



IDEA CAPSULE 4: OUT THERE MEDIA – LOCATION BASED MOBILE MARKETING

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HARNESSING THE POWER OF MOBILE IN ASEAN

ABC Forum, Singapore
September 9, 2014



endeavor
ENTREPRENEUR

7 BN PEOPLE IN THE
WORLD
6 BN MOBILE PHONES

4 BN TOOTHBRUSHES

1.4 BN TVs

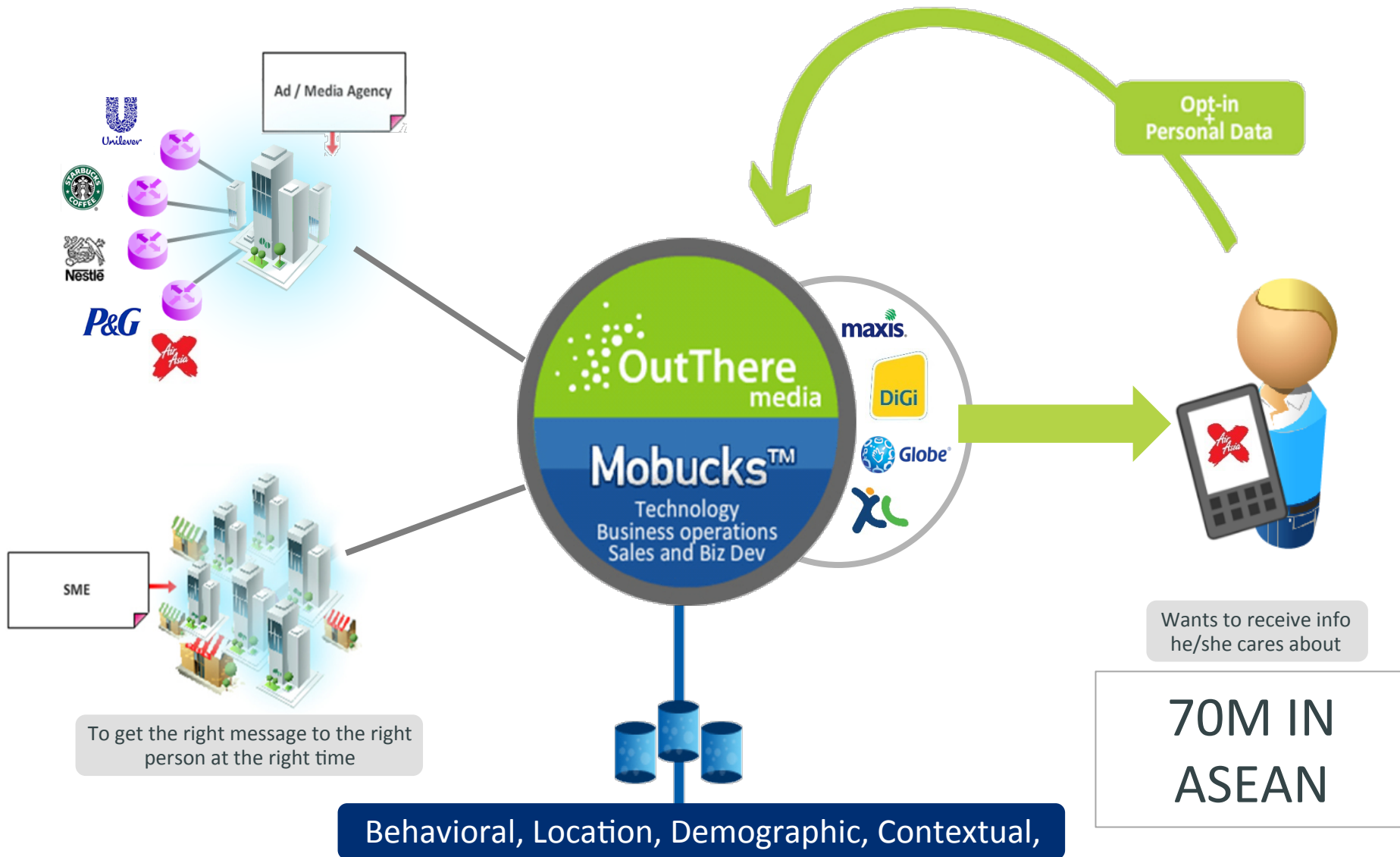
600 M PEOPLE IN ASEAN

650 M PHONES IN ASEAN



Our Mission

is to improve people's lives
through technology, big data
and relevancy.

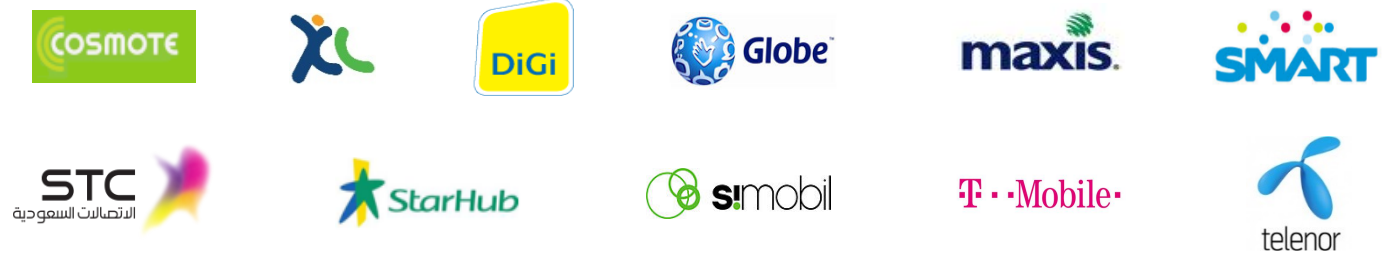


DIVERSE TOP TIER CLIENT PORTFOLIO

Advertisers

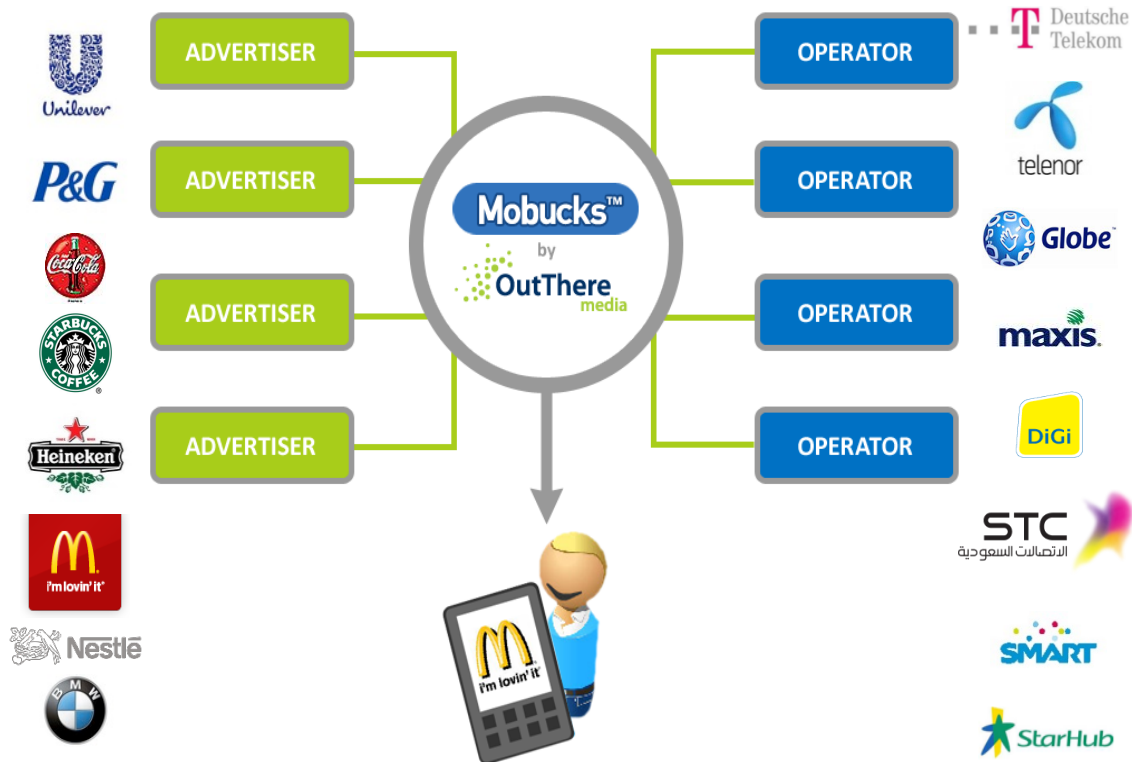


Operators



MOBUCKS™ - CREATING VALUE FOR ALL STAKEHOLDERS

Harnessing unprecedented market intelligence to effectively target and engage consumers at scale for advertisers



CASE STUDY

**THE POWER OF LOCATION BASED
MOBILE ADVERTISING**

**“PAUL – HOT FRESH AND ON THE
SPOT”**

PAUL BAKERY

Hot Fresh & On the Spot

Location Advertising

TASK

Test campaign in collaboration with PAUL to target customers with Location-Based Services

STRATEGY

Targeted opt-in subscribers within 1km of a single shop in Prague, Czech Republic, to come in store and order a free coffee & croissant

RESULTS

5.6% of recipients redeemed offer

Customers found:

71% found offer “very interesting & relevant”

97% found proximity made a “big difference”

92% would “like to receive such offers again”

43% purchased other products

44% didn’t know PAUL before the offer

KEY CONCLUSIONS

If mobile data is used....

...for the right purpose,

...adding value to people's lives,

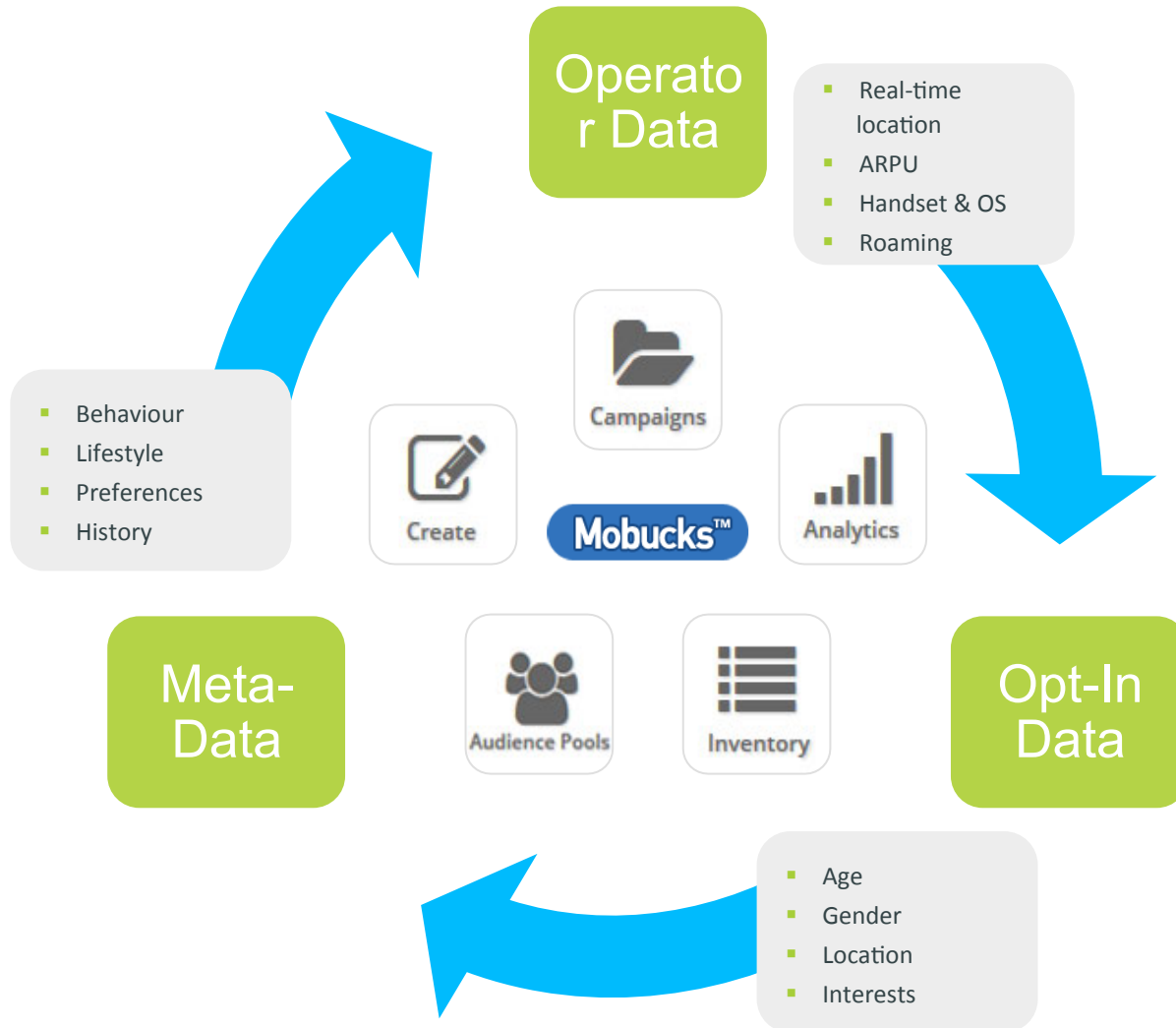
...enabling the business community - who is keen to fund this - to reach relevant audiences,

...then we create a win-win-win

for all parties involved.

MOBUCKS™ - BIG DATA PLATFORM

ENABLES “TARGETING AT SCALE”



A solid green rectangular block positioned to the left of the word "APPENDIX".

APPENDIX

HIGH PERFORMING MOBILE CAMPAIGNS

1

MOBILE VIDEO

- Streaming video to opt-in consumers free of any data charges
- Advanced video analytics
- Playable on smartphones and featurephones

2

MESSAGING WITH LINK

- Direct link to rich media, mobile site offers, coupons, and other “click-to-actions” (e.g. click-to-call, click-to-download, etc.)
- OTM creates all mobile assets for its customers

3

INTERACTIVE DIALOGUE

- Conversational messaging targeting real time responses

4

PUSH ADVERTISING

- Location based coupon and sampling driving consumers to stores

Average Conversion Rate: 4%

Average Completion Rate⁽¹⁾: 40%

Average Click-Through-Rate⁽²⁾: 4%

Average Response Rate⁽³⁾: 7%

Source: Company Information, Mobify, Marketing Charts.

(1) % consumers completed viewing video link.

(2) % consumers who accessed mobile website through link.

(3) % consumers responding to interactive dialogue messaging

UNILEVER - SUNSILK

“Indonesian Idol Audition Fast Track”

TASK

Unilever Indonesia wanted to enhance awareness of their “SUNSILK “Fast Track” to the Indonesian Idol Audition” campaign.

STRATEGY

Audience engagement increased via the Out There Media mobile Video Streaming Technology, which allows both smartphone and feature phone users to view the campaign.

A Location Targeted Video Streaming message including a URL invited the users to the SUNSILK “fast track” to the audition!

RESULTS

CTR: 2.5%

32% additional viral clicks from shared messages

4.2% watched the video twice and about 90% until the end!



Click on the screen to watch the campaign video.



Smartphone and Feature phone users

[Click here to watch the Cannes Case Video](#)

P&G Tide

“Jumbo Pack”

TASK

Drive awareness of the Tide promo in selected Philippines market places & build hype towards social activities.

STRATEGY

We targeted females 20-39yrs, SEC broad C nationwide and engaged them with the Out There Media mobile Video Streaming Technology, which allows both smartphone and feature phone users to view the

campaign.

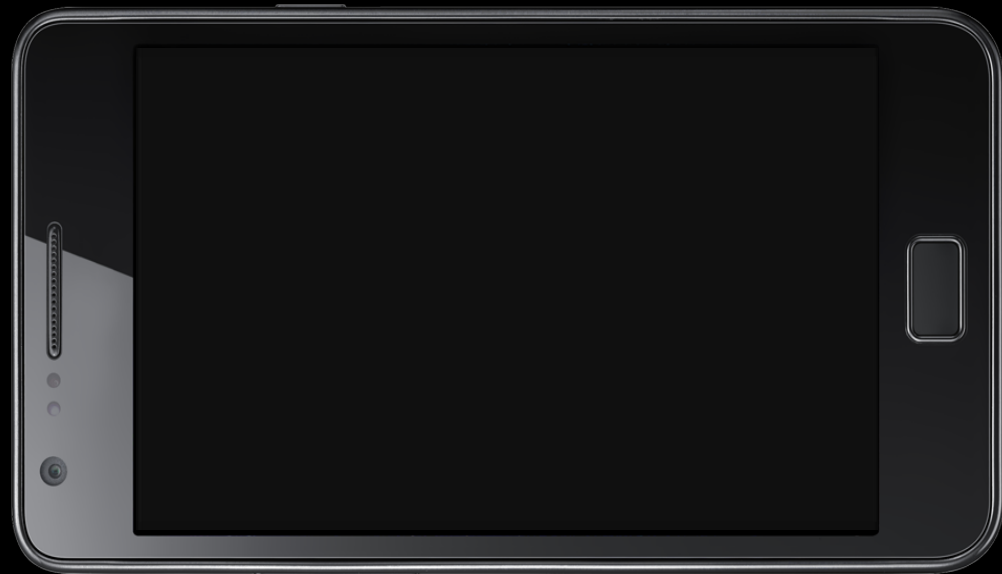
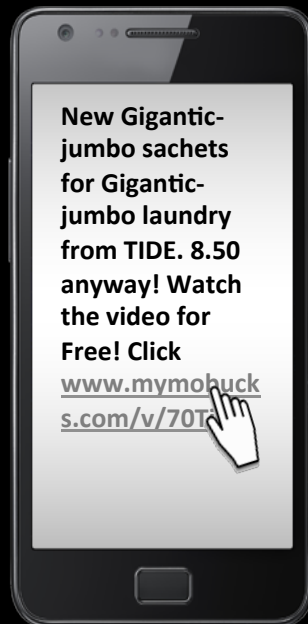
RESULTS

Females 20-39yrs, SEC broad C, CTR: 4%

Females 46-50yrs, SEC D, CTR: 7.15%

VIDEO COMPLETION RATES

% of consumers watching the video	% of video watched
68%	>40%
41%	>70%
37%	100%



Award
Winning
Campaign

UNILEVER Sunsilk “SUNSILK SAVANA”

Malaysia Marketing Excellence
Awards
Silver Award Winner

TASK

Driving awareness and engagement

STRATEGY

The Sunsilk Savana campaign in Malaysia engaged with women 18-35yrs, who wear headscarves. The audience was asked to share their favorite scarf styles which users could vote for via Facebook. In the later part of the campaign users could also view submissions in the mobile site.

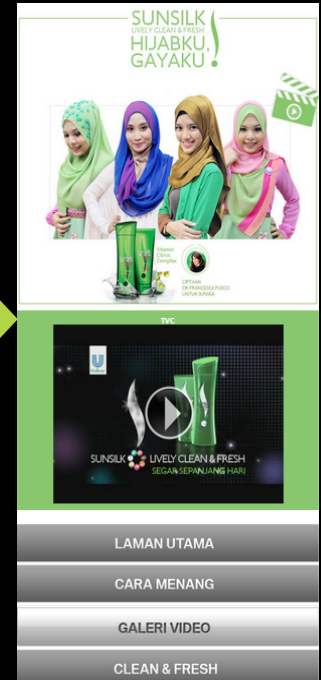
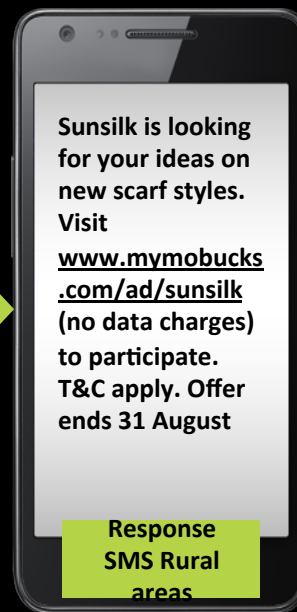
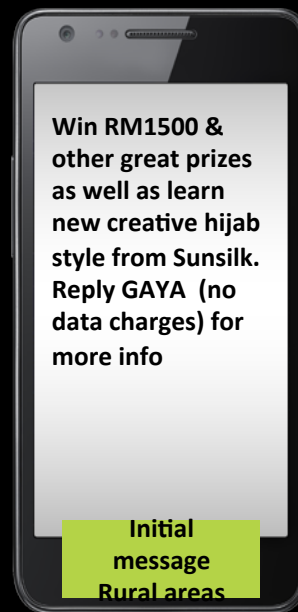
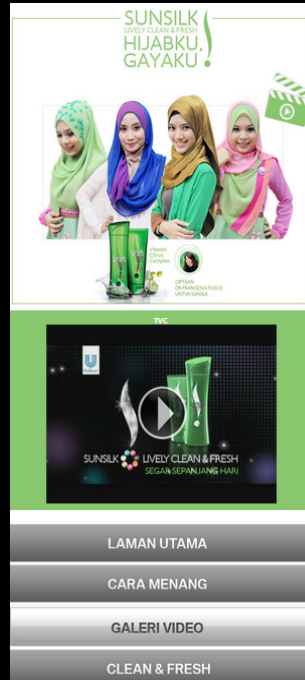
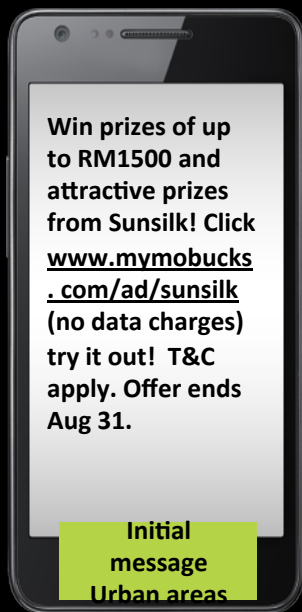
In urban areas where smartphone penetration is higher, users received an SMS with link directing to the mobile site. Users in rural areas were firstly engaged via SMS. A mobile display campaign was also launched to widen the reach of the campaign.

RESULTS

CTR (Urban areas): 9%

SMS Response Rate (Rural Areas): 2%

Response SMS CTR (Rural Areas): 58%



LENOVO

“Ultra Moda!”

Mobile Social Campaign

TASK

The goal was to increase awareness of the Lenovo Ultrabook and position Lenovo as a lifestyle brand.

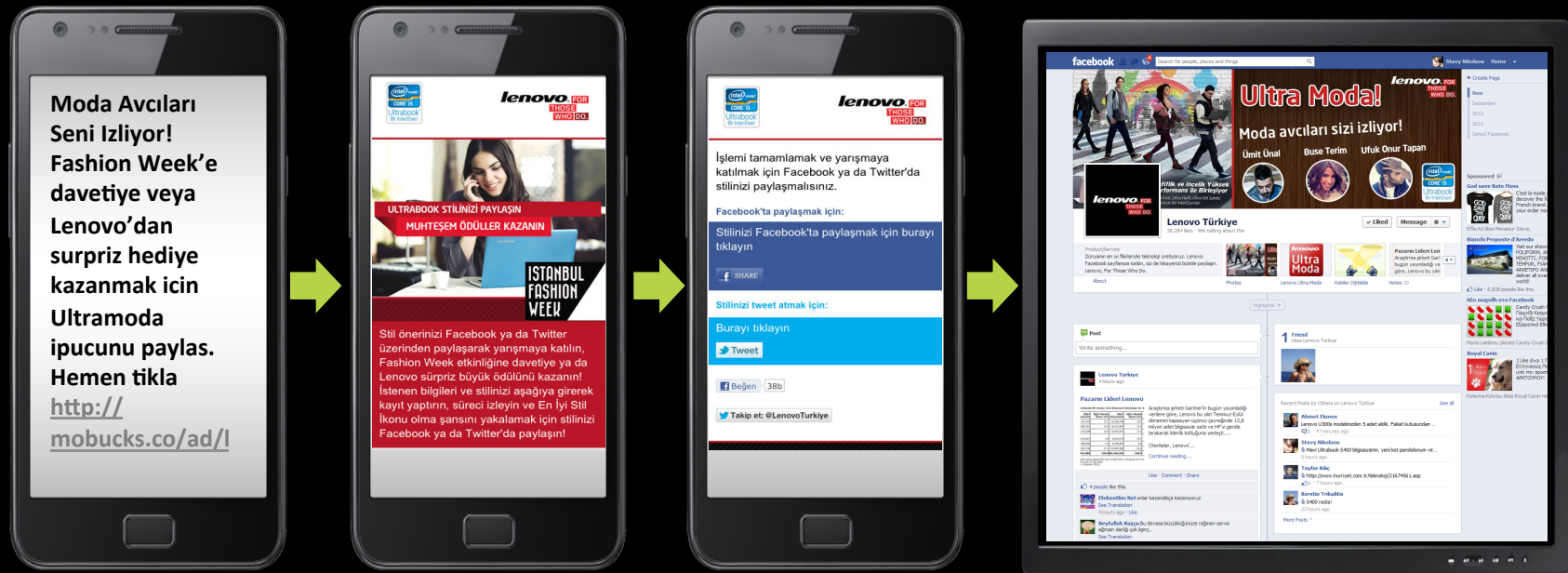
STRATEGY

During the Istanbul Fashion Week users received an SMS with link directing them to the Lenovo Ultrabook S400 mobile site, where they could participate in a contest and share their fashion tips via Facebook or

Twitter.

RESULTS

7% conversion rate (registered users)
27% shared their Ultrabook fashion tips on Facebook and 24% on Twitter.



MCDONALD'S McCafe

Free Iced Drink Promo

TASK

Create awareness for McCafe's iced drinks, drive traffic to store and increase trial.

STRATEGY

Employing SMS, the target audience was encouraged to discover their McCafe' personalities and in return, be rewarded with an SMS coupon which they could redeem for a free McCafe' iced drink.

RESULTS

Response Rate: 18.5%
89% requested for branches to enjoy redemptions

Deliciousness,
made for you.



[myRewards+]
Get a free McCafe
ICED drink today!
Just reply LATTE,
MOCHA or ICED
COFFEE now
(FREE) Get to
know ur
personality too!
myRewards+
Exclusive.
FREE MSG

Initial
message

[myRewards+]
You are caring &
nurturing! Show
SMS @ selected
McCafes for 1
free Medium Iced
Latte. Reply LIST
(free) to see
branches. Expires
7/15
FREE MSG

Latte

[myRewards+]
You are
adventurous!
Show this SMS @
selected McCafes
for 1 free
Medium Iced
Mocha. Reply
LIST (free) to see
branches. Expires
7/15
FREE MSG

Mocha

[myRewards+]
U R laid back &
spontaneous!
Show SMS @
selected McCafes
for 1 free
Medium Iced
Coffee. Reply LIST
(free) to see
branches. Expires
7/15
FREE MSG

Iced coffee

[myRewards+]
Participating
McCafe branches:
People Support,
Greenbelt,
Glorietta, Valero,
Buendia and
Makati Ave.
Enjoy!
DTI-NCR Permit
#xxxx S2011.
FREE MSG

Branches list

HSBC

Red Mastercard

“Charles & Keith” Promotion

TASK

Drive uptake for HSBC’s Red MasterCard by rewarding female applicants with 3 pairs of Charles & Keith shoes.

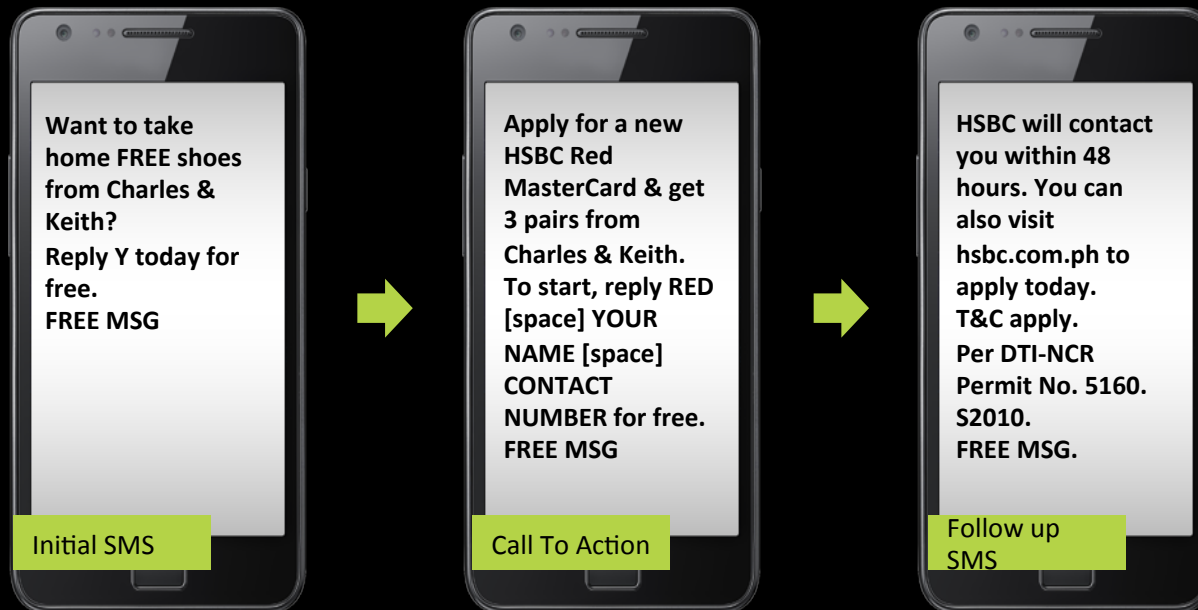
STRATEGY

SMS Dialogue campaign where the respondents could reply directly to the initial SMS with their contact details in 2 simple steps. The targeted audience were females in Metro Manila, 25–40 years of age.

RESULTS

CTR: 40%

Total Conversion Rate: 15%



P&G

Rejoice & Downy

On ground activation with LBS Push Messaging

TASK

Drive awareness of Rejoice & Downy at ground activation at selected rural and urban wet markets.

Drive hype with Location Based Serving (LBS) to hit crowd at the right time to participate.

STRATEGY

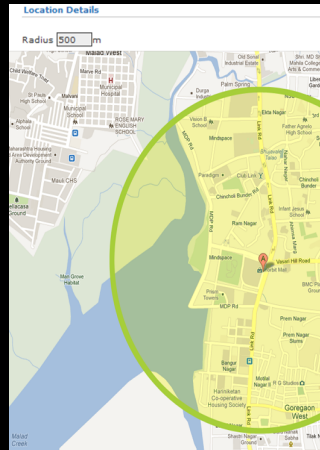
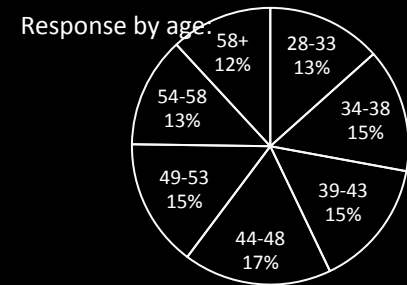
We targeted females 28+, in 61 Predefined Wet Markets across all of Indonesia.

RESULTS

Females 44-48yrs average response rate:

17%

2.79% Average response across 61 locations



Consumers within 1km radius would be alerted of the campaign to interact

**[Telco Header] -
WIN freebies at the
Rejoice & Downy
event happening @
Pasar Tagog this Sat
(13/2/14). Reply
WIN to 5005 now!**

First LBA Push SMS



**[Telco Header] -
Thanks! Flash this
message for an
additional spin @
Pasar Tagog this Sat
(13/2/14) by Rejoice
& Downy.**

Acknowledgement SMS

UNILEVER Clear

“Clear Dream Match”

TASK

Unilever Philippines wanted to enhance awareness of their “CLEAR Dream Match” all-star football event

STRATEGY

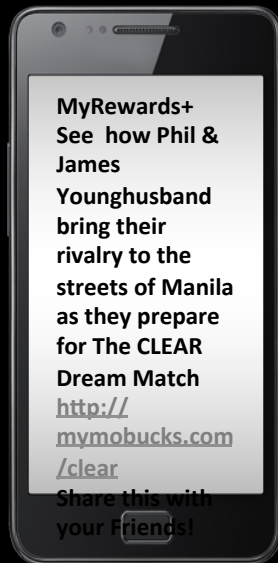
Mobile was used for audience engagement increase via the Out There Media Video Streaming Technology, which allows both smartphone and feature phone users to engage with the campaign TVC free of all

charges!

The audience received a Location Targeted Video Streaming message including a URL, inviting them to view the TVC, go to the event and show the message to win a fan jersey!

RESULTS

Overall CTR: 4.8% reaching 11.3%
7% additional viral clicks from messages shared with friends.



Click on the screen to watch the campaign video.



[Click here to watch the Cannes Case Video](#)

HEINEKEN

Mobile Video Streaming

TASK

Heineken, known for their world renowned video ads decided to bring the experience to mobile by partnering with Out There Media.

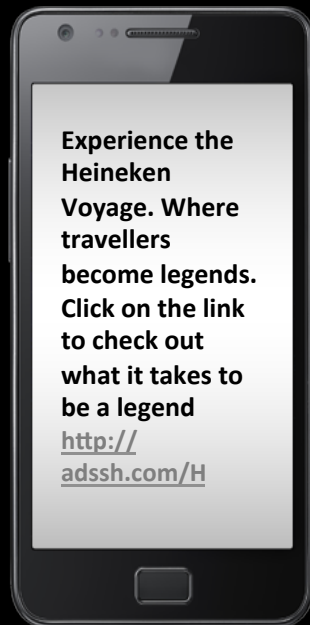
STRATEGY

For audience engagement increase the Out There Media Video Streaming Technology was used, allowing both smartphone and feature phone users to engage with the campaign TVC free of all charges!

The audience received a Video Streaming message including a URL, inviting them to view the TVC and check out what it takes to be a legend.

RESULTS

7% of the users watched the video
90% of whom watched the entire video until the end.



DOVE

“Your Hair is Your Crown” ("Rambutmu. Mahkotamu") Mobile Social Messaging

TASK

Unilever Malaysia wanted to promote their social responsibility campaign, “Dove - Your Hair is Your Crown” to inspire Malaysian women to fight hairloss.

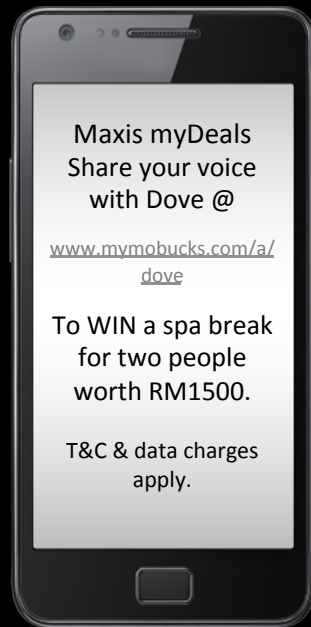
STRATEGY

Mobile push messages containing a URL were used to increase engagement, allowing

the targeted users with both smartphone and feature phones to visit the campaign facebook page and participate to the activity, by submitting 10,000 aspirational statements!

RESULTS

Target audience 23-25yrs, CTR 1.4%
Target audience 31-40yrs, CTR 0.7%



[Click here to watch the Cannes Case Video](#)

DOVE

"SHOW YOUR DOVELY SKIN"

BRAND ENGAGEMENT (Phase 1):

TASK

Increase brand awareness via contest participation.

STRATEGY

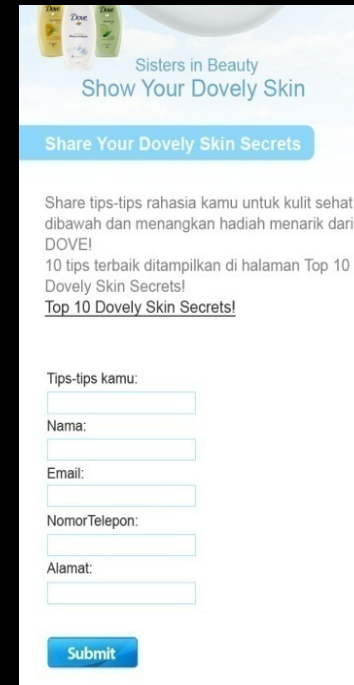
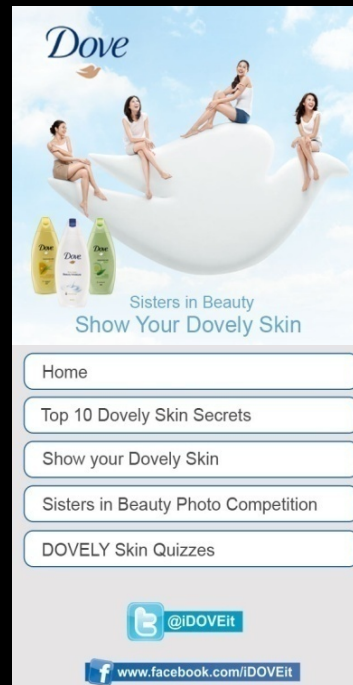
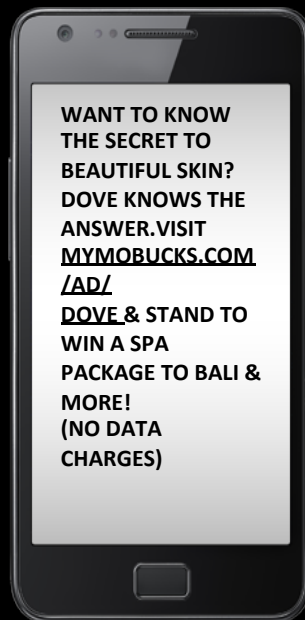
The 1st phase of the campaign was an SMS Push with a link leading to a mobile site, where participants shared their skin beauty

tips.

The best submitted tips are featured weekly. Winners stand to win Dove hampers and a Bali spa package.

RESULTS

CTR 15%



DOVE

"SHOW YOUR DOVELY SKIN"

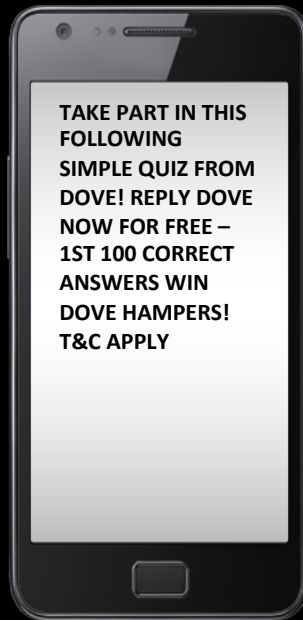
BRAND ENGAGEMENT (Phase 2):

STRATEGY

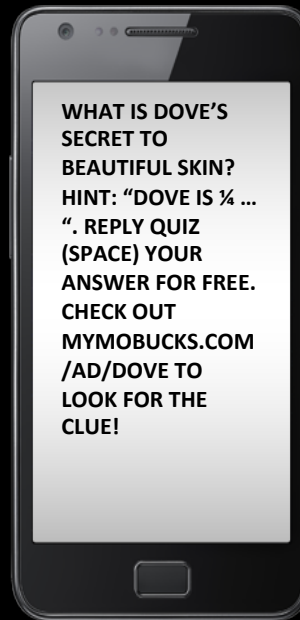
For the 2nd Phase, Dove invited the same audience to participate in an SMS Quiz. They could re-visit the mobile site to find the clue to the quiz question. Winners stood to win Dove hampers.

RESULTS

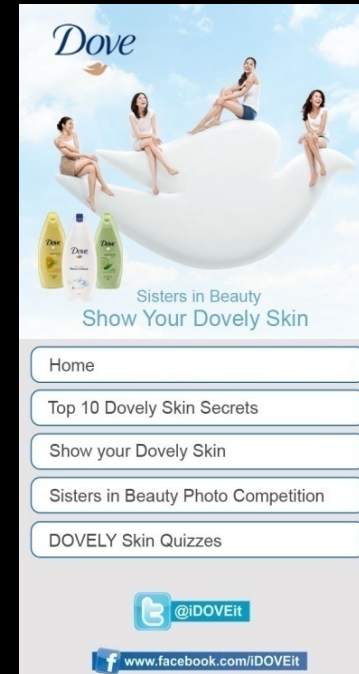
Initial Response Rate: 17%
Quiz Response Rate: 40%
CTR to mobile site: 182%



Initial Message



Response Message:
Quiz Question



Mobile site

UNILEVER Lipton

“Lipton Endless PossibiliTeas”

TASK

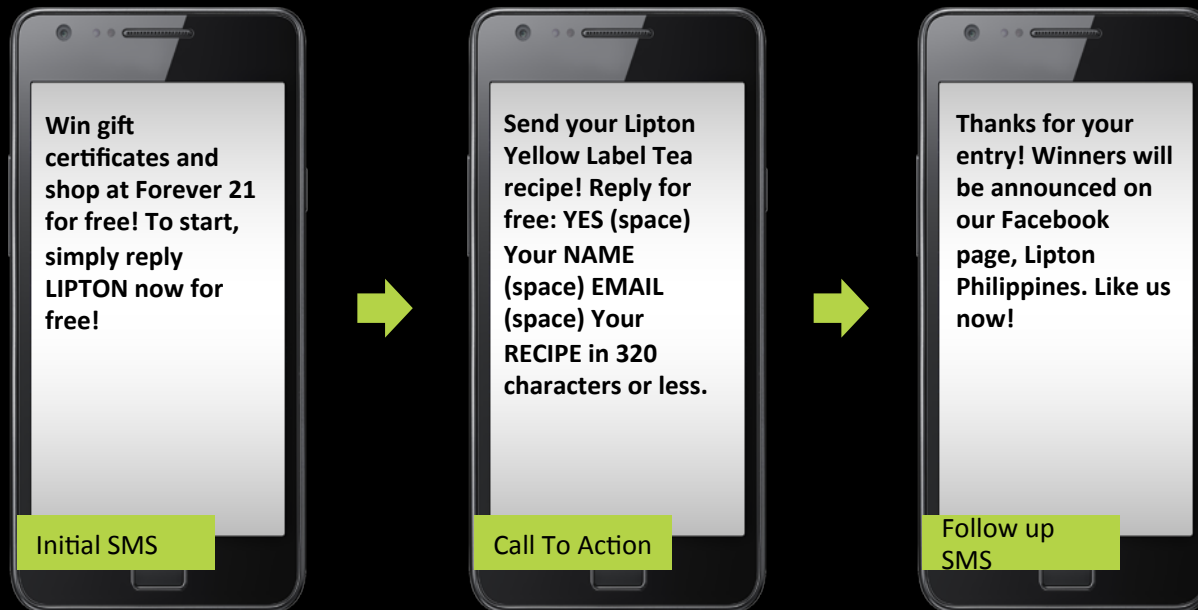
To amplify their Facebook contest, Lipton Tea engaged in a multi-phased SMS contest where the target audience could submit their tea recipes via SMS. Participants with the best recipes stood to win a wide range of prizes every week. Additionally, participants were directed to the brand’s Facebook page for further engagement.

STRATEGY

SMS dialogue campaign targeting men & women 20-39 years old.

RESULTS

- Average CTR 5,4% reaching up to 8%
- Response Rate: 8%



NESTLE Cheerios

Promo & Research Campaign

TASK

Increase awareness of Nestlé Multi Grain Cheerios and of the “Dear Nestlé” community.
Achieve sign-ups to the “Dear Nestlé” community.
Sampling on current favorite cereal brands.

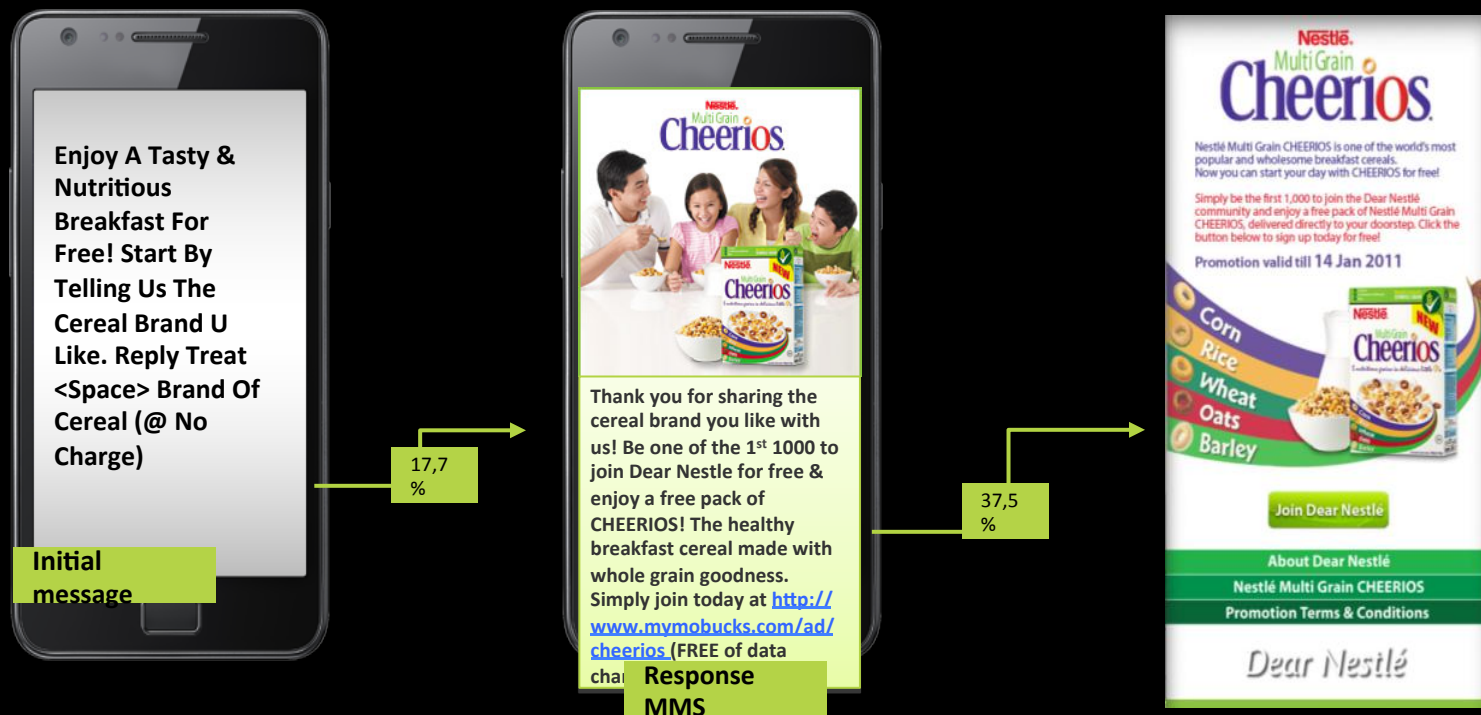
STRATEGY

Employing SMS and MMS, the targeted audience was encouraged to reply by

sending their favorite brand taste. A Thank You MMS message was sent back to them with instructions on how to enjoy a free pack of Cheerios and a link to the Cheerios mobile site.

RESULTS

SMS CTR: 17,7%
MMS Response rate: 37,5%
42% of those who visited the site registered to “Dear Nestlé”.



LENOVO

“Lenovo Summer”

Creating Awareness And Deals

TASK

To raise awareness of the hot deals provided by Lenovo during this summer. The campaign was targeting Samsung users mainly, as this is one of their biggest competitors in the market.

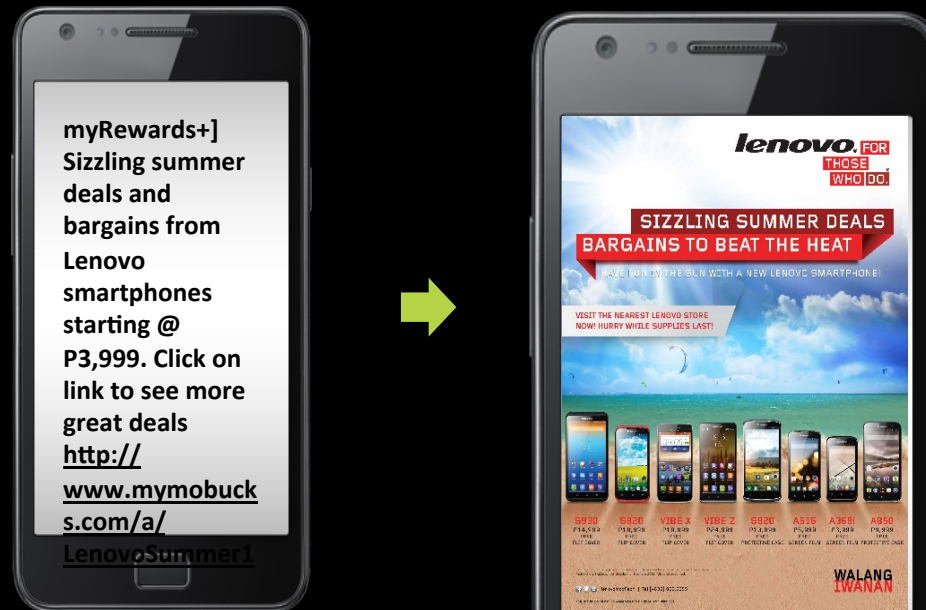
STRATEGY

An SMS push with link was sent to both male and female users 18yrs+ nationwide. A MyMobucks Redirecter was created to garner the percentage data from the clicks (percentage of users that clicked the link for each gender).

RESULTS

Female users best CTR 1.43%

Male users best CTR 1.58%



KFC

“Tuesday Treat”

TASK

Driving awareness of KFC latest promotion.

STRATEGY

Targeted users received an SMS with link detailing the latest KFC promo. Upon clicking on the link they were directed to a mobile site, where they could find more promo details and links directing them to either the

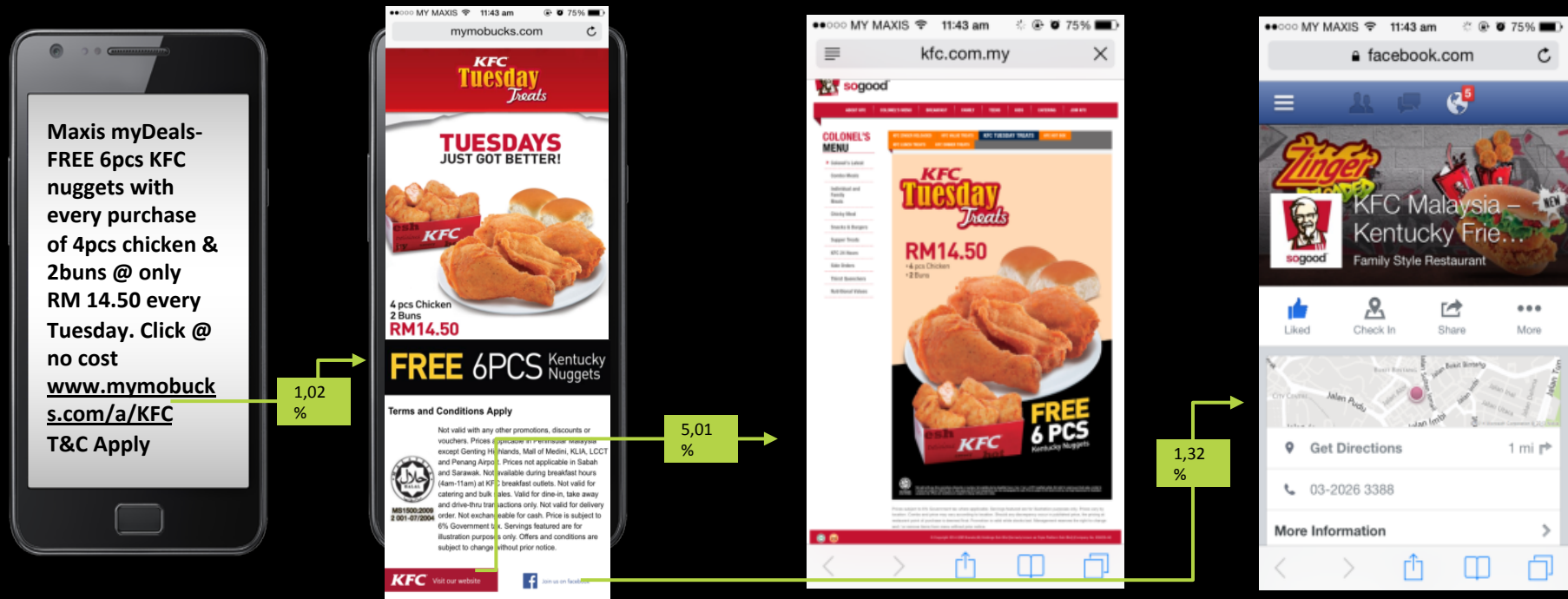
KFC website or the KFC Facebook page.
Target audience were Malay, Chinese, Indian, Others 18+ in Malaysia Peninsula only.

RESULTS

CTR: 1,02%

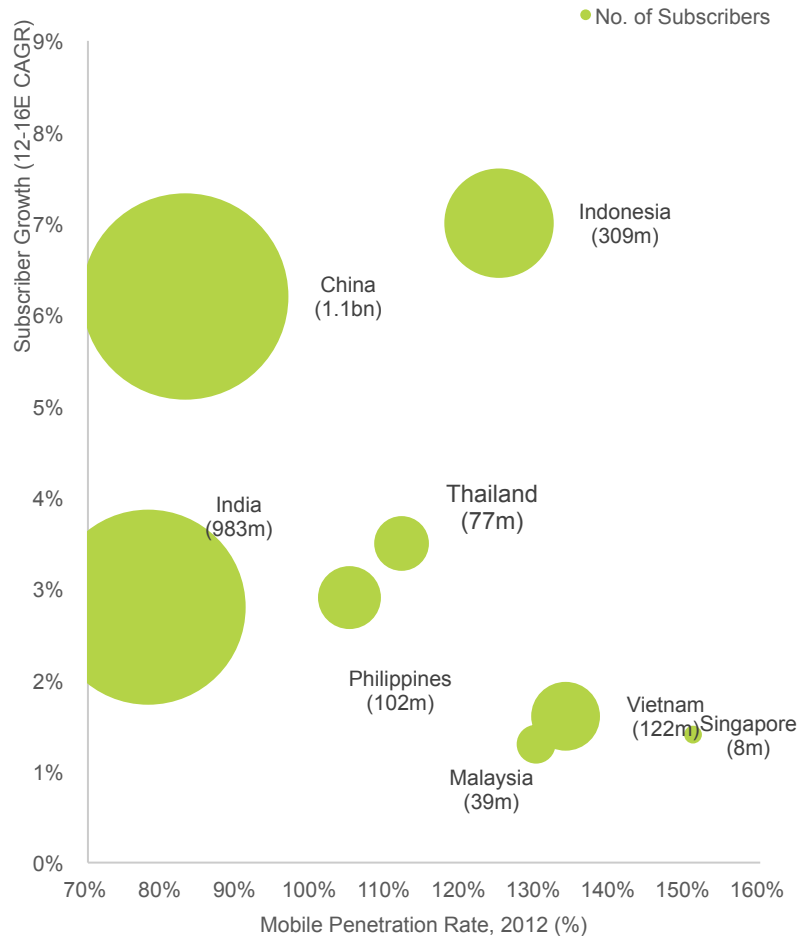
Users visiting the KFC Website: 5,01%

Users visiting the KFC Facebook page: 1,32%

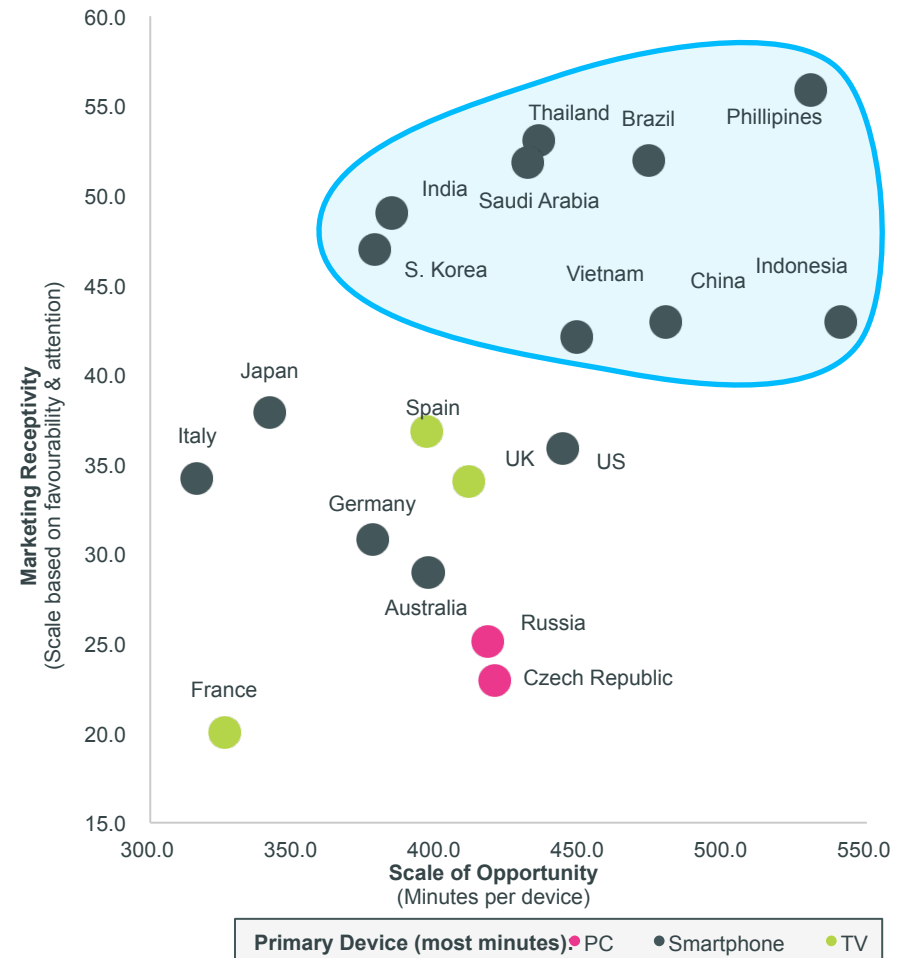


THE NEXT THREE BILLION MOBILE CONSUMERS

Growth of Asia's Mobile Market



Marketing Opportunity (Device Time vs. Receptivity)



LEVERAGING DATA TO INCREASE MOBILE MONETISATION



390m+

Consumer profile attributes which constitute
unique market intelligence

40%

Video Completion Rate (avg.)
5x higher than market average⁽¹⁾

Access to

35m+

profile mobile consumers⁽²⁾

4% **Click-Through Rate** (avg.)

10x higher than market average⁽⁴⁾

7% **Response Rate** (avg.)

1.8x higher than market average⁽⁵⁾

Source: Company Information, eMarketer, Mobify, Marketing Charts.

(1) % consumers completed viewing video link.

(2) Consumers who have given permission to allow a marketer to send a

merchandise, information or messages.

(3) 2014E Forecast.

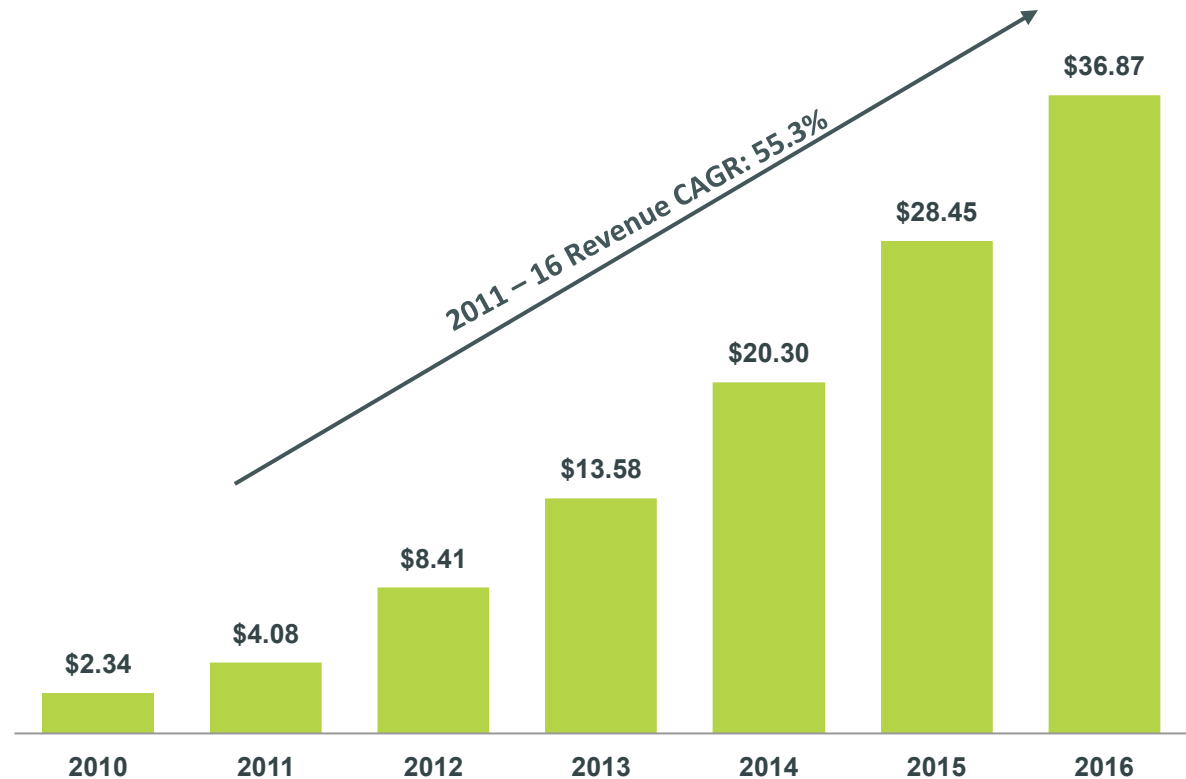
(4) % consumers who accessed mobile website through link.

(5) % consumers responding to interactive dialogue messaging.

MOBILE AD SPEND SET TO BECOME A \$36BN MARKET BY 2016

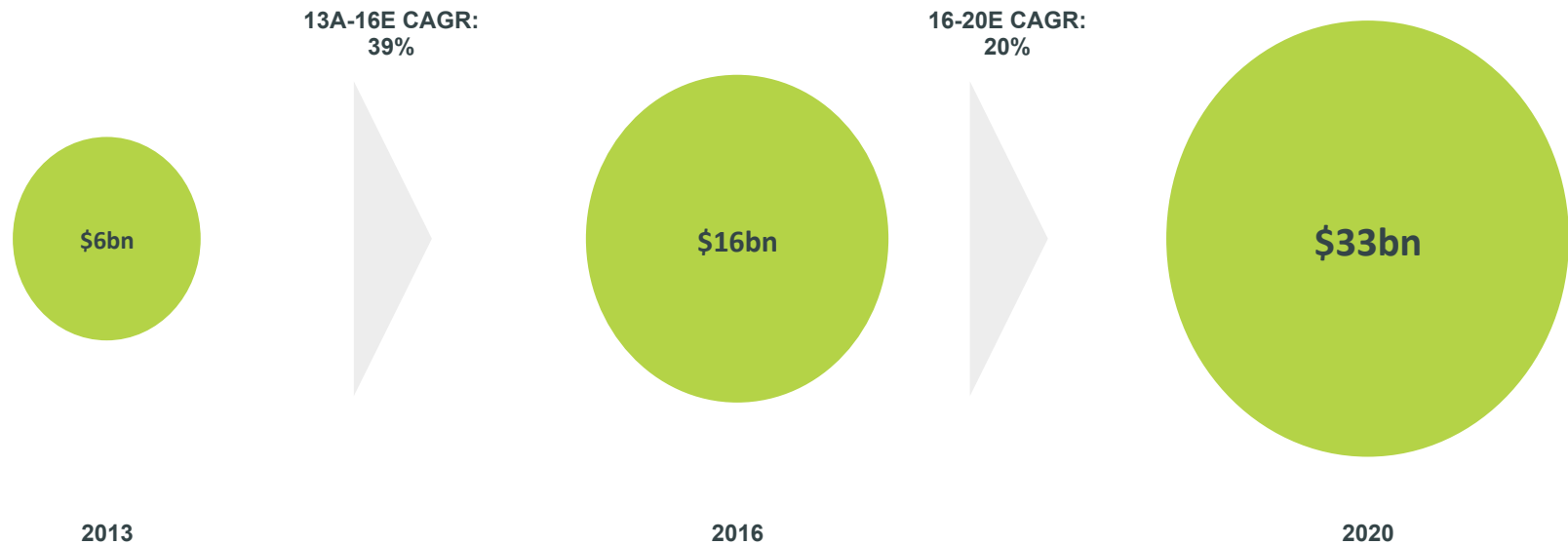
- Smartphone growth provides bedrock to exploding mobile ad spend (expected to almost triple in 2016 vs. 2013)
 - Smartphone and tablet market is still growing considerably – in particular in emerging markets
- Technology providers such as OTM are fundamental to the effectiveness of mobile advertising and are therefore growing increasingly important to advertisers, brands and network operators

Rapid Growth in Global Mobile Ad Spend (\$bn)



VIDEO REMAINS THE FASTEST GROWING DIGITAL AD FORMAT

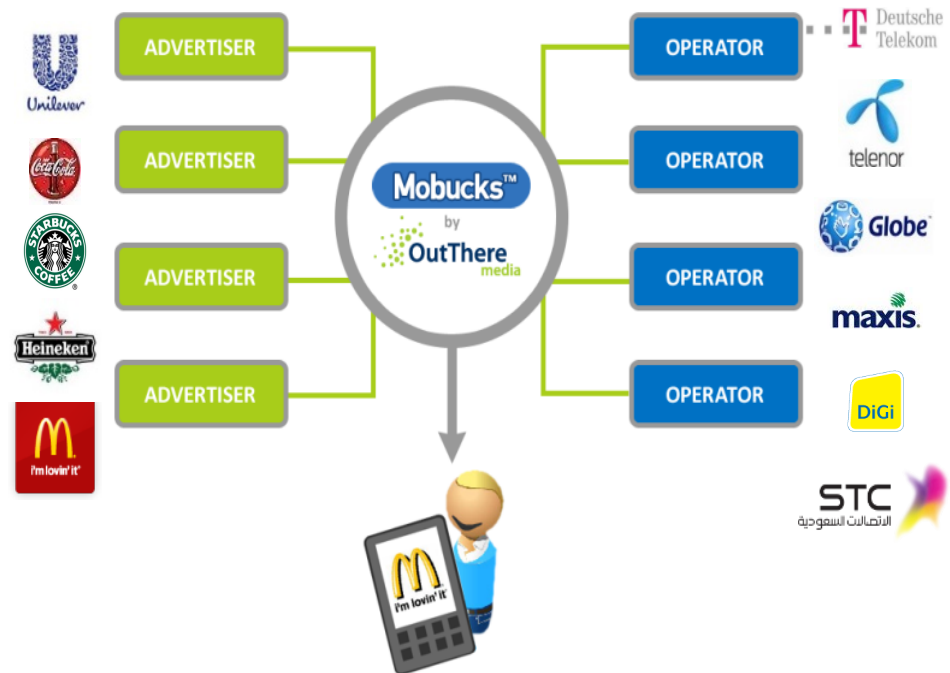
Global Digital Video Advertising Market (\$bn)



INTRO TO OUT THERE MEDIA (OTM)

- Out There Media is one of the leaders in Mobile Advertising. We are a one-stop-shop capturing the entire value chain offering creative and media services towards brands & agencies based on specialist knowledge and unique expertise: From conceptualization, design, creation/ production, execution to optimization and detailed analytics to accessing and engaging with highly targeted audiences.
- We add value to advertisers offering targeting at scale in combination with award-winning creative capabilities, unique consumer insight through our proprietary Mobucks™ technology and our mobile operator partnerships. That's how advertisers get the right message to the right person at the right time, converting audiences into loyal consumers.
- We are currently serving as Chairperson of the Mobile Marketing Association EMEA and served on the jury of the Cannes Lions

Harnessing unprecedented market intelligence to effectively target and engage consumers at scale for advertisers



HOW DOES IT WORK?

- OTM leverages unique real-time user data through its proprietary Mobucks™ technology connected to mobile operators providing advertisers with the capability to target and engage with their audiences in a continuous flow of interactivity. That leads to deep consumer insight and sustainable customer relationships which in return yields outstanding results in terms of response rates, conversion and ROI.

THE RIGHT MESSAGE, TO THE RIGHT PERSON, AT THE RIGHT TIME

Deep user profiling

Gym Instructor, London



Interests:

- Fashion
- Beauty
- Music

Age: 33

Gender: F

City: London

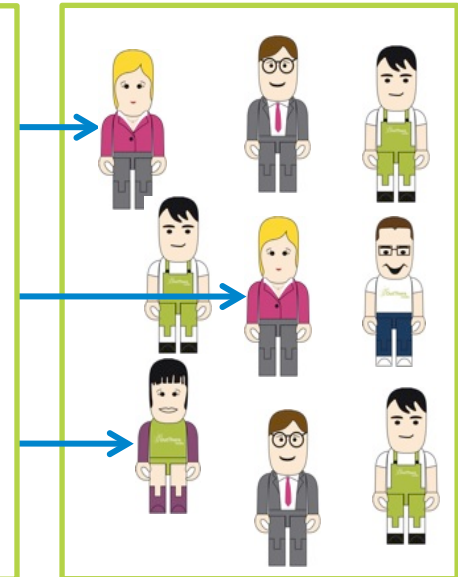
Allows highly targeted audience selection

Mobucks™

Target audience

- Gender: Female
- Age: 18-35
- Interests: Fashion/ Beauty/ Music
- Location: London
- Day parting: Saturday/ Sunday 10.00-12.00

And highest Return on Investment ("ROI") for advertisers





THANK YOU