
Mobile Marketing

June 2007

TIGERSP^{KE}



Contents

- Introducing TigerSpike
- Overview of market dynamics in Australia
- Determining whether mobile is an appropriate communication channel
- Selecting from the available technologies
- How to best reach your target audience & applying the technologies within the context of a campaign or strategy
- Measuring your success

Who TigerSpike are

- A privately owned digital marketing services company founded in 2003
- Core business focuses
 - Mobile Marketing
 - Mobile Advertising
 - User Generated Content
 - Web site/ Mobile site development
 - Research & Development

A few current clients



FairfaxDigital



DMGT
Daily Mail and General Trust plc



SONY & BMG
MUSIC ENTERTAINMENT

TIGERSPIKE

A horizontal band at the bottom of the slide featuring a tiger stripe pattern.

Overview of market dynamics in Australia

Why does TigerSpike exist today?

In the US.....

- As much as 25-30% of the \$100bn spent each year on brand advertising will find its way onto the mobile screen.

In Australia.....

- 97% handset penetration
- 97% people use SMS frequently
- 70% people have a camera phone
- 70% have used the mobile internet for content or information

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Evolution

- Dark Ages
 - Untargeted DM / Subscription services
- Modern Era
 - Delivery of branded content/ messages right place, right time
 - Using mobile technology as an enabler for other media
- Future
 - Mirroring of and further integration with online style services

Determining whether mobile is an appropriate communication channel

Reasons For Uptake

- Technical infrastructure
 - 3G
 - Data
 - Internet growth limitations
- Industry awareness
 - No training in this channel
- Consumer/ Behavioural trends

Behavioural Trends

If they had to choose, more than twice as many would keep their mobile rather than their TV

“Because I have a mobile, I expect to get what I want immediately”

63% would refuse to lend their mobile to a friend for the day

It takes 26 hours to report the loss of a wallet. With mobile, it takes 68 minutes

Source: Proximity worldwide 20 something study (Europe) 2004

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Understand the Consumer

- Understand what people use their phones for
 - Mainstream SMS to reach everyone
 - Added value services where appropriate
- Need to understand more about their consumer
- Consumers need constant stimulation and want to experience new things

Selecting from the technologies available

SMS

- SMS to enter competitions
- Location Based Services
- SMS to trigger on-line interaction

MMS- Streetidol

STREET IDOL
POWERED BY TELSTRA

IT'S YOUR TICKET TO **STREET FAME & FORTUNE**

HOME ENTER VIDEO GALLERY AXLE'S STUDIO ACCESS ALL AREAS AUSTRALIA

AXLE'S STUDIO

CHECK OUT MY STUDIO MORE >>

- >> ABOUT THE COMP
- >> AXLE'S TIPS
- >> EVENTS
- >> CHOOSE YOUR SONGS

DONT MISS THE ACTION
Enter your email for updates
 SUBMIT >>

WIN A TRIP TO THE GRAMMY'S
Get the full red carpet treatment. Plus if you're with Telstra, a \$20,000 cash bonus!
MORE >>

WELCOME

CHECK OUT OUR RISING STARS
Days are numbered with People's Choice finalists being announced on **6th Nov**. Have your say and rate for your favourites now.

 VIEW >>	 VIEW >>	 VIEW >>
 VIEW >>	 VIEW >>	 VIEW >>

WHAT'S HOT
ON AIR
RATE NOW

AXLE'S CHOICE

PEOPLE'S CHOICE

BECOME A FINALIST
The 6th Nov will be a big day for the finalists. Increase your profile, get more friends to vote for you and you know what that means...
Entry to the final starts on 31 Oct. So get your name in before the running of the clock starts.
WHO'S FAVORITE

Australian Idol
IDOL

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MMS - Optus AFL Photo Mosaic

yes OPTUS my ZOO

Search the Web Web GO


MEMBER SERVICES MY USAGE WEBMAIL SERVICE STATUS HELP

MMS your photo in to join the mosaic.
Plus, your entry will go into the draw to win **2 season tickets** to all home games in 2008.

MYZOO HOME

Picture you and the Sydney Swans.
Send in an MMS of yourself to join the mosaic. Your entry also goes into the draw to win some great prizes including 2 season tickets to all Swans home games in 2008!


SYDNEY SWANS



reset FIND YOUR PHOTO SEND TO A FRIEND


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Mobile (WAP) Sites

 **TOYOTA**
Click for Great Offers

Drive

HONDA ACCORD




EURO LUXURY
Price: \$29,995
Trans: A
Year: 2003
Km's: 50,977
Location: Brisbane
Body: SEDAN
Colour: GREY

[call seller](#)
[send to friend](#)
[send me details](#)

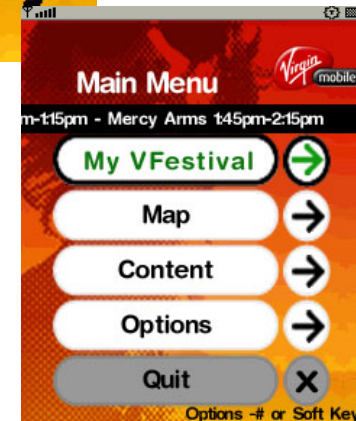
[Back to search](#)

[home](#)

 **TOYOTA**
Click for Great Offers



JAVA Games/ Applications



NOKIA

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How to best reach your target audience and
apply those technologies within the context of a
campaign or strategy

3 Pointers

- Enable other media
- Use a range of solutions to reach everyone
- On-deck vs Off-deck

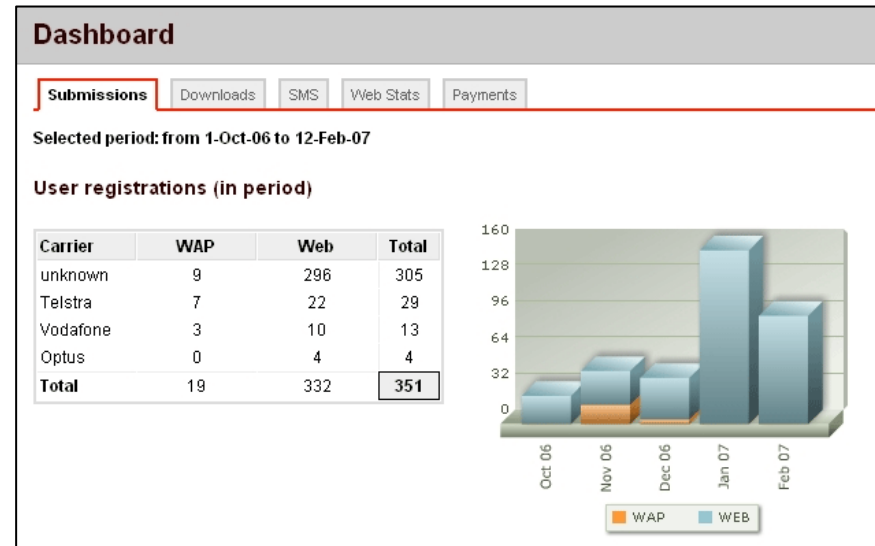
Measuring success

Campaign Effectiveness

- Objectives
 - Innovation/ PR
 - Brand equity
 - Financial
- Return on Investment
 - Making other media more effective or
 - Stand alone channel

Reporting Tools

- Client access
- Moderation
- Live Reporting
- Integrate mobile & web stats



You are logged in as: [Alex Hall \(AH\)](#) CREATIVE CUTTING EDGE

Home → Content → mPod → mBlog → Reports → Admin → LogOut

mBlog

SpikeMobile (+61423774409)

Listed below are the mBlogs on the selected site. Check the boxes below to indicate that you approve the mBlog and whether the mBlog is good enough for the Pick of the Week. Remember to click 'Save Selections' afterwards.

Displaying 1 to 3 of 3

Approve	Pick	Details
<input type="checkbox"/>		select / unselect all

Summary

- Acknowledge that the opportunity to connect with consumers via mobile is here now
- Adopt the SPIKE philosophy
 - Set the Strategy
 - Produce the idea
 - Ideal technology
 - Keep it supported
 - Evaluate post promotion