



Global Interactive Marketing Services

# The Crazy4Media Group



pi2006.com  
publicidad interactiva 2006



c4m is made up of four specialised companies with **complementary** roles offering ambitious and effective **global interactive marketing solutions**.

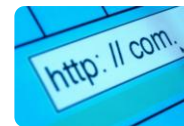
Our **client base** includes digital content developers, TV stations, consumer brands, internet portals, mobile operators, marketing & advertising agencies.

Vodafone – Orange; Microsoft - Yahoo!

OMD – Vivaki - Ad pepper

Planet49 – Vueling – Accor Services

Real Madrid FC - Sevilla FC



# Corporate Information



With over 40 staff we are currently one of the best positioned interactive marketing groups based in Spain particularly in the fields of mobile marketing and online advertising.

The global reach of our portfolio of both services and client base has resulted in commercial expansion to:

Argentina, Brasil, Canada, Denmark, Mexico, Portugal, Slovakia, South Africa, Spain (Madrid, Seville, Marbella), Sweden & USA



# Mobile Marketing



founded: 2001

Froggie provides integrated white label **mobile entertainment** and **mobile marketing** services to both brands and marketing/advertising agencies:



- ✓ SMS/WAP push.
- ✓ Audio & Video-call services.
- ✓ Mobile lead generation, CRM and database monetisation.
- ✓ Mobile billing solutions.
- ✓ Mobile Marketing consultancy .
- ✓ Mobile site and smartphone application development.



# Online Advertising



founded: 2004

Creafi Online Media provides high quality **online media solutions to advertisers and publishers** globally using **world class online** technologies and expertise.

We deliver effective traffic with a phenomenal reach that consistently gives our clients a real promotional advantage in their chosen target markets.



# Mobile Advertising



founded: **2006**

Publicidad Interactiva 2006 operates primarily in Europe and Africa, through agreements with both local and global publishers .

We manage Mobile Internet and Smartphone application advertising in over **100 countries** serving almost **9 billion impressions per month**.



adfonic  
mobile advertising  
strategic partners

The Adfonic logo, which consists of a stylized camera lens icon with a green and orange gradient.

# Audiovisual Marketing

**VIYOI  
.TV**

founded: 2009

Marketing Mellow (trading as Viyoi.tv) specializes in the development of bespoke **audiovisual marketing business** models created to specifically fit their clients' objectives, including the **creation** and **distribution of video content to any device**.

Viyoi, and **their partners**, collectively have the necessary experience to achieve **anything** in the field of digital video.



# Why use mobile marketing?

- **Ubiquitous (4.1 bn mobile users registered globally in December 2008, and counting..)**
- **Always with us**
- **Always on**
- **Billing mechanism**
- **Interactive device (bi-directional communication – Instant feedback)**
- **Media device (WSJ, 3200 ipad users @ \$17,29 in first 3 weeks of launch, Telegraph, Lonely Planet etc.)**
- **A personal device (CRM opportunities – Direct “1 to 1” communication)**
- **Low cost advertising per impact**

Sources: UN Report on Mobile Telephony, Marzo 2009, Wall Street Journal , Mayo 2010

# Mobile Advertising study results

## IAB & The Cocktail Analysis Study, September 2010

- Six out of ten internet users (57% of those surveyed) have accessed internet on their mobile device.
- This rises to almost 100% of users when these users have smartphones
- There seems to be a tendency to connect more frequently (27% of users agreed with this), for longer (21%) and for tasks which previously users didn't use their phone for such as IM, Email, Navigation (31%).
- 66% of Spanish internet users would be willing to receive advertising on their mobile phone in return for some benefit: product offers, concert/cinema tickets, discounts on their phone bill etc.

## MMA & Lightspeed Research Study, August 2010

- 30% of users in the UK, France and Germany are more likely to react to advertising of any kind if it includes a means of communicating using a mobile (mobile web page, smartphone application, sms etc.)

Sources: [www.iabspain.net](http://www.iabspain.net), [www.tcanalysis.com](http://www.tcanalysis.com), [www.puromarketing.com](http://www.puromarketing.com) [www.lightspeedresearch.com](http://www.lightspeedresearch.com)

# What does mobile marketing tend to consist of?

**In order of effectiveness (Crazy4Media group opinion)**

- Direct mobile marketing
- Mobile advertising
- Videocall services
- Bi-dimensional codes - Cuponing
- Smartphone applications
- Online video portals
- Social media
- Proximity marketing
- Advergaming

Source: General Crazy4Media client campaigns 2010

# Direct Mobile Marketing

**SMS**



**Wap push**



**MMS**



**Video/Audio**



# Mobile Advertising

## Sources of traffic:

- Smartphone applications
- Mobile internet

## Types of advertising:

- Display advertising
- Text links
- Intersitials
- Sponsorship

## Targeting possibilities:

- Country/geographic location
- Carrier
- Operating system
- Time of day
- Context
- Mobile device



# Videocall services



## **Videoconferencing**

- Up to four simultaneous users on screen

## **Video blogs**

## **Video communities**

## **Videocall customer service**

- Artificial intelligence avatars

# Bidimensional codes - Cuponing

[http://en.wikipedia.org/wiki/QR\\_code](http://en.wikipedia.org/wiki/QR_code)

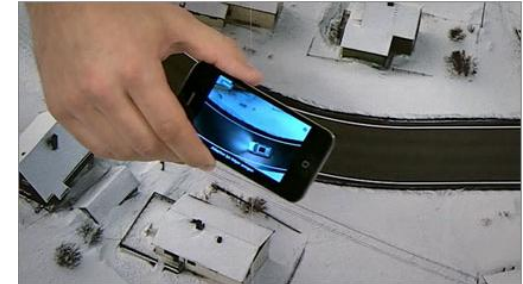
A QR code (short for Quick Response) is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones.

Although initially used for tracking parts in vehicle manufacturing, QR codes are now used in both commercial tracking applications and convenience-oriented applications aimed at mobile phone users (termed mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a Uniform Resource Identifier (URI) or to compose an email or text message.



# Smartphone applications

- Interaction/Communication
  - Native and browser based applications
  - Cross selling (75% of applications are free. Taptap revenge – 5M songs sold)
  - Mobile communities (e.g. Speedflirt)
  - Geo localization.
  - Billing
  - Augmented reality
- 
- iTunes            3bn downloads to date
  - Getjar            750m downloads to date
  - Android          400m downloads to date
  - Nokia Ovi       1m downloads a day



Source: Flurry.com, January 2010



## Social media and the mobile

Approximately 30% of users of the main social media use them via mobile devices. 50% of those do so at least once a day!



**1.000.000+ unique  
mobile users in Spain**



**3.000.000+ unique  
mobile users in Spain**



**150.000+ unique mobile  
users in Spain**



**5.000.000+ unique  
mobile users worldwide.  
Growing at 1M a month.**

Sources: [www.iabspain.net](http://www.iabspain.net). Tuenti, Facebook, Ebuddy, Foursquare.  
December 2010

# Proximity Marketing

## Bluetooth

- Large number of potential connections
- Low effectiveness (1% of connections), unless the promotion is well communicated to users.

## Wifi

- Open wifi connections available during live events to attract users
- Closed circuit connectivity
- High effectiveness – 30% of the users connecting end up interacting with the system.

## NFC (Near field communication)

- Mobile ticketing, Mobile payment, Smart posters and objects, Bluetooth pairing, Identity documents, Electronic keys, Information applications



# Advergaming

Spanish users preference for spend their free (dead) time:

55% playing games on/surfing the internet

18% watching television

12% listening to music

10% playing on a games console

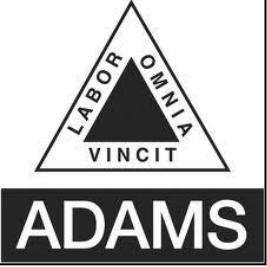
5% reading a good book

75% of spanish users connect to internet to play online more than 3 times a week.

E.g. Mobile Football Manager

- 35% of users sign in once a week.
- There are 245 promotional impacts per user/week on average.

Sources: [www.puromarketing.com](http://www.puromarketing.com) [www.themobilelife.com](http://www.themobilelife.com), December 2010



# SME Case study



## Adams Academies (Job training centres)

- One local centre started testing sms push campaigns to promote classes that were not fully subscribed to with last minute offers (January 2009)
- Seeing the excellent results, gradually other centres started to carry out the same promotions, and the company also started using SMS as a CRM tool to inform students when the classes that they are signed up to take place.
- Each centre operates their own account and handle their own promotions to fulfill their own requirements, only the monthly billing is centralised.
- The company currently sends in excess of 200.000 sms a month. The SMS are sent as if directly from the company's call centre number, and normally include a click to call. The sms promotions are managed to fit the call centre operator timetables, hence maximising cost effectiveness and minimising the amount of lost calls.
- We are currently working on the pre-design of a smartphone application to take advantage of "free" alerts



# SME Case study



## Victor Stark watches

- Campaigns launched in November 2010
- Promotions run via SMS push and Audio push, both independently, and in combination (SMS push reminders to those users that respond to Audio push, but don't purchase the watch).
- User receives promotional teaser message advertising a freephone phone number hosted on an IVR, on calling that number they are then given full information on the promotion, and then purchase the product using mobile billing or request further information via the web.
- Audio push campaign results:
  - ✓ 50% of all impacted users called the freephone number for further information
  - ✓ 19% of those callers then went on to either a direct purchase, or to request further information via the web.
  - ✓ 5000+ watches sold in 6 months



# Thank you for your attention!

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