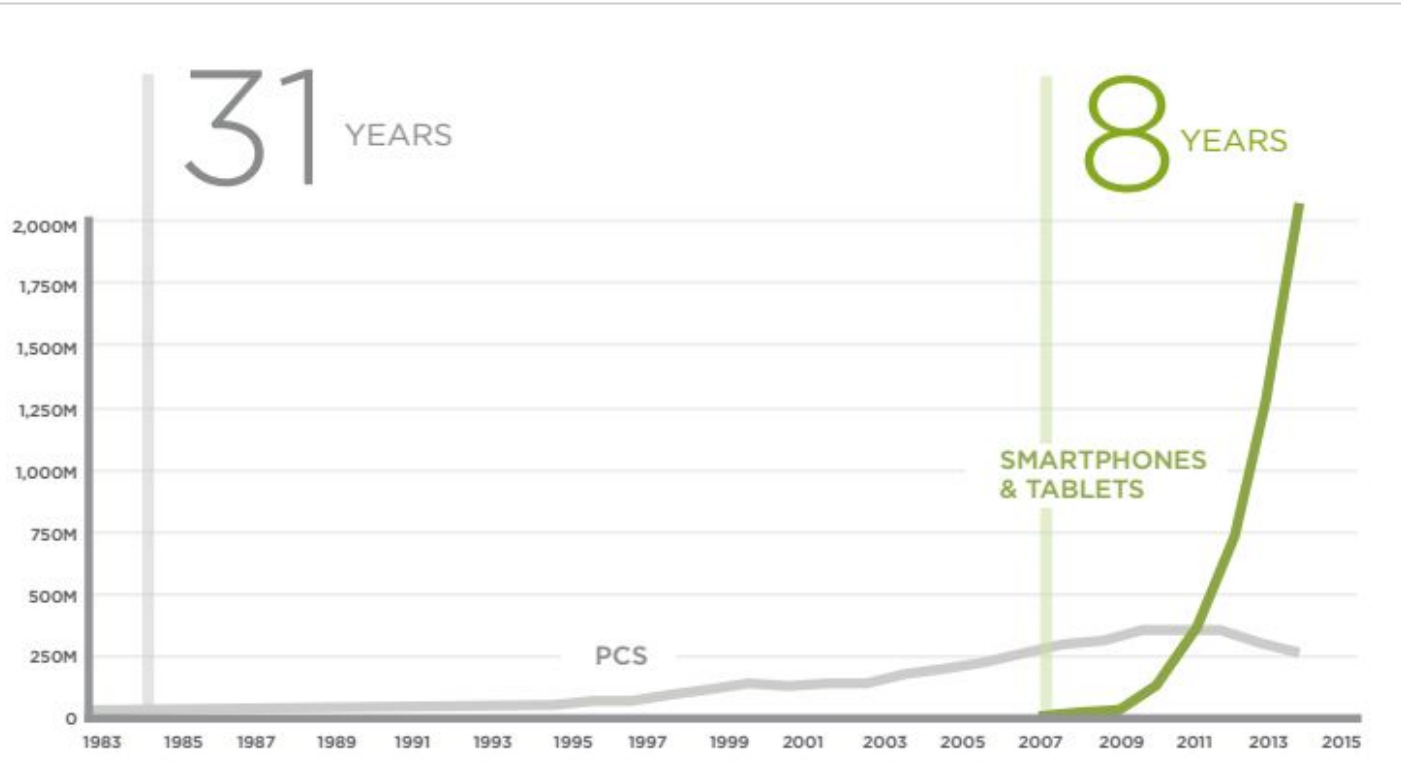


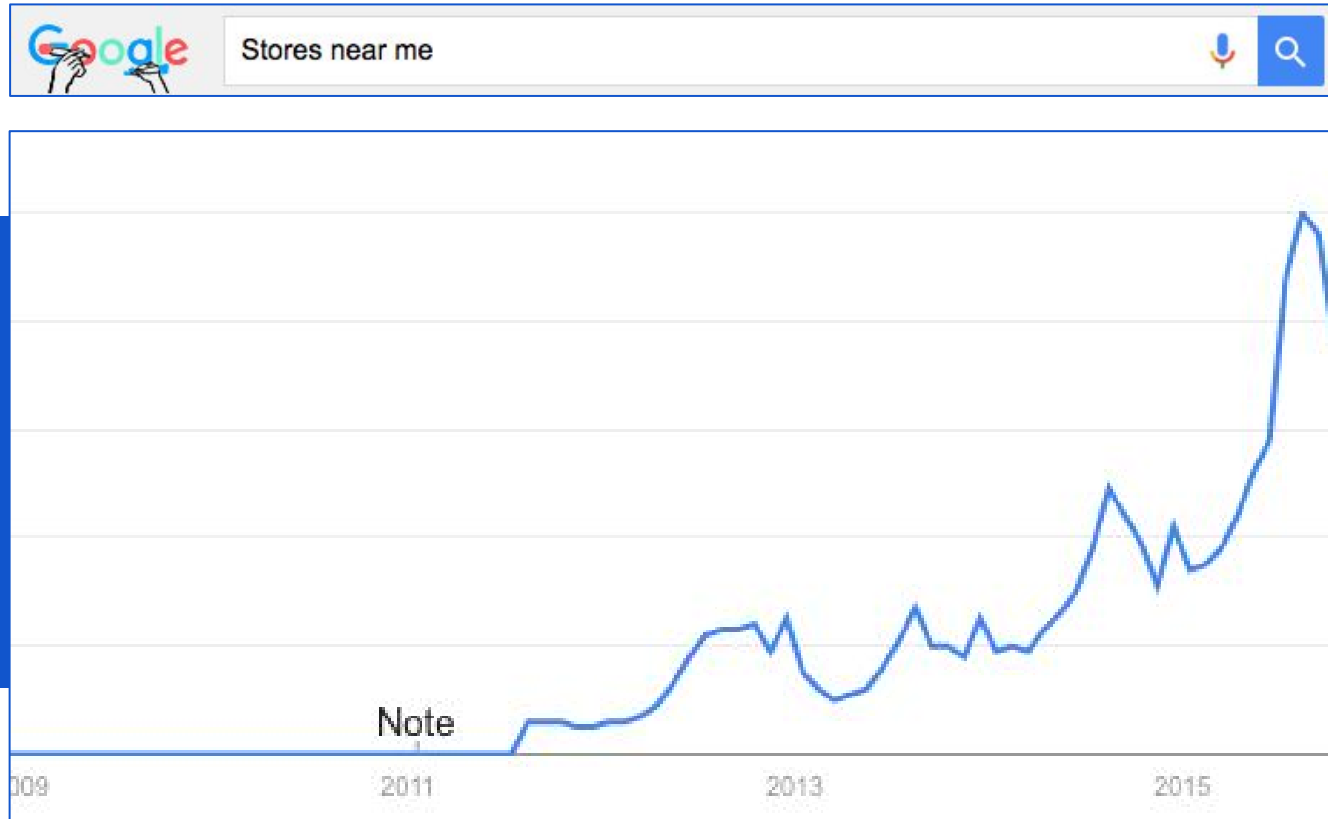
**WHY MOBILE**



# Mobile Adoption

**132 minutes/day**

33x since  
2011



**HOW**

~~**WHY**~~

**MOBILE**

**EXPERIENCE**

**MARKETING**

**VALUE PROPOSITION**

# 01 The experience

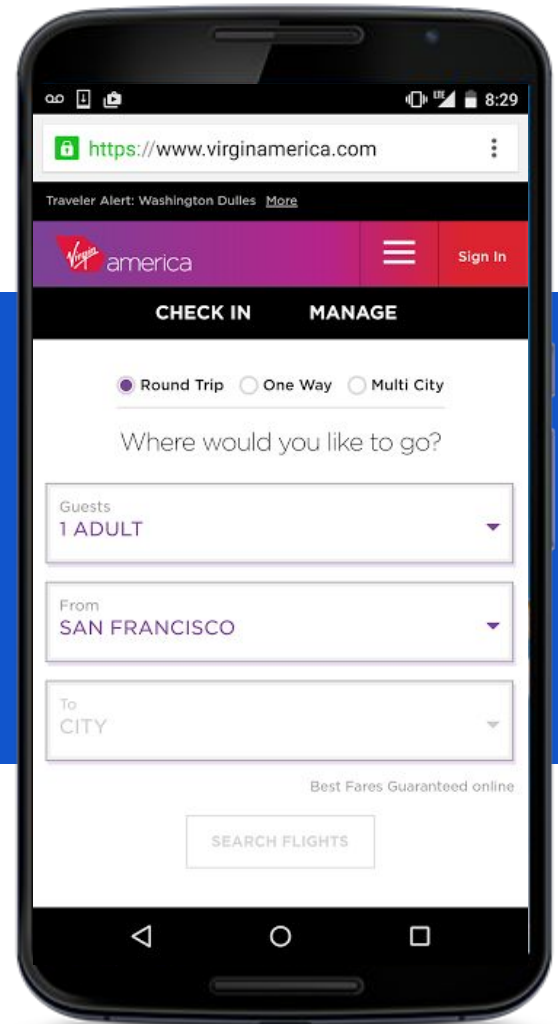
**57%** of users **won't recommend a business** with a poorly-designed mobile site.

**40%** have **turned to a competitor site** after a bad mobile experience



# Virgin America

To the point, easy to convert



Round Trip
  One Way
  Multi City

## Where would you like to go?

Guests  
**1 ADULT**

From  
**SAN FRANCISCO**

To  
**CITY**

Best Fares Guaranteed online

SEARCH FLIGHTS

Deals From

**\$69**

One Way

Fly from \$69 one way with



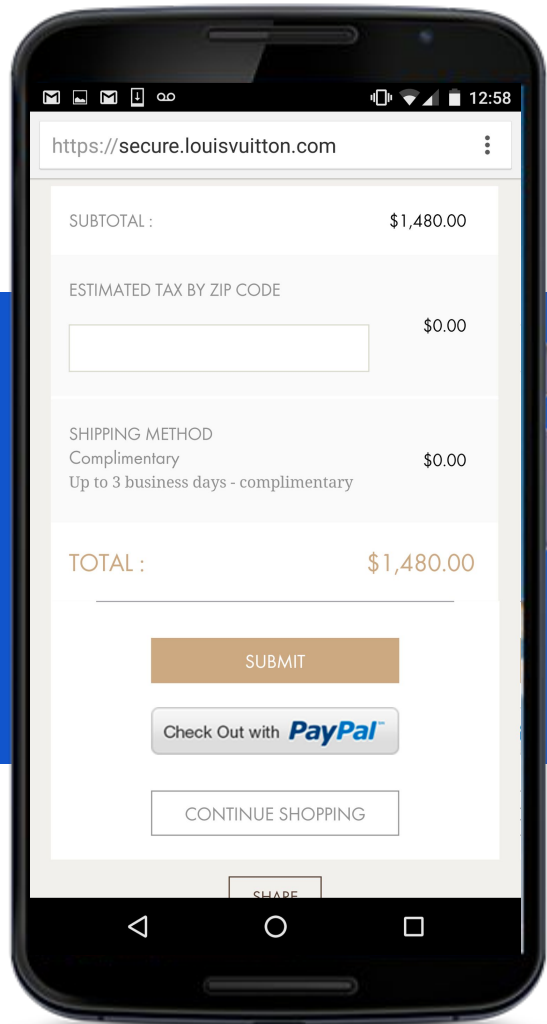
Score double points on our

MCS Deals From

**\$109**

One Way

Fly large in Main Cabin Select



# Louis Vuitton

## Payment options and ease

http://canadiantire.ca/

ANALYZE



Mobile



Desktop

**74 / 100** Speed

### ! Should Fix:

Avoid landing page redirects

› [Show how to fix](#)

### ! Consider Fixing:

Leverage browser caching

› [Show how to fix](#)

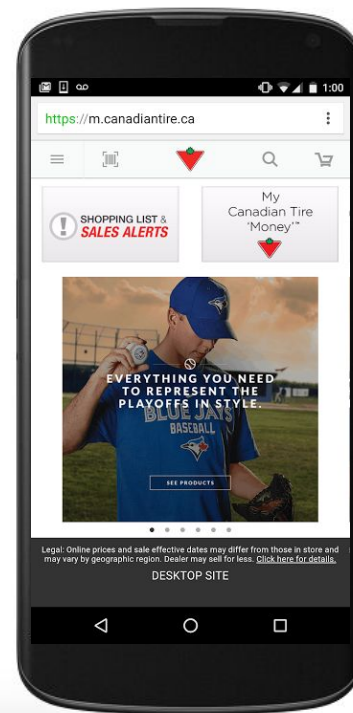
**✓ 8 Passed Rules**

› [Show details](#)

**100 / 100** User Experience

**✓ Congratulations! No issues found.**

Avoid app install interstitials that hide content [\(BETA\)](#)



**MAKE IT FAST AND EASY**

# 02 Engage customers with mobile marketing

Identify the  
moments  
and **be there**



Deliver a great  
**experience**





A young football player is shown in a ready stance on a green field. He is wearing a white helmet with three dark vertical stripes on the side and a dark jersey with "STALLIONS" printed across the chest. He is also wearing light-colored pants. A football is on the ground in front of him. The background shows a grassy field with some trees and mounds of earth in the distance. The image is framed by blue vertical bars on the left and right sides.

**LET'S-CELEBRATE  
MOMENTS**

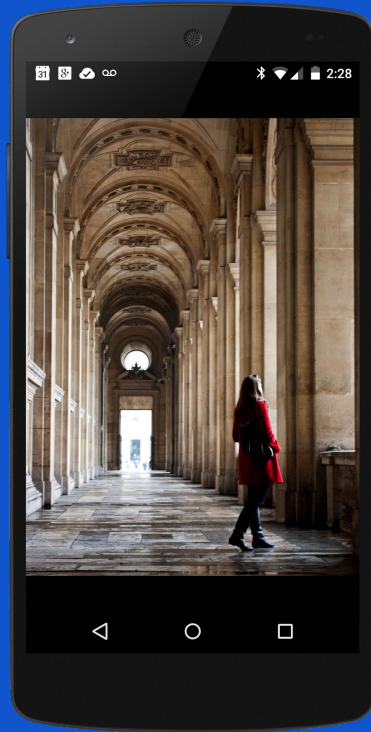
A chef in a light-colored uniform is focused on a pan on a stove in a kitchen. The scene is dimly lit, with a warm, yellowish glow from the overhead lights. In the foreground, a hand with a ring is visible, holding a smartphone. The text "THIS-ISN'T-QUITE-WORKING-OUT MOMENTS" is overlaid in white, bold, sans-serif font across the center of the image.

**THIS-ISN'T-QUITE-WORKING-OUT  
MOMENTS**



**I-CAN-TOTALLY-FIX-THIS  
MOMENTS**

# Use the hardware's capabilities





## MeatPack

Location based  
promotion



GET 0% APR FINANCING  
— PLUS —  
\$1500 TOWARD YOUR  
FIRST THREE PAYMENTS<sup>2</sup>



TAURUS



ESCAPE

For more information, text<sup>3</sup>  
FORD to 63611



Drive one.

Based on RDA Group's GQRS cumulative survey at three months of service in three surveys of 2010 Ford and competitive owners conducted 9/09-5/10. <sup>2</sup>Available on 2011 Focus, Fusion (excluding Hybrid), Taurus (excluding SE), Escape (excluding Hybrid), Flex, Ranger, 2010 Explorer, Sport Trac and F-150 (excluding Raptor). Not all buyers will qualify for Ford Credit limited-term financing.

Ford  
SMS Lead  
Generation

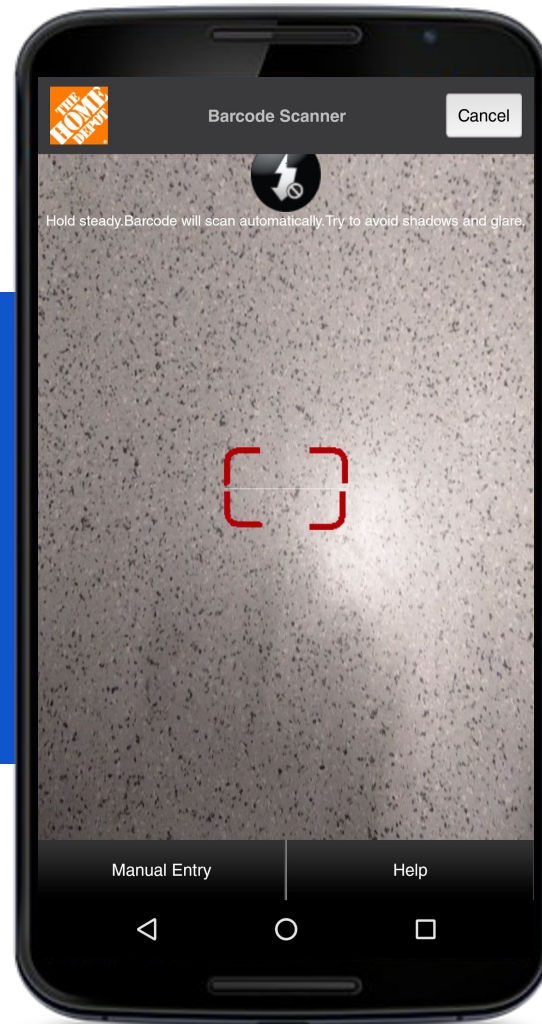


# McD's

Physical  
environment

# The Home Depot

## Voice and visual inputs





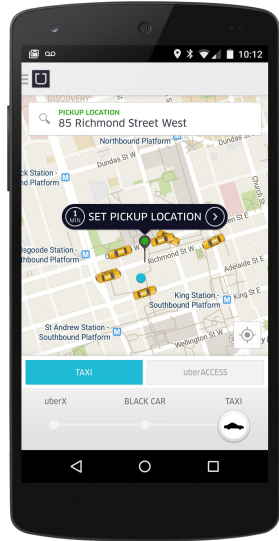
MORE THAN  
**RECTANGLES**

**03** Include mobile in your  
**value proposition**

Why would we ever build  
a mobile product that caters to those  
same needs as the desktop user?

- **John Caine**,  
Chief Product Officer, Priceline

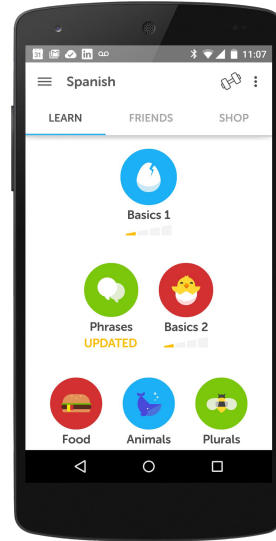
# Companies putting mobile first



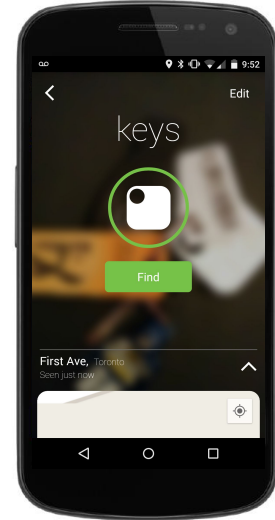
Transportation



Dating



Education



Lost & Found

# Starbucks

Loyalty and  
payment





TRANSFORM YOUR PHONE  
INTO YOUR SMARTEST TOOL



at Ryobi.com or call 1-800-4-A-TOOL

**Ryobi**  
Outside the  
toolbox

# E-mart Lighting Coupons

## e-mart Sale Navigation



### Background

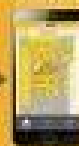
Thanks to LED lighting, e-mart is branding out its mobile business. e-mart and e-mart's unlimited services, this would be great.

### Idea

Let customers know the location of discounted products in a huge store through their smart phones by communicating with a light in a store.



Scan an application  
on your smart phone



Find out where the  
products are on sale



Receive a discount coupon

### Technology



The world's 1st light-LED lighting navigation system

### Result

The viral video of sale navigation was spread out through various media. Also it was introduced by prestigious digital academies. Consumers have used their mobile phones towards e-mart's mobile devices.



Where is mobile on your  
**business plan** not just your  
marketing plan?



Make it **FAST AND EASY**

**MORE** than rectangles

Part of **YOUR VALUE PROP**

**THANK YOU**