Advertising
in a
mobile environment

Dirk VAN BAVEL

Marketing Mobistar

dvbavel@mail.mobistar.be
+32 (0) 495.55.71.38

mobistar

Advertisement via the mobile phone.

- not so new as you would think.

- very technlogy based :

  - intelligent networks

  - freecalls on prepaid tariff plans

  - sms

  - WAP

- why advertising ?

mobistar

Mobile Internet : an opportunity for mobile ads ?

- a new promising technology

- the word "internet" brings the opportunity to a series of new applications

- business : Forrester Research predicts mobile ads could account for 18.2% of on-line ad budgets by 2005, amounting to $4.8 billion

- operators looking for new revenues to finance the "mobile data" technology programs

mobistar

The larger context for the mobile operator.

delivering life services to "our" customers :

* life services

* multi-device

* customer experience

mobistar

The mobile operator : a new distribution channel

- with a penetration rate of mobile phones of **> 50% in various countries**

  a **new distribution channel** to the customer is born :

  the mobile operator

- USPs of this distribution channel

  - everywhere & at any time availability

  - personal, intelligent, interactive device

  - future USPs can be :

    billing, security, location detection, ...

*mobistar

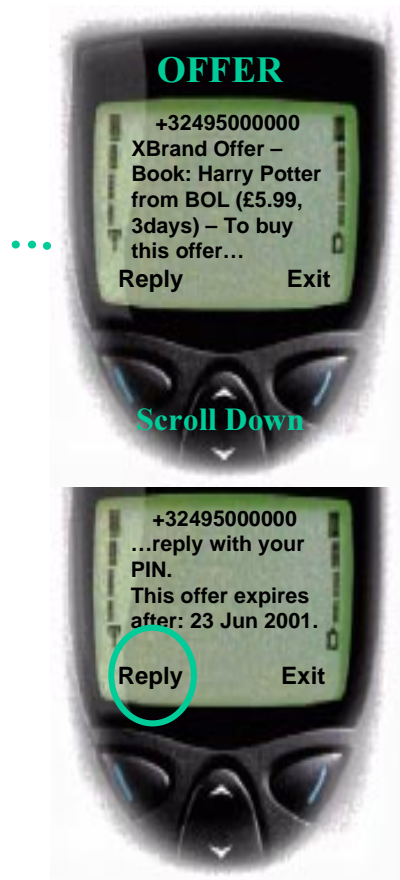# Current examples : using the "pull" mechanism.

example source : Wireless

- the advertisement is being showed automatically during a „session" started by the user. The ad might target „image support" or a „call to action"

- examples

  - freecalls on prepaid tariff-plans

  - publicity on WAP portals

- „call to action" might be :

  - click-thru, call-thru, ...

- the technlogy will offer new possibilities :

  - GPRS - UMTS will provide more bandwith

  - handset evolution

Current examples : using the "push" mechanism.

OFFER

+32495000000
XBrand Offer –
Book: Harry Potter
from BOL (£5.99,
3days) – To buy
this offer…

Reply   Exit

…

Scroll Down

+32495000000
…reply with your
PIN.
This offer expires
after: 23 Jun 2001.

Reply   Exit

- the advertisement is being pushed to the users handset based on a trigger/event trying to create an immediate „call to action"

- examples

  - UK shopping center example

  - sponsored SMS

  - SMS promotion campaigns

- the technlogy will offer new possibilities :

  - e.g. WAP push

SMS example source : "Digital Rum"

mobistar

Issues.

•technological :

 • no infrastructure - no standards - overhyping technology

 • no decent devices to display ads & very cumbersome interfaces for interactive response - each device is different

• business :

 • no discussion between the various players

  Opt-in mechanisms to be applied - „pricing"/business cases - „who owns the customer" - usage of location information

mobistar

Issues.

More IMPORTANT !!!

• customer :

  • privacy issues are higher in the wireless world, expecially with the introduction of location based services

  • how much advertisement can the customer support ?

  • who will support the customer ?

mobistar

So :

Let's talk

to avoid damage to

the brand of

the operator & the advertiser

mobistar