

Sales RUSH – Customer Connected Adrenaline

Creating A Successful Mobile Strategy

The most effective mobile ads should include these attributes:

1. **Value**
2. **Relevancy**
3. **Honesty**
4. **Simplicity**

Creating mobile campaigns with these four attributes can have a much bigger pay off than just "buy brand X" messages. All brands have something that they're trying to promote at any given time. You have to take the needs and necessities of the brand itself; what things are important to the brand and to your customer and think about how do you make that part of your mobile campaign."

▼ DID U KNOW ? ▼



In the Month of June more than 56 Billion Text Messages were sent and received in the U.S.?

R Missing UR Customers?

The Experts Agree

Study Shows Consumers Will Buy If Ads Are Relevant... the results of a sector specific consumer study which indicates that 60% of mobile internet users would be influenced to purchase an alternative brand to their regular brand in response to relevant mobile internet advertising.

The Study:

The study was of more than one thousand people that are currently using mobile internet. The intention was to understand which sectors would benefit most from mobile advertising, and which formats and communication methods would be most effective. The study was sponsored by **Peugeot, Diageo, Sky, Nestle, More Th>n , Procter & Gamble and Orange**, and was conducted by **Millard Brown**.

BIG NEWS: MORE THAN HALF ...

Some of the key findings include:

Mobile Advertising:

Over half of all mobile internet users are happy to accept ALL mobile advertising types.

6/10 users want adverts from Entertainment and Food & Drink brands.

6/10 mobile internet users would be influenced to purchase an alternative brand to their regular brand in response to relevant mobile internet advertising.

Some users suggested they want to see a "text message" in response to clicking on a banner ad.

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