

### ADVERTISING ON MOBILE PHONES NOW THE NORM - And a significant number of users say they respond to such messages ADVERTISING ON MOBILE PHONES IS BECOMING INCREASINGLY MAINSTREAM.

Thirty-three percent of Americans with mobile phones said they recalled seeing mobile advertising during the fourth quarter of 2008. Among those with iPhones, the figure was even higher, at 41 percent. "The vast majority of these ads were seen in SMS text messages," the report notes. What do people do when they receive mobile advertising? One-third of those who recalled getting such ads said they "responded in some way," with the most common form of response being to call a toll-free number included in the message: "16 percent of ad-aware consumers recall doing this." Women were almost twice as likely as men to say they responded in some way to a mobile ad they'd received. In a breakdown by age, 18-24-year-olds were the most likely to report having done so. Perhaps most encouraging for advertisers, says the report, "is the fact that one in seven people also reported that they had bought a product or visited a store as a result of seeing a mobile advertisement." Among other tidbits from the report: "More than 162 million consumers used text messaging in the fourth quarter of 2008," up 16 percent from fourth-quarter 2007. Ten percent of Americans with mobile phones used location-based services in last year's fourth quarter, with the figure rising to 22 percent among 25-34-year-olds.  
*Source: Adweek*

### DID U KNOW ?



If you can't turn yourself into your customer, you probably shouldn't be in the ad writing business at all."

Leo Burnett

### The Secret's Out

#### Ad Execs See Rise In Mobile But Decline In Traditional Ad Spending

According to a recent poll by KPMG, media and advertising executives expect more than a quarter of media time and spending to move away from traditional channels. At the same time, they believe that mobile and social media advertising will be gaining momentum.

KPMG polled more than 200 media, marketing and advertising executives in collaboration with **AlwaysOn**, the venture capital new media organization. When queried about major changes in the industry today, 49 percent of respondents indicated that the pullback of advertising dollars is the most disruptive force in media today, followed closely by mobile devices becoming personal computers (40 percent). Some of the other key results of the survey include: **75 percent of executives predict that advertisers will move more than a quarter of media time and spending away from traditional channels in the next five years,**

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while social networks and mobile marketing are expected to see increased activity. 47 percent indicated that the biggest lesson learned from President Obama's use of social media and mobile while campaigning is that social networks can powerfully grab mindshare in society at large. The greatest marketing opportunity for mobile is location-based advertising, according to 48 percent of respondent to the KPMG survey. "...mobile marketing are just two of the relatively new media forms to enter the marketing mix, but they are already showing just how integral they will be in the near future," said **Brian Hughes**, KPMG Partner. "Not only will these new forms of media continue to see increased utilization by marketers and advertisers in the near future, but they will continue to capture increasing attention from the investment community."

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