

Mobile, Music and The Mann

M3 Mobile Marketing™
Announces Partnership with
The Mann Center for
the Performing Arts

Now at the forefront of countless marketing campaigns, mobile marketing is breaking into new arenas every day. And, although this may not be its first break in the entertainment industry, mobile marketing has found itself embedded in the marketing mix for The Mann Center for the Performing Arts. This outdoor musical venue, located in Philadelphia's Fairmount Park, attracts diverse groups of visitors with various ages, backgrounds and tastes in music and happens to be the perfect stage upon which to introduce their new mobile initiative.

"The Mann Mobile Rush Club" launched in late spring in an effort to inform concert-goers about last minute ticket sales and special offers. To join "The Club" text the keyword "MANN" to the short code "89887."

"We're very excited that The Mann Center has decided to use mobile as one of their key means of marketing to kick-off their 2009 season of live entertainment," said Gary Ackerman, President of M3 Mobile Marketing. "Because summer can be an active time for most people, mobile marketing is an ideal means of communication to stay in touch with The Mann Center's visitors by sending reminders for upcoming shows and offering exclusive mobile promotions."

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Mobile Couponing Goes Mainstream

Jun 23, 2009

By Sarah Reedy

telephonyonline.com/wireless/news

Even as mobile advertising struggles to gain acceptance amongst carriers, brands and consumers, the mobile phone is quickly becoming a replacement for the 300 billion paper coupons issued every year in the United States. Industry forces are converging in today's market to create the perfect storm for mobile coupons to take off: Consumers are increasingly



price-sensitive, revenue is harder to come by and mobile phones are nearly ubiquitous.

In the past month, big names like Burger King, Dairy Queen, Victoria's Secret, Unilever and ShopRite have gotten on board with mobile coupons in various forms, and according to Juniper Research analyst Howard Wilcox, where the big brands go, the rest of the industry will soon follow.

Juniper expects coupons issued via mobile phones to increase by 30% during the next two years alone.

In the US, mobile couponing is emerging in three ways, said Jeff Orr, ABI Research senior analyst. Most common is through SMS text messages as an affinity program in which consumers text a short code and receive a coupon in return, popular with the text-centric younger generation. Second is through MMS message in a multimedia format. This less-widely supported method sends a 2-dimensional bar code in an MMS message with an image, logo or brand in a bar-code to be redeemed when scanned in-store. The third and least widespread example is Web-based (*cont*)

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Mobile Advertising to Grow Exponentially: Experian Report

June 15, 2009

By Experian Marketing Services

www.mobilemarketer.com/cms/opinion/columns

The mobile advertising industry, while still in its early stages of development, is expected to grow exponentially over the next five years.

While text messaging (SMS) is the dominant form of mobile advertising today, the adoption of smartphones and the implementation of mobile broadband (3G) networks will play a significant role in how marketers approach the channel. Prior to the introduction of the iPhone in 2007, the vast majority of mobile phones only supported text messaging, which a large number of mobile users continue to utilize.

Catering to the communication preferences of this SMS-savvy audience, mobile marketing programs such as click-to-call, mobile coupons and sponsored news alerts currently dominate most mobile marketing strategies.

An Experian Simmons New Media Study released in April compares the usage of different mobile functions among consumers in the U.S. While 59 percent of people who have used a cell phone in the past 30 days have text messaged, less than 2 percent have shopped by mobile and less than 5 percent have used mobile GPS – indicating the relative nascence of both mobile shopping and mobile GPS in terms of becoming ingrained consumer habits.

Mobile advertising, including mobile search, social networks and location-specific services, will become a more viable marketing strategy as consumers continue to adopt smartphone technology.

The number of mobile handset users in China is expected to rise to 660 million by 2010. (*cont*)

More text messages are sent per phone than phone calls. The average text message used per month is 357 compared to 204 cell phone calls.

There has been a 107% increase in text message use in the USA in the past year.

2.5 billion text messages are sent each day in the USA.

(cont from Experian Report)

It is potentially the biggest 3G mobile market of the world. The United States, Japan, Russia and Brazil's mobile markets are the largest behind China.

Data from the Experian Simmons New Media Study indicates that mobile GPS usage among mobile phone owners skews decidedly younger, although consumers in the 35- to 44-year-old age bracket index slightly above the market average. There is a severe drop-off in mobile phone GPS usage for the older age groups, which is ex-

pected to remain the case with mobile technologies in general.

The utilization of mobile technology, combined with the concurrent expansion of mobile services, creates a powerful new channel through which marketing messages can be delivered effec-

tively to individuals.

The most desired incentives are cash, free movie passes, free products and discounts off mobile phone bills.

According to Forrester Research Inc., big brands that have trialed mobile successfully, such as

Coca-Cola and Toyota, plan to keep it as a key part of their overall interactive spend in 2009, despite the down economy.

Other marketers, such as retailers looking for a new direct-response vehicle, will respond to growing mobile data usage with trials of message-based promotions and display media on popular mobile content sites.

The emergence of smartphone usage is strongly illustrated by the 20% of consumers who used their phones for email and the 19% who accessed the Internet.

More than one-third of consumers who spend an hour or more online per week rate themselves as being interested in receiving ads via their mobile device, provided there is a tangible incentive.

Data included in this section was collected by Experian Simmons and SmartReply from April 2007 to April 2008. Excerpted with permission from Experian Marketing Services' 2009 Digital Marketer: Benchmark and Trend Report.

(cont from Mobile Couponing) fulfillment where the coupons appear on mobile Web sites, Orr said. Combined, these forms of mobile couponing are taking off in a way that mobile advertising has yet to.

"Generally, the majority of US consumers are opposed to mobile marketing," Orr said. "They don't think they'd want to participate, but that has been decreasing year-over-year. The number of consumers who said they would be willing to participate or accept some incentive, which suggests a coupon, goes up when it feels like it's something they'd use every day – like a burger or coffee shop."

The attractiveness of mobile couponing lies in the ability to make the coupons targeted & personal.

Coupons on the mobile phone typically offer a much better redemption rate and are more cost-effective, Wilcox said, making them a win-win approach for retailers. For consumers, outside of the environmental benefits of going paperless, it is appealing inasmuch as it is explicitly opt-in and targeted to their particular interests. The combination of an existing interest, a convenient delivery mechanism and money savings is making the market desirable for consumers as well, he said.

M3 Mobile Alerts! By Chrissy Sirianni

Well, it's that time of year again. Summer's here and everyone's on-the-go. Whether it's a week-long vacation with the family or a fun-filled day trip with friends, there's no doubt that people are more often than not, out of pocket during the summer season. In "consumer-speak" this means they're hard to reach. Which is why mobile is the perfect way to:

- 1) stay in touch with your current customers or
- 2) reach out to those who've yet to hear your message.



Mobile equals direct communication, and in my opinion, there's no better way to expose potential consumers to your message than by reaching right into their world. And what will they have with them in this "world" ninety-nine percent of the time? Their mobile phones!

So, while you're wondering how to make the most of your marketing dollars this summer, think no further, because mobile is the direct path that will inevitably lead you to your next sale.

Almost 70% of American users send at least 1 text message every single day.