Mobile versus Mobility: A New Era of Connectivity and Shopper & Consumer Engagement

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Presentation Access Request

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Mobile Evolution
Mobile...its evolving

January 13, 1946

mCordis Proprietary 2015
The 7th mass media

Print
Recordings
Cinema
Radio
TV
Internet
Mobile
Landline phones are endangered species
We’re never far away
Source: Unilever, 2012

mCordis Proprietary 2015
Mobile is Social

Mobile Share of Social Media Visits

Source: Merkle 2014
US Media Consumption – 90% across digital screens

2009~2014 TV drops from 45% to 36%, mobile grows from 3.7% to 22% in same time period!

Source: eMarketer, 2014
Maslow’s ‘Hierarchy of Needs’ Revisited

Connectivity
nomophobia

Web definitions

Nomophobia is the fear of being out of mobile phone contact. The term, an abbreviation for "no-mobile-phone phobia", was coined during a study by the UK Post Office who commissioned YouGov, a UK-based research organisation to look at anxieties suffered by mobile phone users. ...

http://en.wikipedia.org/wiki/Nomophobia
Linear vs. Non-Linear approach to engagement
36% Digital Influences 84% Use Device Before Or
MOBILITY CAUSES & ENABLES IRREVOCABLE
MATCHING
MOBILE
‘NEED
STATES’

CONNECT ME
HELP ME FIND
UPDATE ME
ORGANISE ME
INFORM ME
ENTERTAIN
ME
LET ME BUY
LET ME
SHARE
BrandSpark’s Global Shopper Studies among over 250,000 shoppers uncover major concerns and behaviours of shoppers around the world. Shopper Army will make this information available to shoppers for the first time.
“If you wish to persuade me, you must think my thoughts, feel my feelings and speak my words.”

CICERO 80BC
The Marketer’s Role...
Chumming
Realization
“We Need a Bigger Boat!”
Total U.S. Marketing Services & Media Spend
$390 Billion

Advertising Age, 2014
A – Awareness
I – Interest
D – Desire
A – Action
The Path to Purchase

1889 – PRESENT
One to many broadcast marketing

1993 – PRESENT
One to one relationship marketing

2007 – PRESENT
One to one to many relationship marketing
Content is the one thing all media have in common.

- Owned
- Shared
- Earned
- Paid
"Content builds relationships. Relationships are built on trust. Trust drives revenue."

- Andrew Davis, Author, Brandscaping
“Content is not king. Conversation is king. Content is just something to talk about.”

CORY DOCTOROW
Marketing Today: Two Views

Audience “customer’s” View

Omni-channel

The Experience

Activity

Multi/Cross-channel

“marketer’s” view
The Marketing Orchestra

THE NEW ROLE OF THE CMO
Mobile Media Elements

**Mobile Presence (Temporal/Persistent)**
- Mobile Web (native/responsive/progressive)
- Mobile App (native/hybrid)

**Mobile Messaging**
- Text
- Multimedia
- Email
- USSD
- Bluetooth*
- Push notifications*
*Requires an app

**Physical media triggers**
- Visual search (e.g. QR, Image, Watermark)
- Audio search (Shazam)
- Star Star
- Common short codes
- Proximity triggers (Audio, BLE, NFC, RFID)
- Social media

**Mobile Advertising Formats**
- Text
- Display
- Search
- Native
- Rich Media
- Video/Interactive Video
- Audio
- Mobile SEO

**Mobile Enablers**
- Commerce: proximity, m-commerce, remittance, mobile wallets
- Augmented reality
- Location
- Loyalty & CRM
- Social
- Analytics and targeting
- Search
- Sensors
“THE ONLY WAY TO PREDICT THE FUTURE IS TO CREATE IT”

PETER DRUCKER
"Mobile is becoming a front door with Target, that's really where we're going."

Casey Carl, Target's president of omni-channel strategy and experiences (2014)

Source: Internet Retailer
Case Studies available in full-version of presentation.

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“The medium is the message.”

MARCHAL MCLUH
The Internet of Everything

2015

(actually 2009)

Source: The Internet Mapping Project: Opte.org
By 2017, 87% of connected devices will be smartphones or tablets.
Evolution of computing

Wave 1
Mainframes (centralized) → PCs (dedicated) → The Internet (connected)

Wave 2
Internet of Everything (Computing Everywhere)

Wave 3
Smartphones (computer on every person)
CONNECTIVITY LEADIN TO QUANTIFIED SELF
2020

50~100 Billion Connected Devices

sextrillion connections

Source: Cisco, 2013
MOBILITY IS LEADING TO QUANTIFIED CUSTOMER
“Our competitive set is no longer Omnicom and IPG and Publicis. It is Nielsen and GFK. It’s the data companies.”  


WPP CEO Sir Martin Sorrell.
IoE will generate $19 trillion in economic benefit to society over the next ten years, 11% will be captured by retail.  
(Cisco, 2014)
Data – the new black gold and the 6Vs

- Volume
- Variety
- Velocity
- Veracity
- Visualization
- Value
Personal Data Exchange Marketplace

People

Commercial Organizations (1st/2nd Party)

Data Brokers (3rd Party)

Media & Advertisers (3rd Party)

PDEM 1.0

Regulators © mCordis 2015
MASTERING DATA SCIENCE

COLLECTION / ANALYSIS / APPENDING / REFINING / INTUITING / ACTING
Advancing Engagement

Brands/Advertisers think they are here

Brands/Advertiser should and can be here

Mass
- Anonymous

Informed
- Identified

Segmented
- Acquainted

Targeted
- Engaged

Recognized
- Intimate

Personalized

None
 Demographic
 Behavior
 Transaction

Required Data Types

Brands/Advertisers think they are here

Source: Waterfall
Worldwide CMOs: What will have biggest impact by 2020?

- Internet of Things
- Real-time Personal transactions
- Wearable tech
- Virtual reality
- Privacy
- Other

Jan’ 15
“The future is already here,... it’s just not evenly distributed.”

William Gibson, Futurist | Cyber-Visionary
PRIVACY IS NOT BINARY
“Permission is a process, not a moment.”

Seth Godin
DATA ABOUT ME

MY DATA
A NEW ERA FOR PRIVACY
The meaning of privacy

“Privacy is the claim of individuals, groups or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.”

(Westin, 1968)
“A personalized internet is a better internet. To get here we need to have **transparency** and afford the **individual control**. It comes down to being able to make a statement that **users own their data**, which they can examine, take it with them to other sites and vendors that they trust more in a market that helps people make these trade-offs and decisions.”

Marissa Mayer, CEO, Yahoo! (Jan. ‘15)
EPICENTRES OF DATA
FIRST PARTY DATABASE
SOCIAL NETWORKS /
MOBILE OPERATORS /
RETAILERS/
FINANCIAL SERVICE Co’s
CONSUMER - DIRECT
Protecting what matters most

Personal Information Cloud

Connected Devices
“A 20-year business cycle in which the most successful enterprises will reinvent themselves to systematically understand and serve increasingly powerful customers.”
Foundations of competition have changes
SHOPTER ARMY

Giving a voice to shoppers.

Enter your email and we'll put you on the invite list for this new and exclusive shopper community.

Enter email  Go
“Putting mobile first isn’t fitting a responsive desktop design into a mobile screen, it isn’t even a project. It is about making mobile an irrevocable and indispensable part of our business. It’s about connecting our stories to everybody and the world around them, wherever they may be, on every occasion, by enabling desire and the instant before. It’s about allowing mobile to do what it does best, which is the same thing we do best: connecting people.” One day all brands and all marketers will view mobile with the same clarity.
Six Master Themes
Six Master Themes

1

OMNI-CHANNEL MARKETING (CONSUMER EXPECTATIONS ARE SET BY EVERY INTERACTION)
Six Master Themes

2

BRANDS AS PLATFORMS, COLLECTION OF EXPERIENCES LEAD BY CONTENT AND ENGAGEMENT
Six Master Themes

3 MARKETING AUTOMATION
Six Master Themes

DIRECT TWO-WAY RELATIONSHIP WITH CONSUMERS
Six Master Themes

5

MOBILITY AS THE BRIDGE BETWEEN PHYSICAL & DIGITAL WORLDS
Six Master Themes

6

DATA & PRIVACY
Mobile Marketing

Connecting, engaging and influencing customers with and through mobile.

SOURCE: mCordis, 2014
“IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT, BUT THE ONE MOST RESPONSIVE TO CHANGE.”

CHARLES DARWIN
WE EDUCATE
WE ADVISE
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