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

SPEAKER: KERSTIN TRIKALITIS, CEO & CO-FOUNDER, OUT THERE MEDIA
HARNESSING THE POWER OF MOBILE IN ASEAN

ABC Forum, Singapore
September 9, 2014
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.
To get the right message to the right person at the right time

Behavioral, Location, Demographic, Contextual,

Opt-in Personal Data

Wants to receive info he/she cares about

70M IN ASEAN

OutThere Media

Mobucks™
Technologe
Technology
Business operations
Sales and Biz Dev

Ad / Media Agency

SME

To get the right message to the right person at the right time

70M IN ASEAN
DIVERSE TOP TIER CLIENT PORTFOLIO

**Advertisers**

- AIA
- BMW
- Air Asia
- BlackBerry
- Coca-Cola
- Clinique
- Colgate-Palmolive
- Changi Airport
- Emirates
- GlaxoSmithKline
- Heineken
- HSBC
- Johnson & Johnson
- KFC
- La Redoute
- L'Oréal Paris
- Lufthansa
- Malaysia Airlines
- McDonald's
- Microsoft
- Mondelez International
- CIMB
- OCBC Bank
- Nestlé
- Nokia
- PEUGEOT
- Pepsi
- P&G
- Samsung
- Sony Pictures
- Panasonic
- Starbucks
- Unilever
- United International Pictures
- Volkswagen

**Operators**

- COSMOTE
- XL
- DiGi
- Globe
- Maxis
- SMART
- STC
- StarHub
- simobi
- T-Mobile
- Telenor
MOBUCKS™ - CREATING VALUE FOR ALL STAKEHOLDERS

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

Source: Company Information.
CASE STUDY

THE POWER OF LOCATION BASED MOBILE ADVERTISING

“PAUL – HOT FRESH AND ON THE SPOT”
# Location Advertising

**PAUL BAKERY**  
**Hot Fresh & On the Spot**

<table>
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<tr>
<th>TASK</th>
<th>STRATEGY</th>
<th>RESULTS</th>
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</table>
| Test campaign in collaboration with PAUL to target customers with Location-Based Services | Targeted opt-in subscribers within 1km of a single shop in Prague, Czech Republic, to come in store and order a free coffee & croissant | 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 |
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”

The examples shown in the graph above only represent a small portion of available data and targeting criteria.
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

Source: Company Information, Mobify, Marketing Charts.

Average Conversion Rate: 4%
Average Completion Rate\(^{(1)}\): 40%
Average Click-Through-Rate\(^{(2)}\): 4%
Average Response Rate\(^{(3)}\): 7%

(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!

MOBILE VIDEO
Sunsilk takes you to the Indonesian Idol and Raisa. Click here: http://www.mymobucks.com/sunsilk

Buy Sunsilk now and get fast track access to the Indonesian Idol Audition! Learn how in http://www.mymobucks.com/sunsilk

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
68%  >40%
41%  >70%
37%  100%

New Gigantic-jumbo sachets for Gigantic-jumbo laundry from TIDE. 8.50 anyway! Watch the video for Free! Click www.mymobucks.com/v/70Tide
**UNILEVER**

Sunsilk

“SUNSILK SAVANA”

**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%

MESSAGE WITH LINK

Win prizes of up to RM1500 and attractive prizes from Sunsilk! Click www.mymobucks.com/ad/sunsilk (no data charges) try it out! T&C apply. Offer ends Aug 31.

Win RM1500 & other great prizes as well as learn new creative hijab style from Sunsilk. Reply GAYA (no data charges) for more info

Sunilk is looking for your ideas on new scarf styles. Visit www.mymobucks.com/ad/sunsilk (no data charges) to participate. T&C apply. Offer ends 31 August
**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.
**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

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**INTERACTIVE DIALOGUE**

[MCDONALD’S McCafe Free Iced Drink Promo](#)

![Image of McCafe drinks]

**[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+]**
  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**

- **[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**

- **[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**

- **[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**

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

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**[myRewards+]**
Initial message

- Latte
- Mocha
- Iced coffee

**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%

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**INITIAL SMS**
Want to take home FREE shoes from Charles & Keith? Reply Y today for free. FREE MSG

**CALL TO ACTION**
Apply for a new HSBC Red MasterCard & get 3 pairs from Charles & Keith. To start, reply RED [space] YOUR NAME [space] CONTACT NUMBER for free. FREE MSG

**FOLLOW UP SMS**
HSBC will contact you within 48 hours. You can also visit hsbc.com.ph to apply today. T&C apply. Per DTI-NCR Permit No. 5160. S2010. FREE MSG.
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

Response by age:
- 28-33: 13%
- 34-38: 15%
- 39-43: 15%
- 44-48: 17%
- 49-53: 15%
- 54-58: 13%
- 58+: 12%

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!

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

First LBA Push SMS
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.
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.

Experience the Heineken Voyage. Where travellers become legends. Click on the link to check out what it takes to be a legend
http://adssh.com/H
**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%

**MESSAGING WITH LINK**
Maxis myDeals
Share your voice with Dove @
www.mymobucks.com/a/dove
To WIN a spa break for two people worth RM1500.
T&C & data charges apply.

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%

MESSAGING WITH LINK

WANT TO KNOW THE SECRET TO BEAUTIFUL SKIN? DOVE KNOWS THE ANSWER. VISIT MYMORBUCKS.COM /AD/ DOVE & STAND TO WIN A SPA PACKAGE TO BALI & MORE! (NO DATA CHARGES)

SHOW YOUR DOVELY SKIN

BRAND ENGAGEMENT (Phase 1):
**DOVE**

“SHOW YOUR DOVELY SKIN”

**BRAND ENGAGEMENT (Phase 2):**

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**MESSAGING WITH LINK**

**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%

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**Initial Message**

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TAKE PART IN THIS FOLLOWING SIMPLE QUIZ FROM DOVE! REPPLY DOVE NOW FOR FREE – 1ST 100 CORRECT ANSWERS WIN DOVE HAMPERS! T&C APPLY
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**Response Message: Quiz Question**

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WHAT IS DOVE’S SECRET TO BEAUTIFUL SKIN? HINT: “DOVE IS ¼ … “. REPPLY QUIZ (SPACE) YOUR ANSWER FOR FREE. CHECK OUT MYMOBUCKS.COM /AD/DOVE TO LOOK FOR THE CLUE!
```

**Mobile site**

![Mobile site screenshot](image-url)
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%

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**INTERACTIVE DIALOGUE**

1. **Initial SMS**
   - Win gift certificates and shop at Forever 21 for free! To start, simply reply LIPTON now for free!

2. **Call To Action**
   - Send your Lipton Yellow Label Tea recipe! Reply for free: YES (space) Your NAME (space) EMAIL (space) Your RECIPE in 320 characters or less.

3. **Follow up SMS**
   - Thanks for your entry! Winners will be announced on our Facebook page, Lipton Philippines. Like us now!
**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 Nestle”.

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**INTERACTIVE DIALOGUE**

Enjoy A Tasty & Nutritious Breakfast For Free! Start By Telling Us The Cereal Brand U Like. Reply Treat <Space> Brand Of Cereal (@ No Charge)

Thank you for sharing the cereal brand you like with us! Be one of the 1st 1000 to join Dear Nestle for free & enjoy a free pack of CHEERIOS! The healthy breakfast cereal made with whole grain goodness. Simply join today at [http://www.mymobucks.com/ad/cheerios](http://www.mymobucks.com/ad/cheerios) (FREE of data charge)
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%

PUSH ADVERTISING

myRewards+
Sizzling summer deals and bargains from Lenovo smartphones starting @ P3,999. Click on link to see more great deals
http://www.mymobucks.com/a/lenovoSummer1
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%

PUSH ADVERTISING

Maxis myDeals-
FREE 6pcs KFC nuggets with every purchase of 4pcs chicken & 2buns @ only RM 14.50 every Tuesday. Click @ no cost www.mymobucks.com/a/KFC

T&C Apply
THE NEXT THREE BILLION MOBILE CONSUMERS

Growth of Asia’s Mobile Market

- China (1.1bn)
- India (983m)
- Philippines (102m)
- Thailand (77m)
- Malaysia (39m)
- Vietnam (122m)
- Singapore (8m)

Marketing Opportunity (Device Time vs. Receptivity)

- Scale of Opportunity (Minutes per device)
- Marketing Receptivity (Scale based on favourability & attention)

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)

- 2013: $6bn
- 2016: $16bn (13A-16E CAGR: 39%)
- 2020: $33bn (16-20E CAGR: 20%)

Source: Nielsen & MMA.
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 Advertising Festival in the category “Mobile” in 2014.
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

Allows highly targeted audience selection

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

Gym Instructor, London

Interests:
- Fashion
- Beauty
- Music

Age: 33
Gender: F
City: London

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