



**Mobile Marketing**

**Conducted by Vanson Bourne**

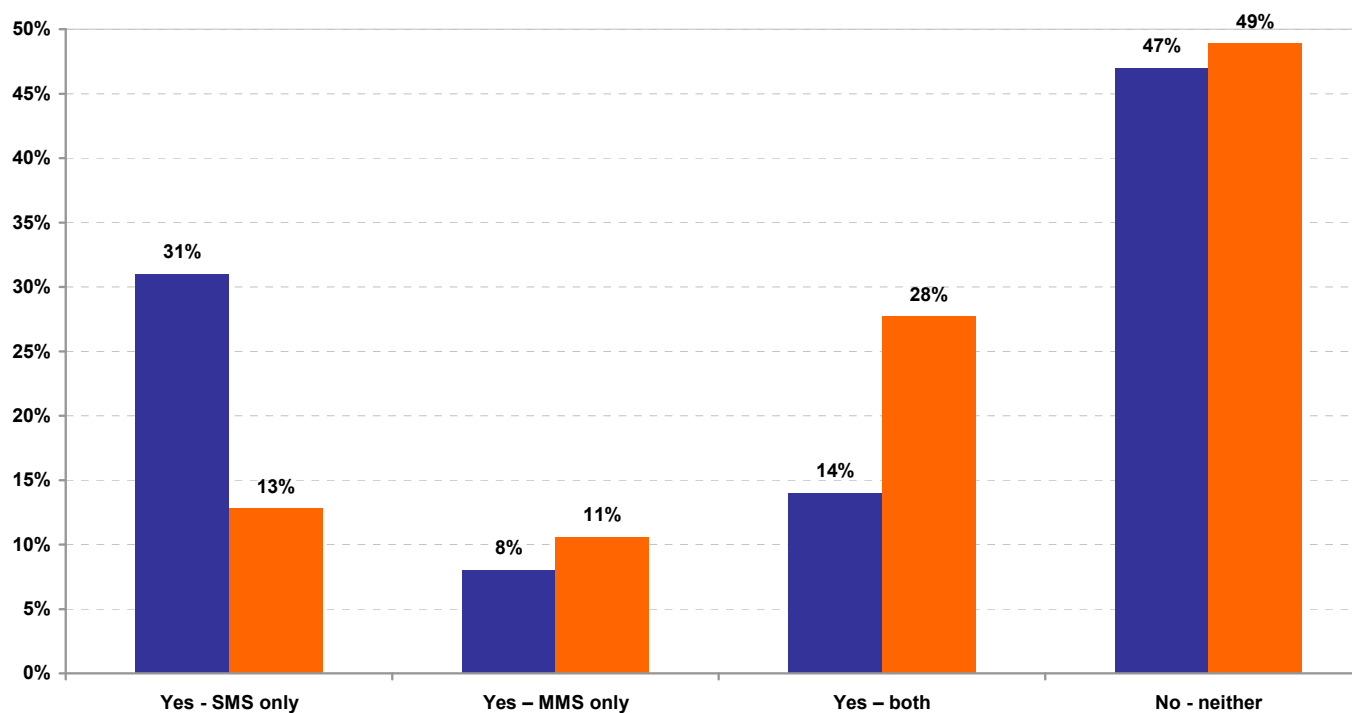
**50 leading brands were questioned in July 2007**

Please quote Airwide Solutions if referencing any of this data.

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1) Are you considering implementing text message (SMS) and/or multimedia message (MMS) marketing in the next 12 months?

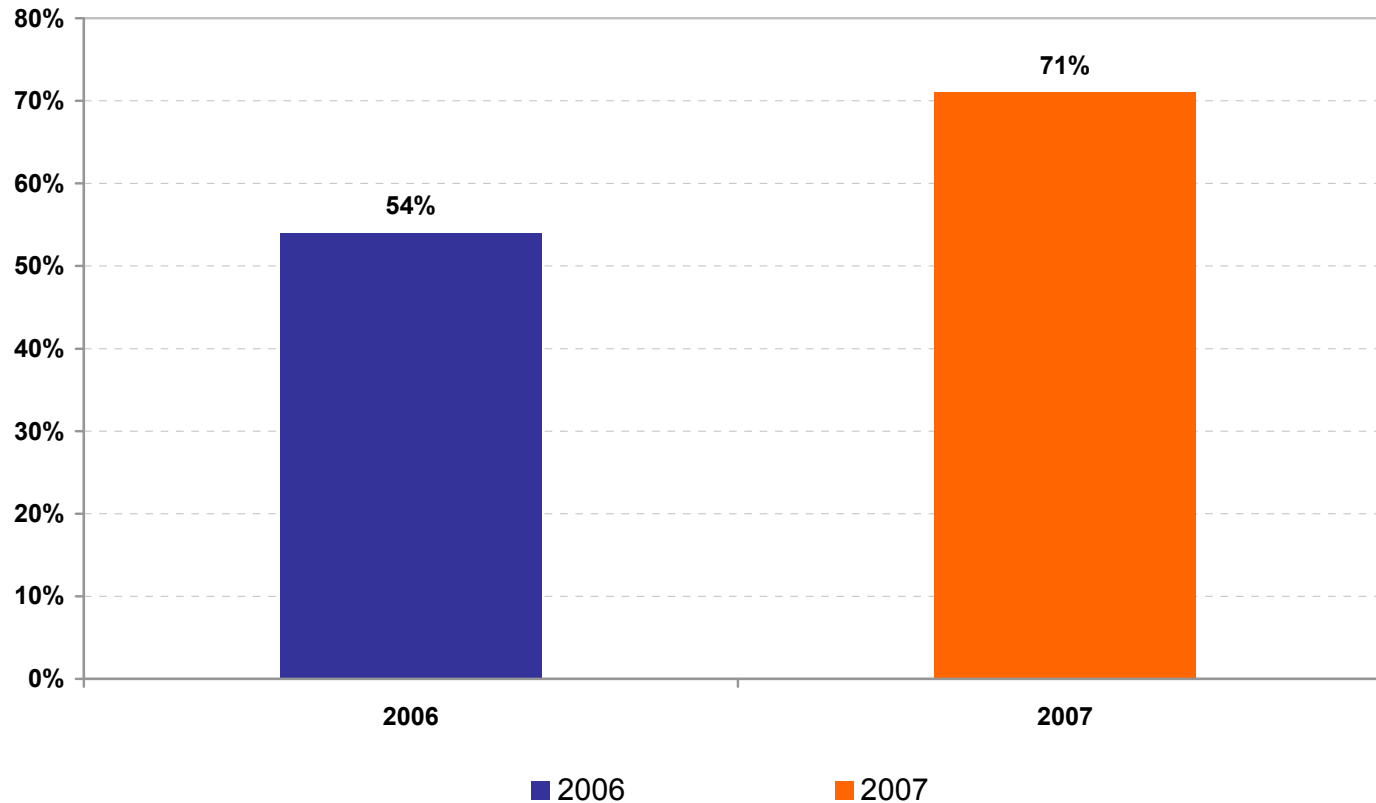
	2006	2007
Yes – SMS only	31%	13%
Yes – MMS only	8%	11%
Yes – both	14%	28%
No – neither	47%	49%



**FACT ONE: The percentage of brands considering implementing SMS and MMS marketing campaigns in the next 12 months has doubled**

2) What percentage of your marketing communications budget do you expect to spend on mobile marketing in two years' time?

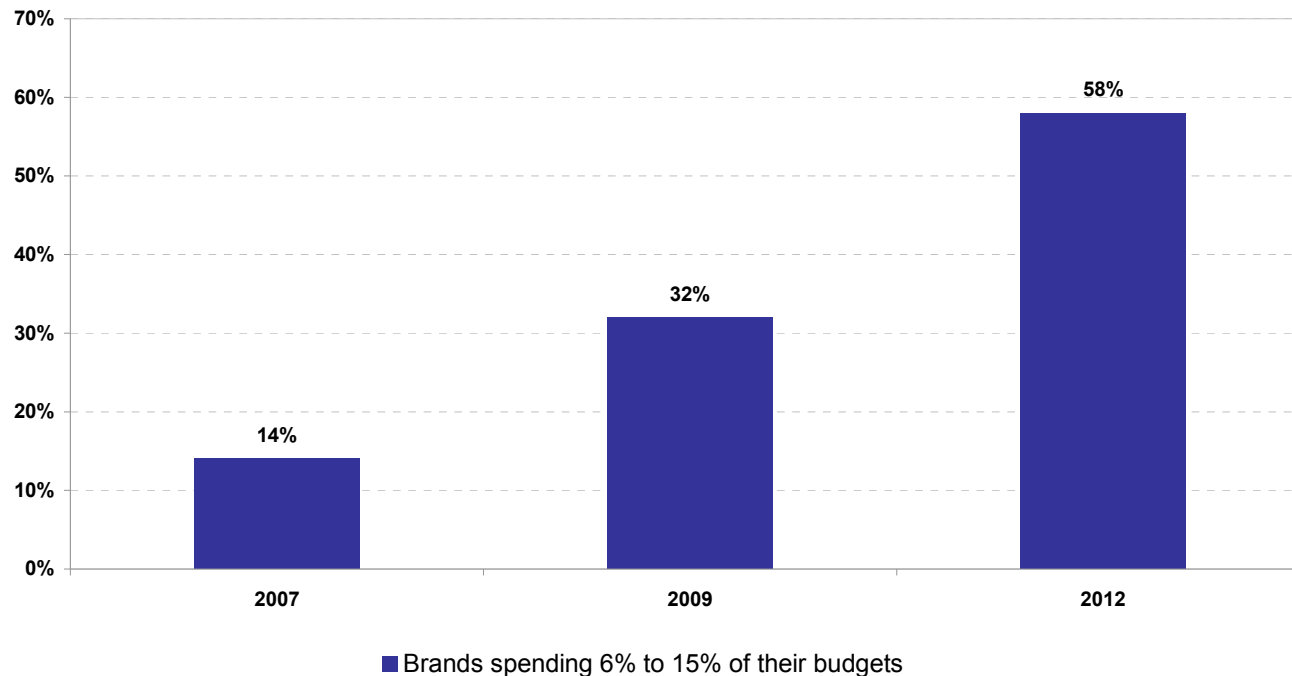
	2006	2007
Up to 10% of the budget	54%	71%



**FACT TWO: More brands are looking to spend a greater proportion of their marketing budget on mobile campaigns**

3) What percentage of your marketing budget do you plan to spend on mobile marketing in 1, 2 and 5 years' time? The survey shows that this is an ongoing trend with projections for the percentage of brands spending 6% to 15% of their budgets growing from 14% this year to 32% in 2 years and 58% in 5 years.

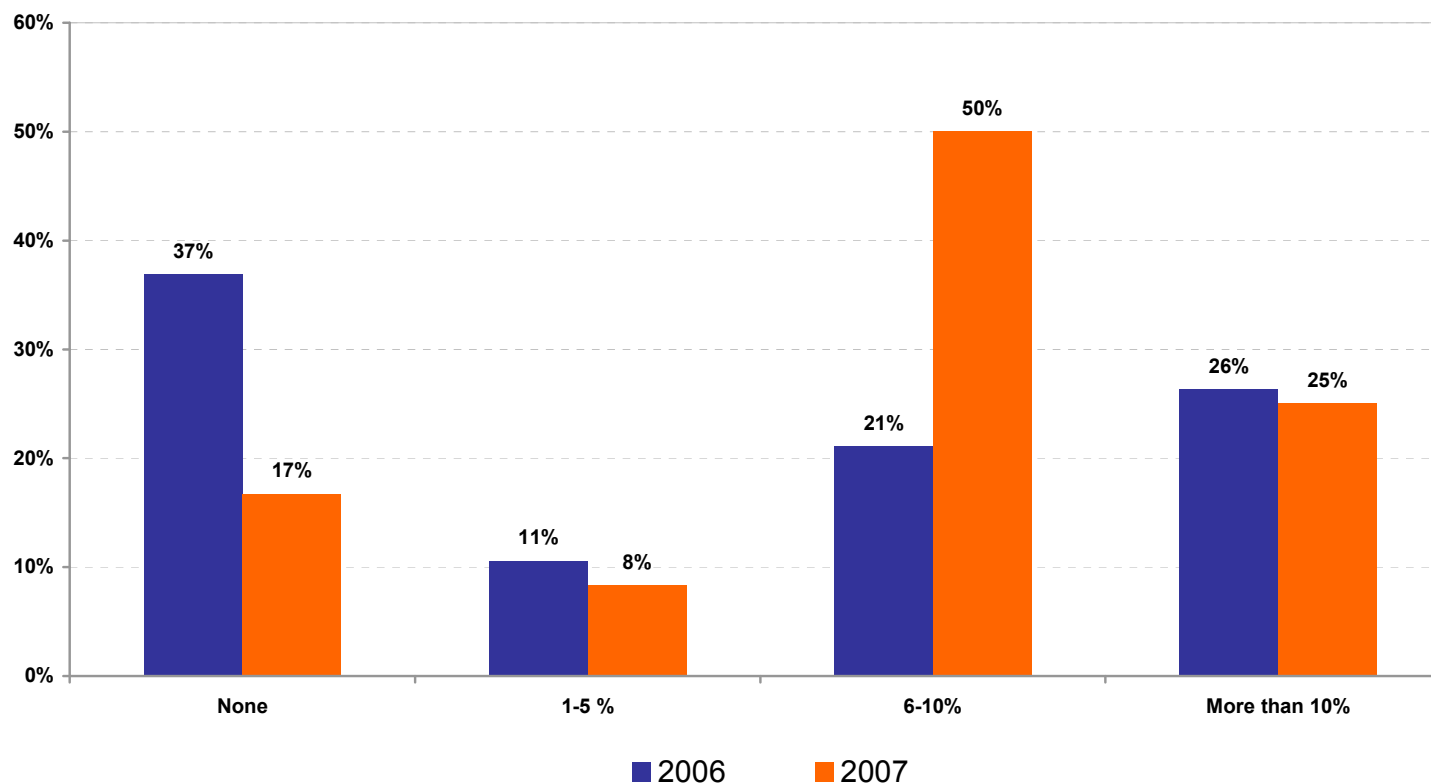
	2007	2009	2012
Brands spending 6% to 15% of their budgets	14%	32%	58%



**FACT THREE:** The trend of more brands spending a greater percentage of their marketing budget on mobile marketing is set to continue through 2012

4) What percentage of recipients of mobile marketing campaigns have requested more information or a product sample?

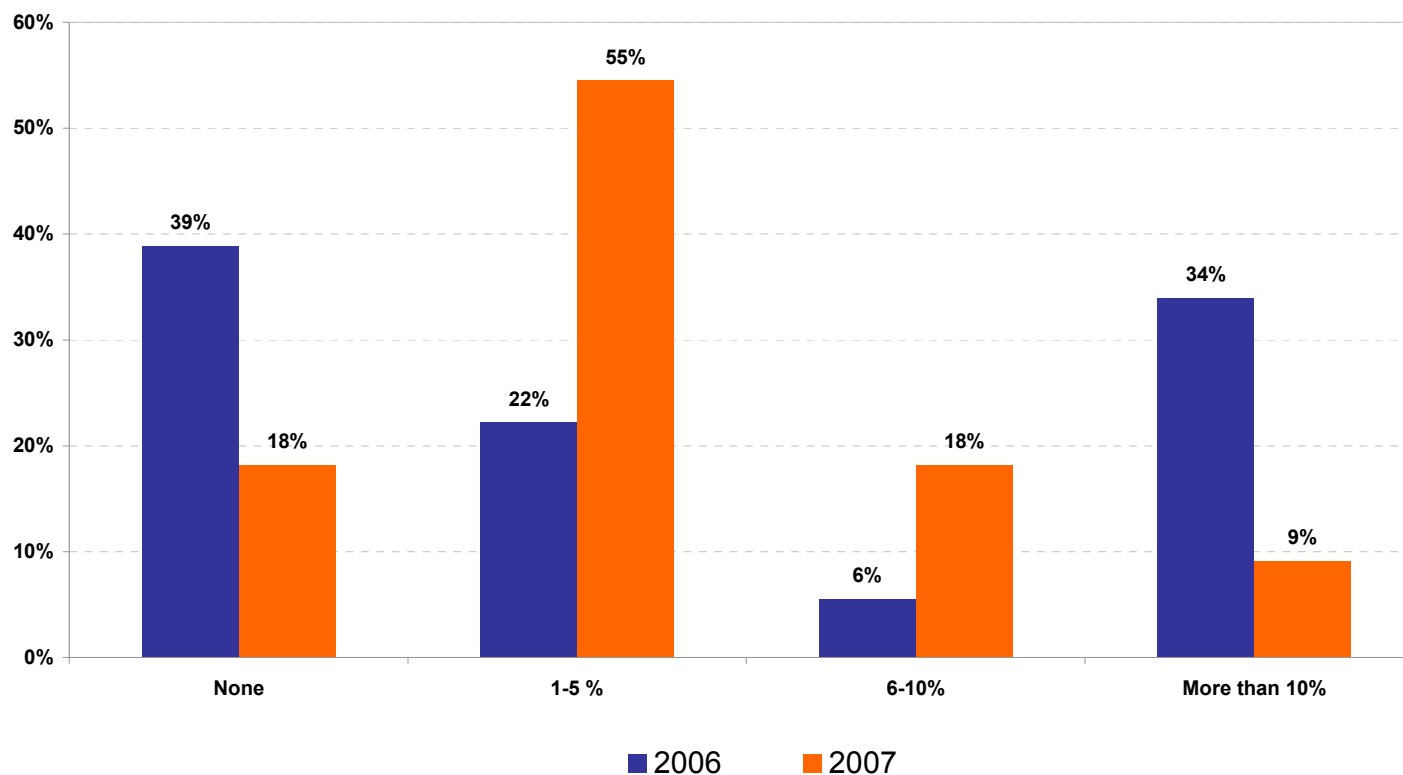
	2006	2007
None	37%	17%
1-5 %	11%	8%
6-10%	21%	50%
More than 10%	26%	25%



**FACT FOUR: Brand experience with mobile marketing is increasingly positive as more brands are getting higher response rates from their campaigns.**

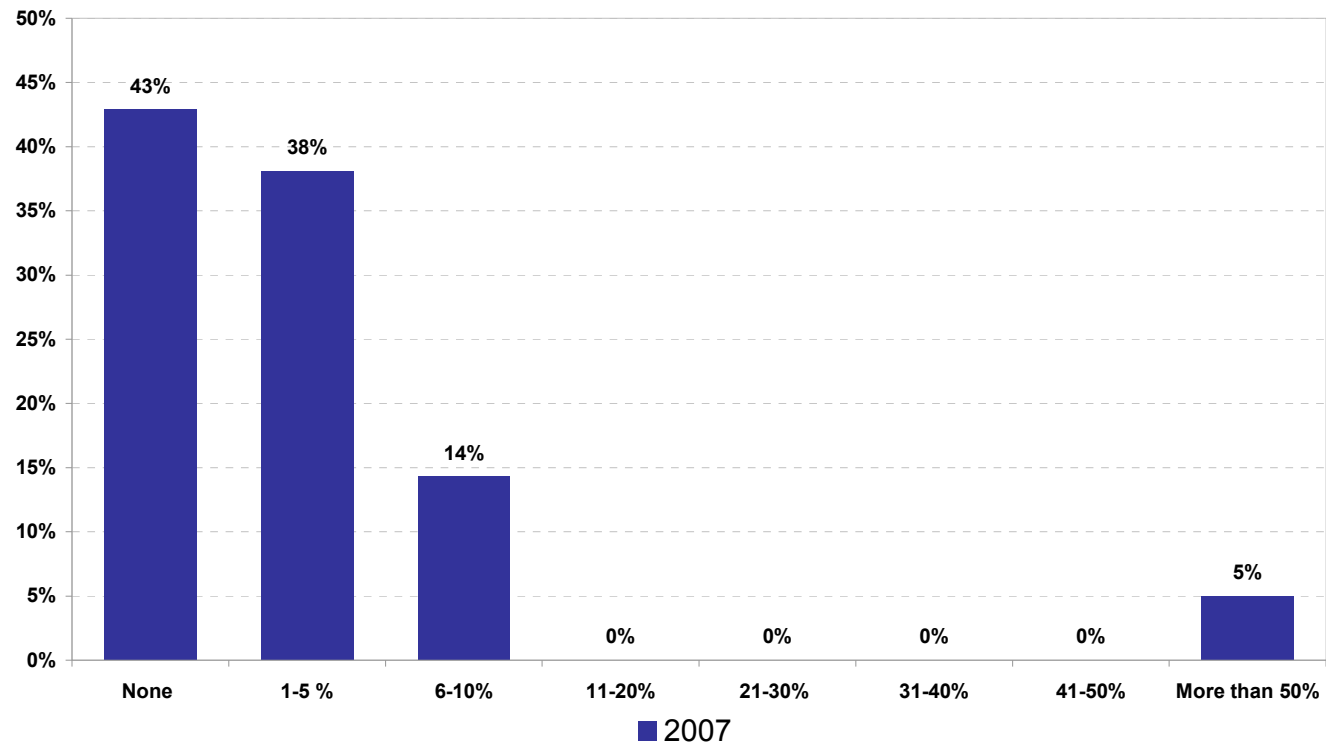
5) What percentage of recipients of a past mobile marketing campaign have undertaken a financial transaction, e.g. bought product, booked tickets etc.?

	2006	2007
None	39%	18%
1-5 %	22%	55%
6-10%	6%	18%
More than 10%	34%	9%



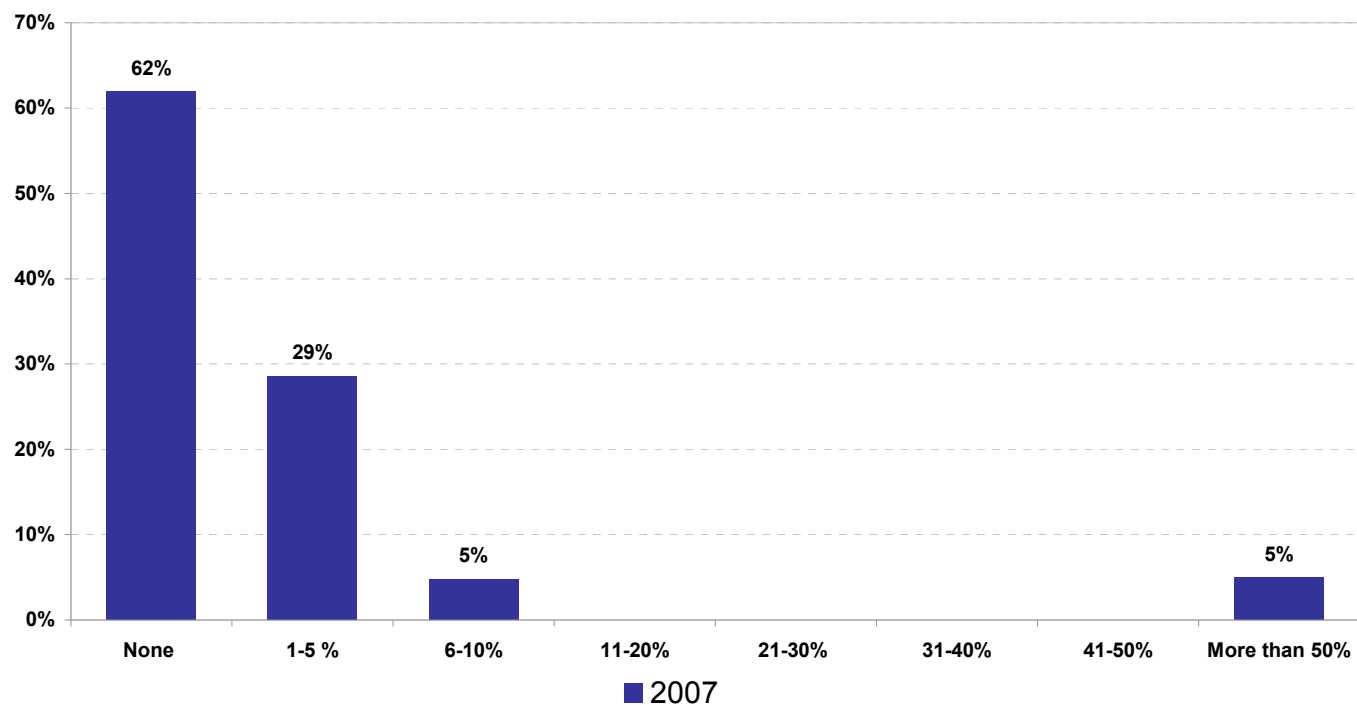
6) What percentage of recipients of mobile marketing campaigns do you predict will request more information or a product sample? (Respondents have never used mobile marketing)

	2007
None	43%
1-5 %	38%
6-10%	14%
11-50%	0%
More than 50%	5%



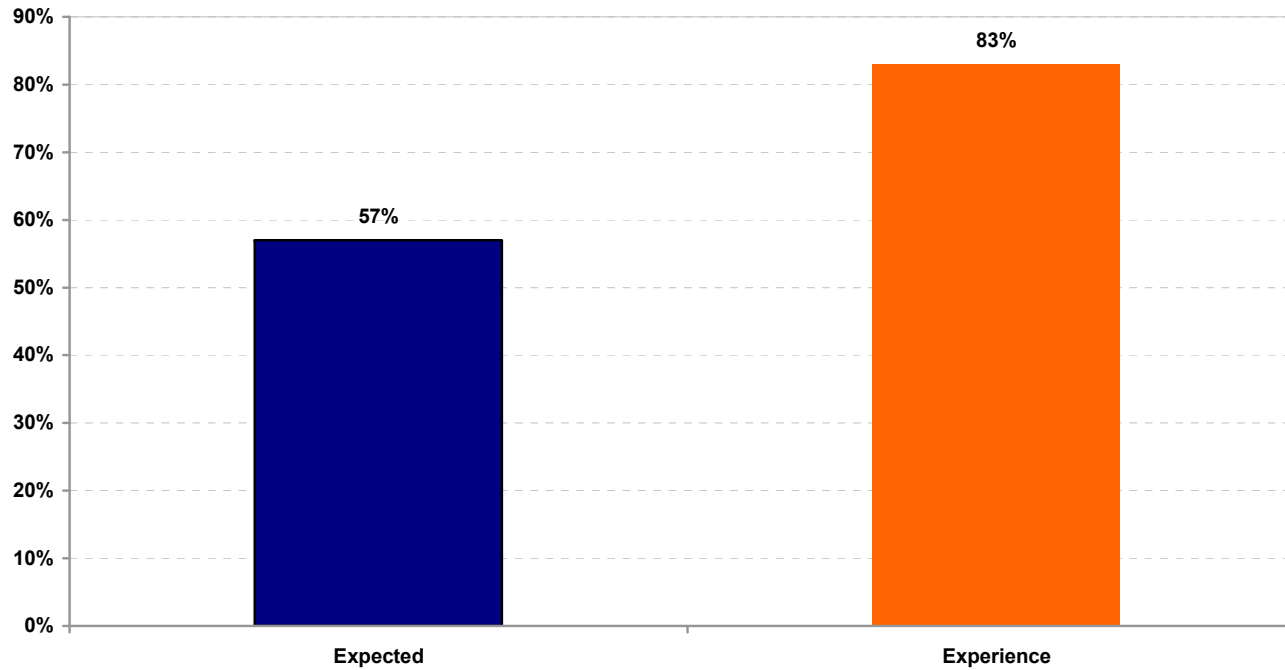
7) What percentage of recipients of mobile marketing campaigns do you predict will undertake a financial transaction?  
(Respondents have never used mobile marketing)

	2007
None	62%
1-5 %	29%
6-10%	5%
11-50%	0%
More than 50%	5%



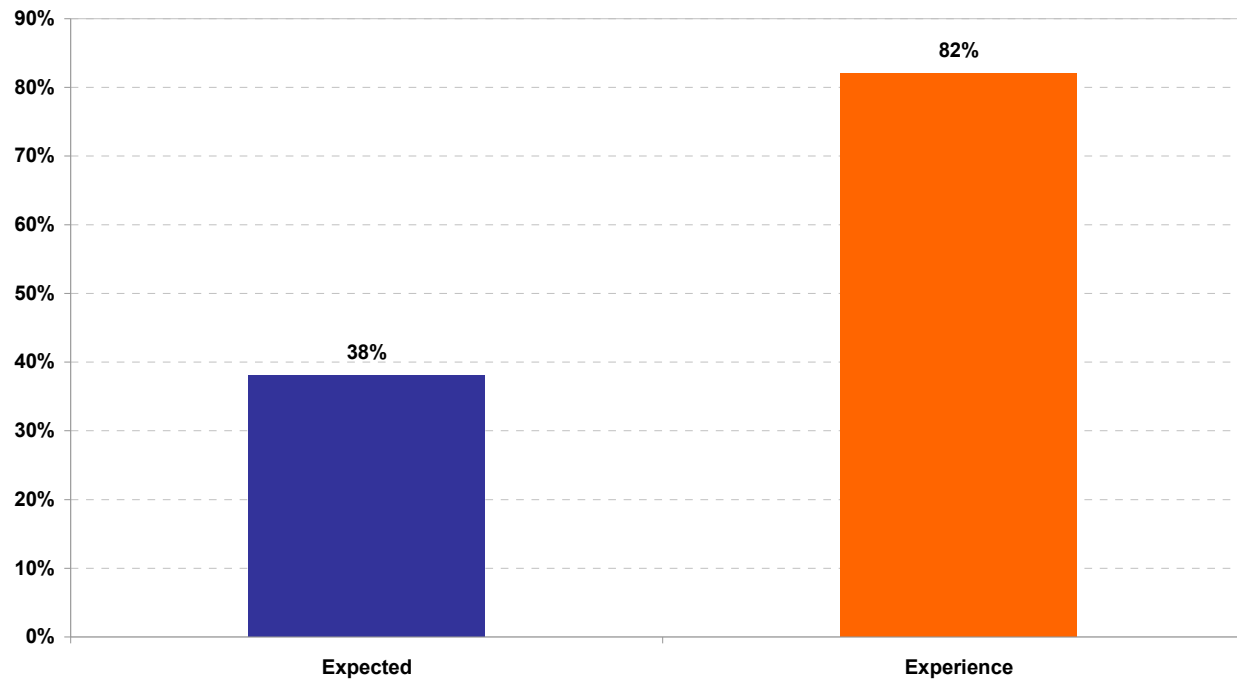
8) Side by side comparison of brand's expectations and experience with customers requesting more information after a mobile marketing campaign

	Expected	Experience
Brands	57%	83%



9) Side by side comparison of brand's expectations and experience with customers undertaking a subsequent financial transaction after a mobile marketing campaign

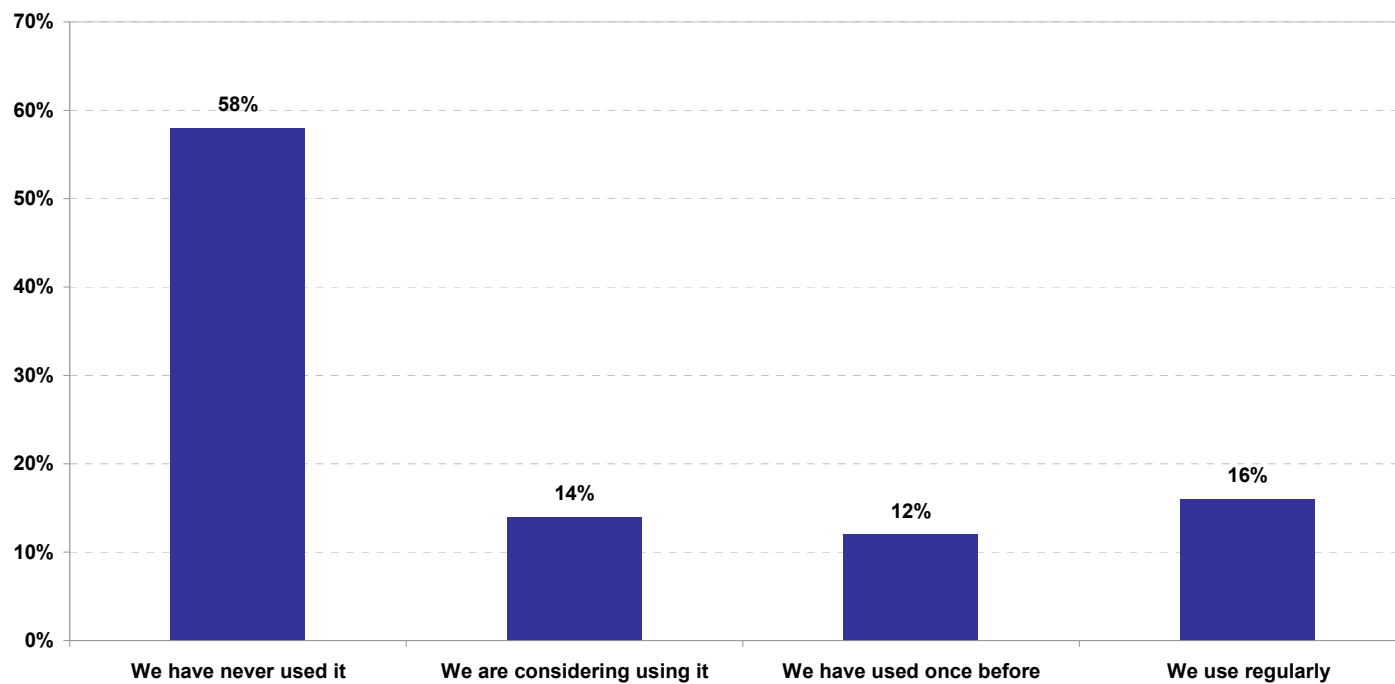
	Expected	Experience
Brands	38%	82%



**FACT FIVE:** The experience of brands using mobile marketing demonstrates that actual campaign response rate is even higher than the expectations of those who have not yet implemented mobile marketing

10) To what extent does your organization use text messaging (SMS) for marketing purposes?

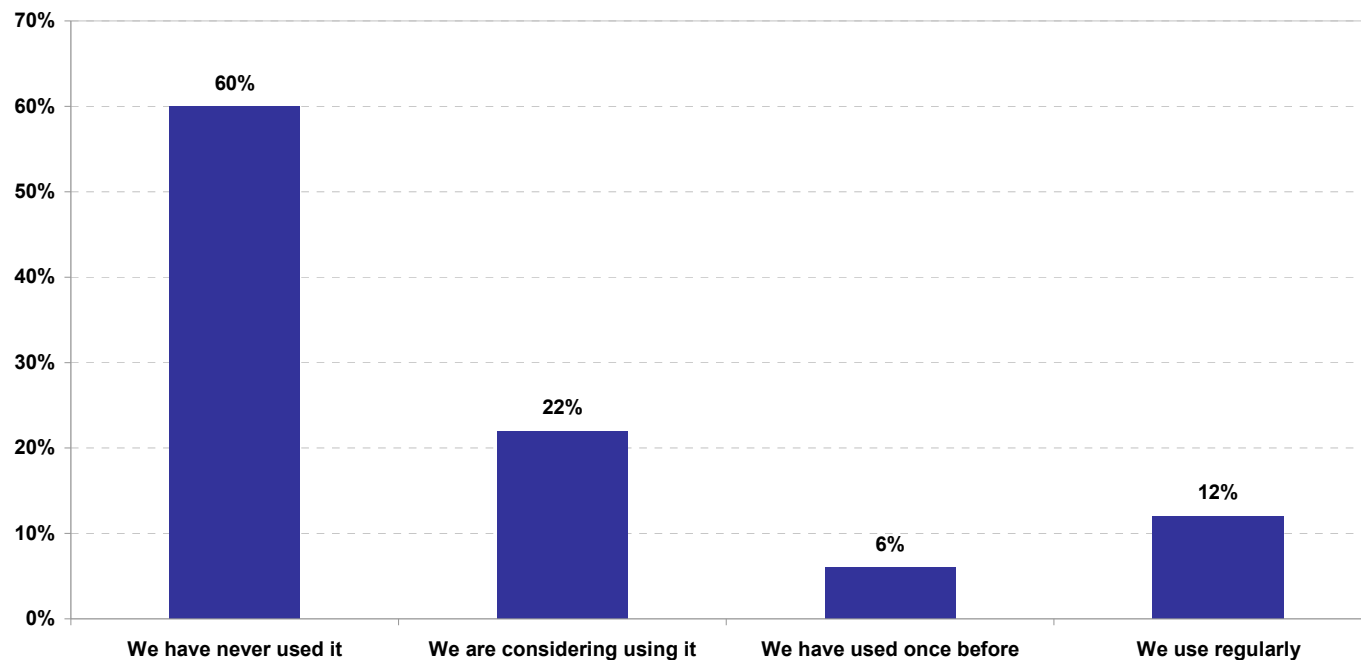
	2007
We have never used it	58%
We are considering using it	14%
We have used once before	12%
We use regularly	16%



**FACT SIX: 28% of brands use text messaging for mobile marketing**

11) To what extent does your organization use multimedia messaging (MMS) for marketing purposes?

	2007
We have never used it	60%
We are considering using it	22%
We have used once before	6%
We use regularly	12%

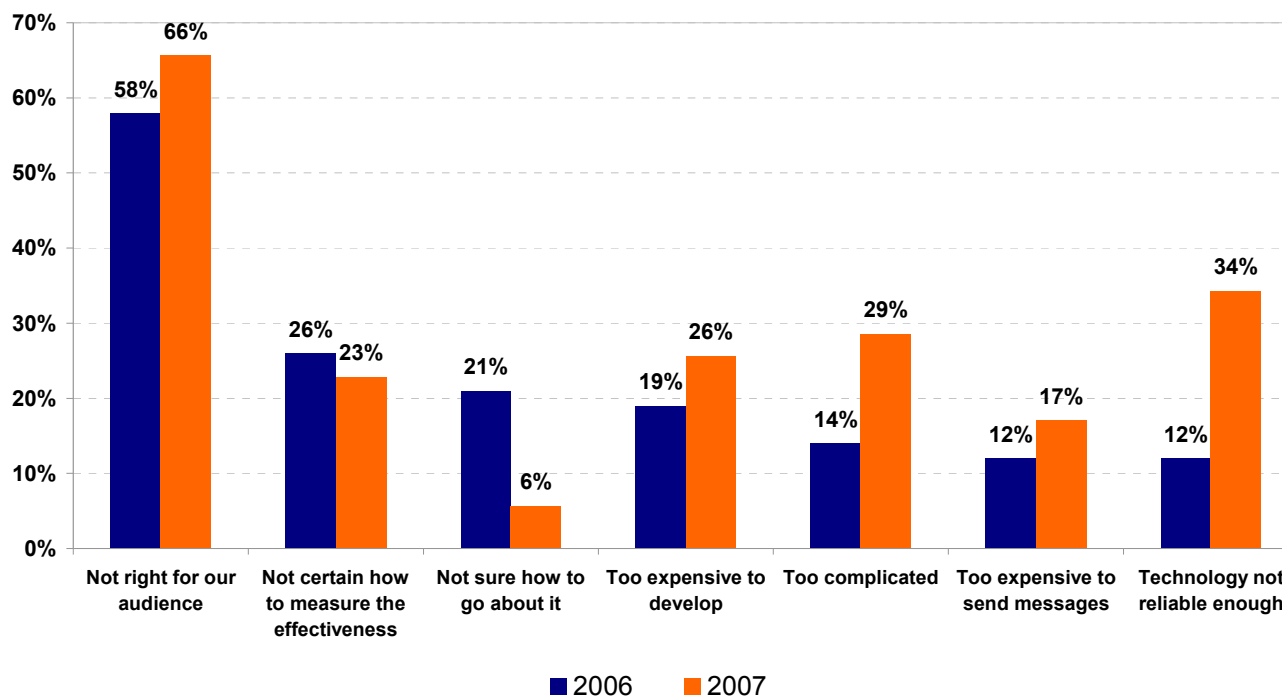


**FACT SEVEN: 18% of brands surveyed use multimedia messaging for mobile marketing**

**FACT EIGHT: There is still enormous growth potential for mobile marketing with more than half of brands not yet employing the use of either text messaging or multimedia messaging**

## 12) What is stopping you from using MMS marketing via the mobile phone?

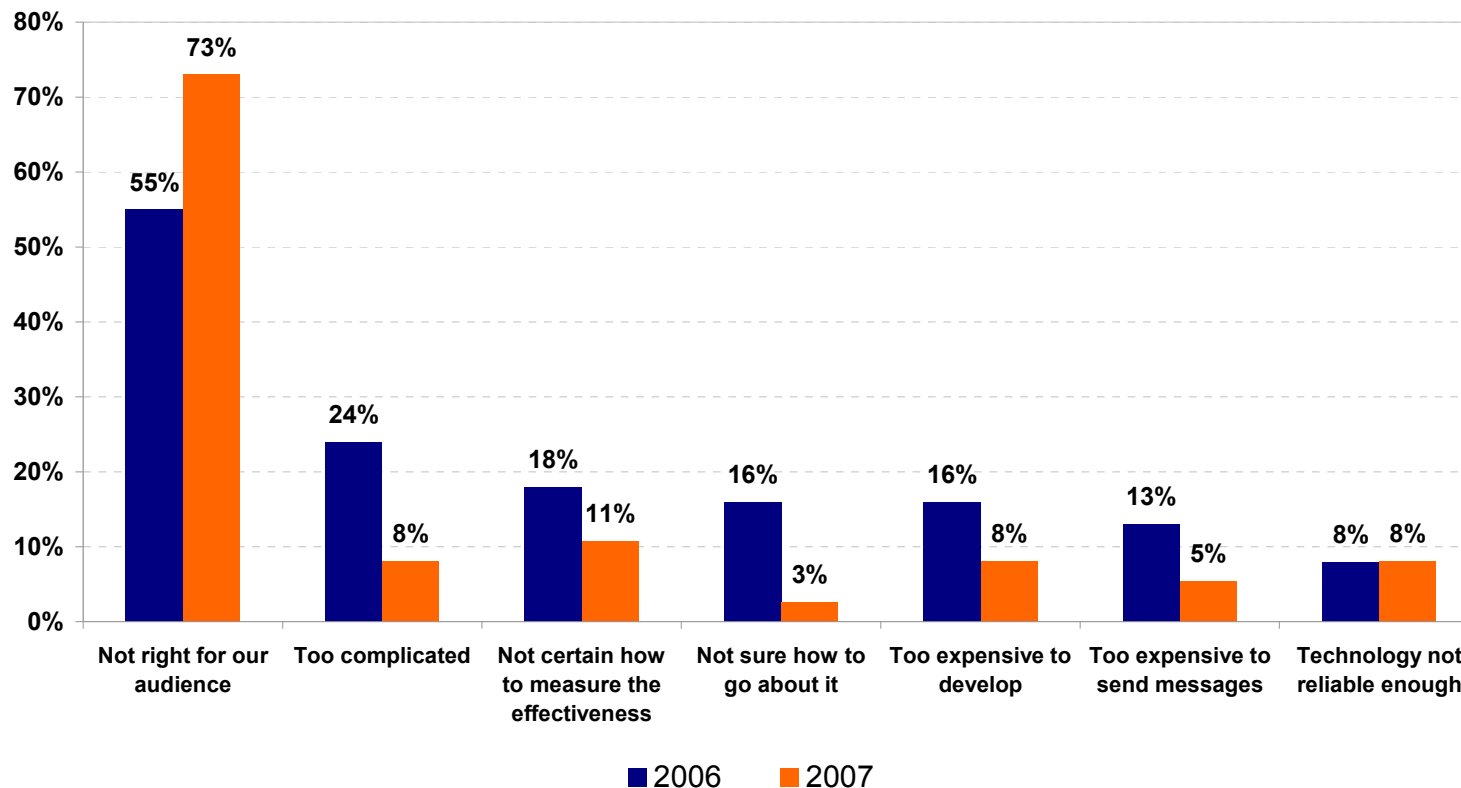
	2006	2007
Not right for our audience	58%	66%
Not certain how to measure the effectiveness	26%	23%
Not sure how to go about it	21%	6%
Too expensive to develop	19%	26%
Too complicated	14%	29%
Too expensive to send messages	12%	17%
Technology not reliable enough	12%	34%



**FACT NINE: The perception that MMS is difficult to use has more than doubled and concerns about its reliability have almost tripled**

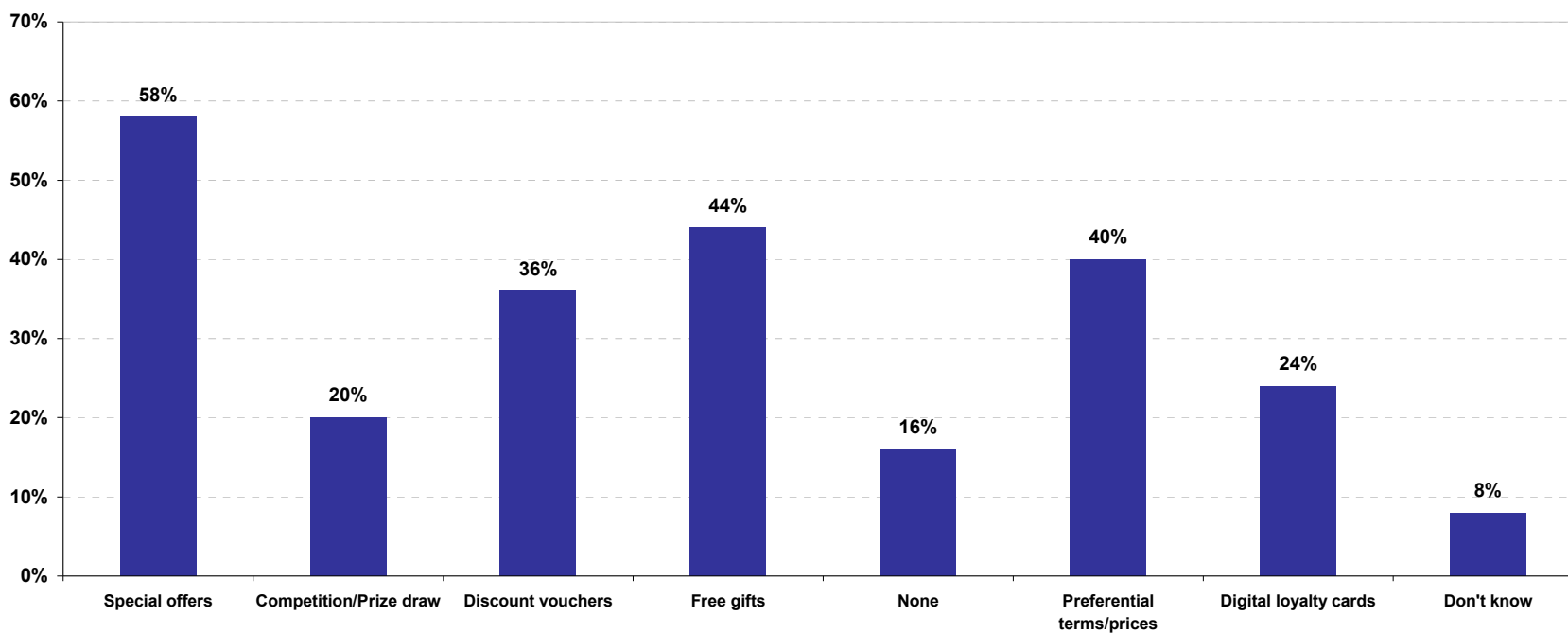
13) What is stopping you from marketing via the mobile phone more using SMS? Base: Those NOT using SMS regularly

	2006	2007
Not right for our audience	55%	73%
Too complicated	24%	8%
Not certain how to measure the effectiveness	18%	11%
Not sure how to go about it	16%	3%
Too expensive to develop	16%	8%
Too expensive to send messages	13%	5%
Technology not reliable enough	8%	8%



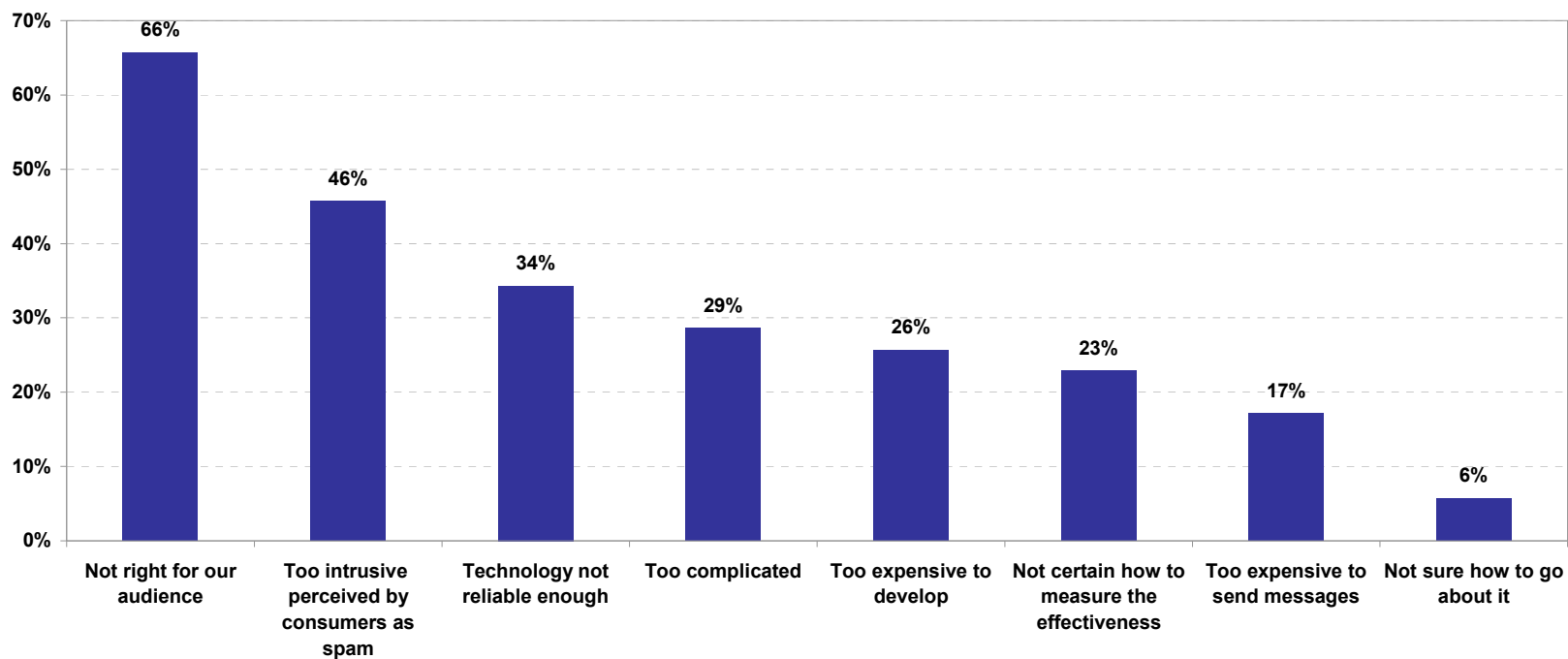
14) What consumer incentives might you offer respondents as part of a mobile marketing campaign?

	2007
Special offers	58%
Competition/prize draw	20%
Discount vouchers	36%
Free gifts	44%
None	16%
Preferential terms/prices	40%
Digital loyalty cards	24%
Don't know	8%



15) What is stopping you from using MMS marketing via the mobile phone more?

	2007
Not right for our audience	66%
Too intrusive perceived by consumers as spam	46%
Technology not reliable enough	34%
Too complicated	29%
Too expensive to develop	26%
Not certain how to measure the effectiveness	23%
Too expensive to send messages	17%
Not sure how to go about it	6%



16) Which of the following features/benefits would make mobile marketing more attractive to you?

	2007
Ability to target	41%
Response tracking	36%
Recipient demographics	36%
Proof of receipt	20%
Reach wide audience	48%

