



Mobile marketing & advertising: results of 2007, perspectives for 2008



Mobile Media Group of companies

- Started in 2003 as a mobile marketing consulting agency
- Today: group of companies covering complete mobile marketing and advertising value chain:
 - **BrandMobile** full-service mobile marketing and advertising agency
 - ▣ Sales house, works with traditional ad agencies and clients
 - **MMG** mobile marketing service provider and advertising aggregator
 - ▣ **MMG Technology**: mobile marketing technology & service provider
 - ▣ **MMG MediaHouse**: mobile advertising aggregator and seller, technology enabler

wmc consulting
mobile marketing

 brand mobile

**Mobile
Media
Group**



Experience: 5 years, more than 70 projects

Winston



current music



ОЧАКОВО



Билайн



PANTECH

NOKIA



AXE



P&G



Mobile marketing & advertising

- **Mobile media:**
 - New interactive media formed by mobile phones and networked PDAs
- **Mobile marketing**
 - Utilizing mobile media for marketing communications
- **Industry structure**
 - Mobile marketing itself – indirect (BTL) marketing communications.
 - ▣ Actively developing in Russia since 2003
 - ▣ Standard BTL-type activities – sales & trade promotions, event marketing, DM etc
 - Mobile advertising – direct or media-type (ATL) advertising
 - ▣ Early experiments in Russia started in 2002-2003, active development since the end of 2006.
 - ▣ Media-type interactive advertising – banners, cell broadcasts



MMG 2007 results: mobile marketing

- «Heavy» mid-term solutions
 - CRM / loyalty: MMG for Beeline, 2006, 2007
- Hi-tech “non commodity” solutions
 - Sales promotion: SunInBEV Klinskoe / GPS “in-pack”
 - Sales / event promo “Fresh bar” with mobile barcodes/coupons for Megafon
- Complex / multi-purpose projects
 - Sales / trade promotion for Kama tires
 - Event / social network promotion for Efes / Sary Melnik “KRYLIA-Town”
 - Sales promo / loyalty project “Mobile contact center” for ICICI bank
- “Retainer”-like projects
 - 6-9 mo projects with monthly maintenance fee
- MMG financial results in mobile marketing
 - More than 100% increase in sales in “mobile marketing projects” business direction
 - Total MMG sales grew 45%



MMG 2007 results: mobile advertising

- Mobile advertising in Russia has finally taken off
 - MMG / Brandmobile media clients: Coca-Cola (Burn, Fanta), Tele2, Samsung, SELA, Lean-M, Rostics/KFC, Procter&Gamble, SunInBEV/Klinskoe, Efes/StaryMelnik, Organon
 - VERY EFFICIENT ad channel / good results
- All major carriers declared their short-term strategy in mobile advertising
 - Beeline, MTS, Megafon, SMARTS
 - MMG – exclusive ad aggregator at Beeline
- Large independent inventories
 - Mobile - Nokia.mobi, content-providers etc
 - Internet – Rambler, Mail, Mamba etc
 - Media – TNT network etc
- Several players
 - MMG / BrandMobile, MobileDirect, WAPStart



MMG 2008 trends: general

- Customers will demonstrate pragmatic approach by means of campaign efficiency and ROI
- New industries will drive the growth of mobile marketing: automotive, finance, strong alcohol, perfumes, farma, others
- Traditional MM-involved industries (FMCG etc) will experiment with adding mobile to their marketing mix finding the right proportions
- Mobile will move towards “standard” channel as Web and 800-callcenters are
- Global MM players will be more active on Russian market
- Traditional advertisers / global agencies will strengthen their digital expertise



MMG 2008 trends: mobile marketing

- “Commodity mobile marketing” (simple on-pack sms sales promos) will continue to demonstrate profit margin decrease
- Serious customers will consider running multi-brand / multi-product complex promotions with MM agencies on a yearly retainer basis
- Mobile will play significant role in “backoffice” BTL activity like field promo personnel automation, price distribution / tracking etc
- MM agencies will explore adjacent fields like call-center integration, CRM/DM services, some traditional BTL-type activity
- Traditional agencies / their digital divisions will continue to extend their BTL/CRM/DM expertise with “mobile-connected”



MMG 2008 trends: mobile advertising

- Industry will make a significant achievements preparing for 2009 explosive growth
- Carriers, content-providers, Internet-players, traditional media will continue to experiment with mobile advertising
- Large media agencies continue to stay in “wait and see” position
- Inventory will grow mainly in its premium segments (carriers, handset vendor portals etc), prices will grow significantly
- Some media measurement / ad standards / ad efficiency audit activity will start
- Experiments with off-portal deep targeting will start
- Global mobile advertising players will explore opportunities in Russia



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