMS on their mobile phones. Marketers have access to Virgin's subscribers, as well as key demographic information about them. In an example of quick set-up and launch, a leading sports entertainment company wanted to promote the commercial-free premiere of a documentary film on their network to an audience of young sports fans, and in the process, create a dialog with interested consumers. SMS served as a great medium for reaching on-the-go 18-25-year-olds who may not see traditional advertising.

#### **...but wait, there's more...**

Advertising was placed in text message sports channels, with copy that invited users to respond to "TUNEIN." Those who responded received information about the show and were invited to sign up for an SMS reminder about the air date of the show. No mobile website or rich media was required.

The campaign successfully drove viewers to tune in to the premiere, making it the most-viewed documentary in the company's history. Twenty-four percent of users who interacted with the mobile advertising went on to sign up for a text message reminder about the show. Overall, 14 percent of users who received the SMS ad reported they had viewed the program.

***Next Week...Targeting is the Key!***

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