MMA 2019
How to win in Mobile

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**Madison Media**

The end of Marketing as we know it

NATIONAL BESTSELLER

THE END OF MARKETING AS WE KNOW IT

Revised with a New Introduction by the Author

SERGIO ZYMAN

Former Chief Marketing Officer, The Coca-Cola Company
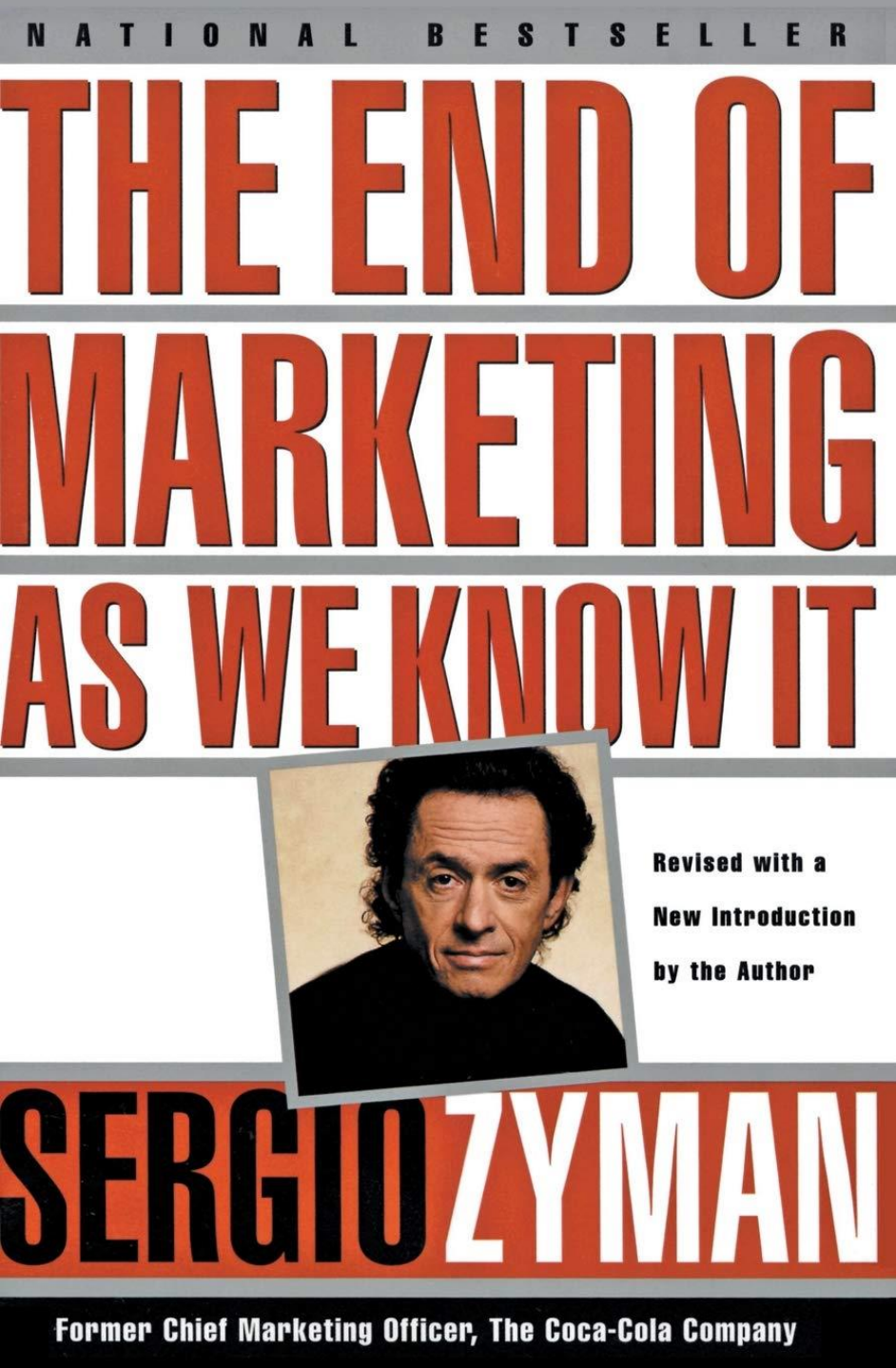
The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it.

— *Sergio Zyman* —

Absolute Power Corrupts Absolutely
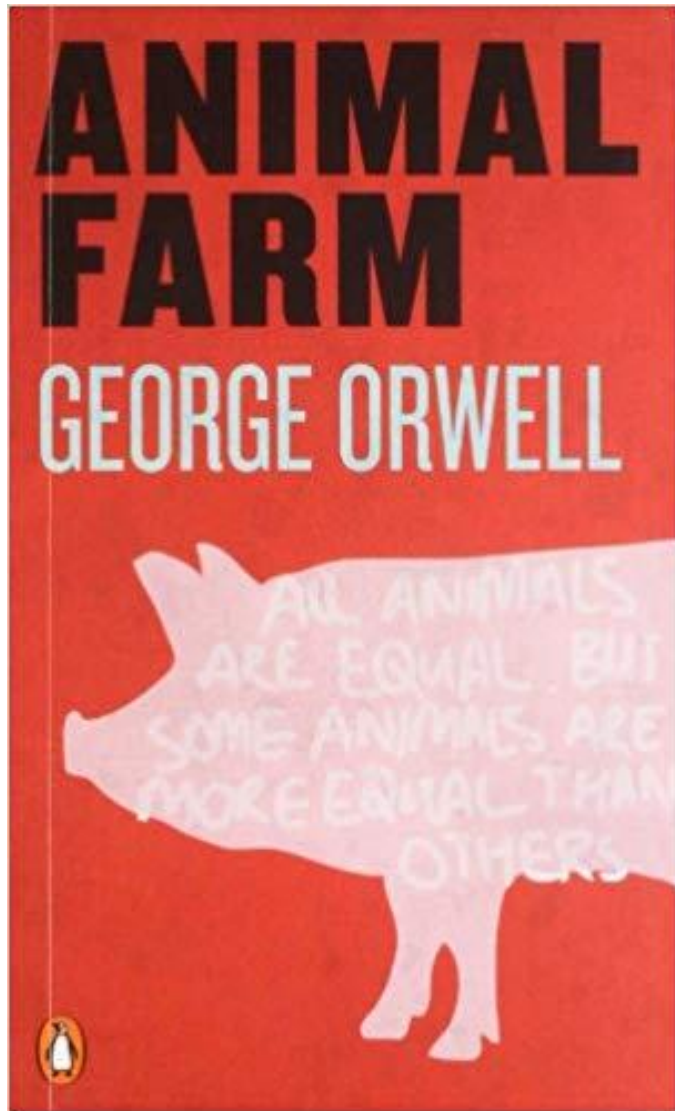
"The creatures outside looked from pig to man, and from man to pig, and from pig to man again; but already it was impossible to say which was which."

you the same toast as before, but in a different form. Fill your glasses to the brim. Gentlemen, here is my toast: To the prosperity of The Manor Farm!"

There was the same hearty cheering as before, and the mugs were emptied to the dregs. But as the animals outside gazed at the scene, it seemed to them that some strange thing was happening. What was it that had altered in the faces of the pigs? Clover's old dim eyes flitted from one face to another. Some of them had five chins, some had four, some had three. But what was it that seemed to be melting and changing? Then, the applause having come to an end, the company took up their cards and continued the game that had been interrupted, and the animals crept silently away.

But they had not gone twenty yards when they stopped short. An uproar of voices was coming from the farmhouse. They rushed back and looked through the window again. Yes, a violent quarrel was in progress. There were shoutings, bangings on the table, sharp suspicious glances, furious denials. The source of the trouble appeared to be that Napoleon and Mr. Pilkington had each played an ace of spades simultaneously.

Twelve voices were shouting in anger, and they were all alike. No question, now, what had happened to the faces of the pigs. The creatures outside looked from pig to man, and from man to pig, and from pig to man again; but already it was impossible to say which was which.

Power of mobile

- Omnipresent, Local
- Data, Tech and AI enabled
- Targeting: Behavioral, Hyperlocal, Contextual, Customised and Retargeted
- Customisation
- Multiple Formats: Video, Text, Voice, Image
- Across Activities: Search, Social, Display/Video, e-Commerce, Gaming

Winning in Mobile across the Journey

ENCOUNTER	EXPLORE	BUY	EXPERIENCE	SHARE
How does the consumer meet us?	**Is the consumer engaged?**	**How does the shopper/ consumer buys?**	**Is the consumer satisfied and delighted with the product?**	**Are they motivated to tell others about our brand?**
Make them to **SEE** us	Make them to **THINK**	Make them **DO**	Get them to **FEEL**	Get them to **EXPRESS**
Exposure/Visibility	Search & Research	Sales	Use the brand	Review
Smart Targeting	Educate/ Learn	Leads, walk ins	Demonstrate	Opine
Right Context	Question/ Challenge	Online/ Offline	In-store experiences	Cheer
Retargeting	Give Options	Replenishes	Live the brand value	Advocate
		Habit		Endorse

Encounter is all about getting the Ad seen.

ENCOUNTER

How does the consumer meet us?

Make them to **SEE** us
Exposure/Visibility
Smart Targeting
Right Context
Retargeting

# Reach: Mobile now second most Reached Medium

P1M	Total	Urban	Rural
	1087143	380677	706466
Vert%	100	100	100
Newspapers Read	38	51	30
Magazines Read	5	9	3
Any Print Read	38	52	31
Watched Television	76	87	70
Listened To Radio	22	31	17
Accessed Internet	41	55	33
Watched Cinema	3	6	2

IRS Q2 2019 standalone)

How Inventory will be bought
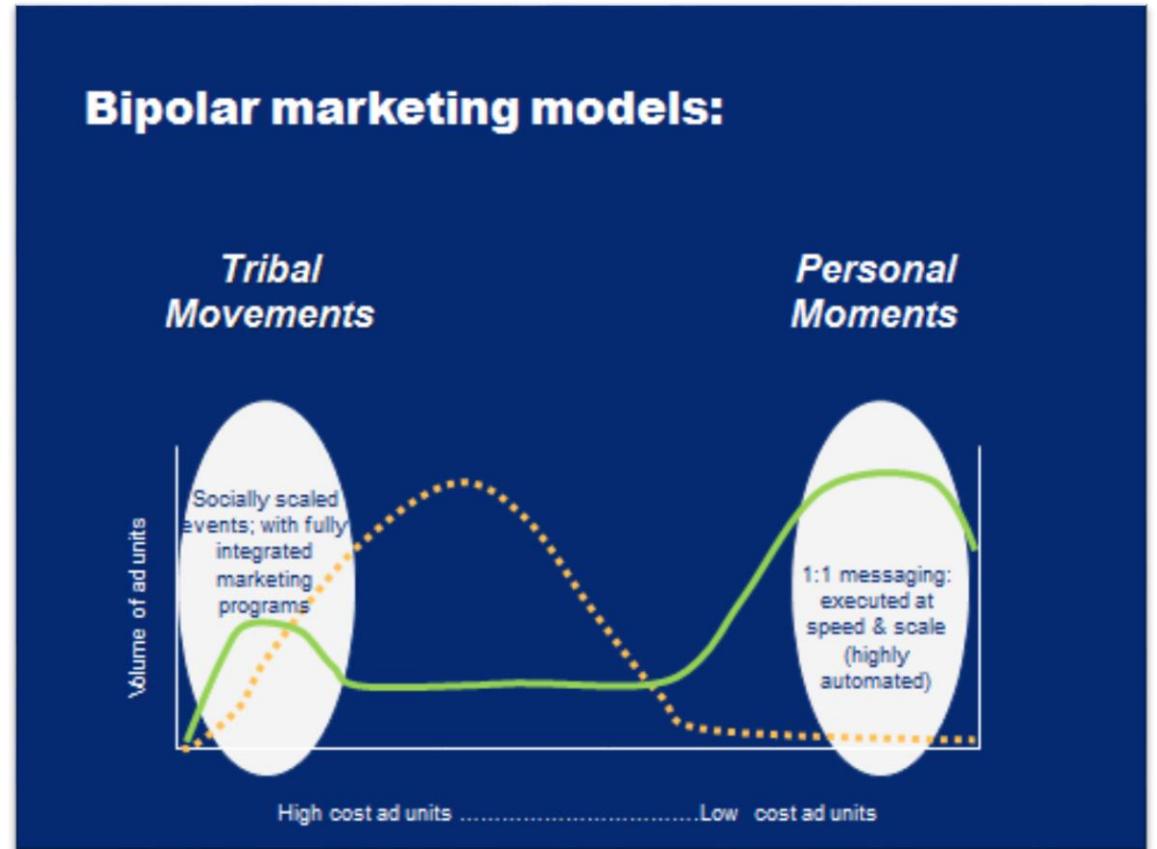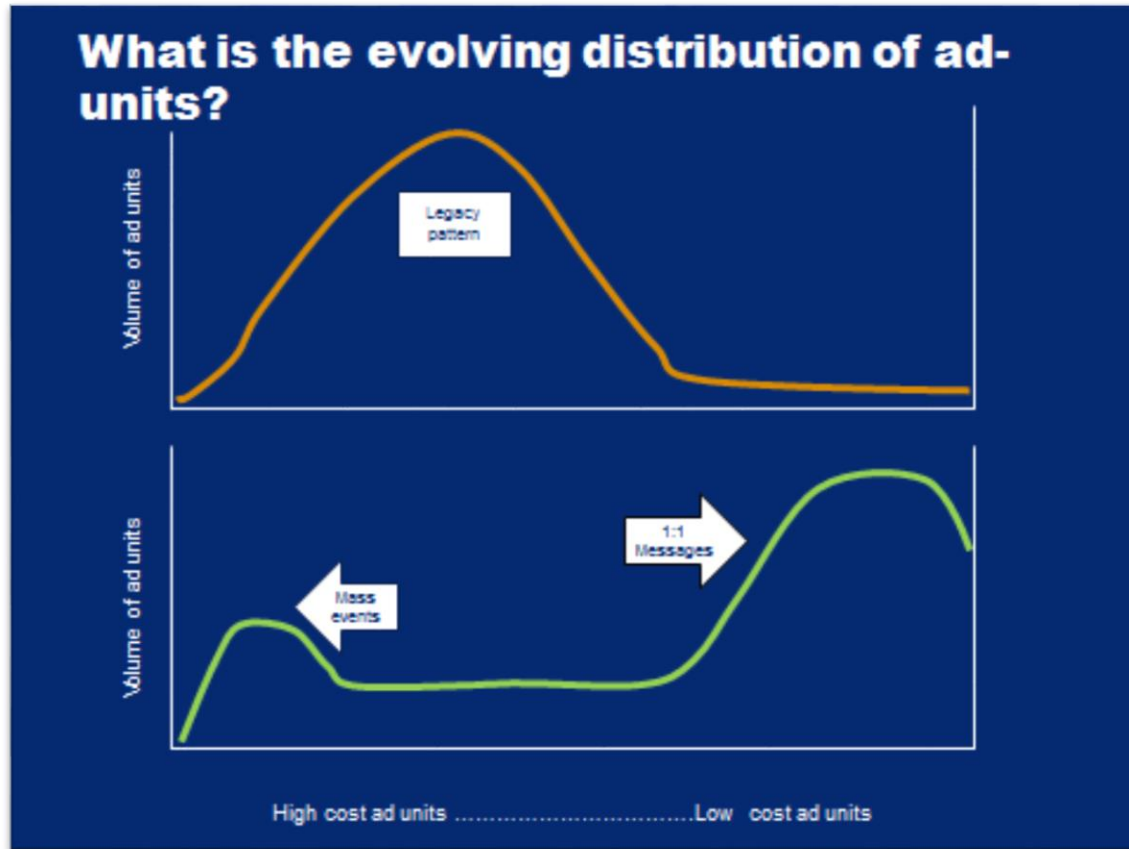
Mobile has a role but it's not the whole board
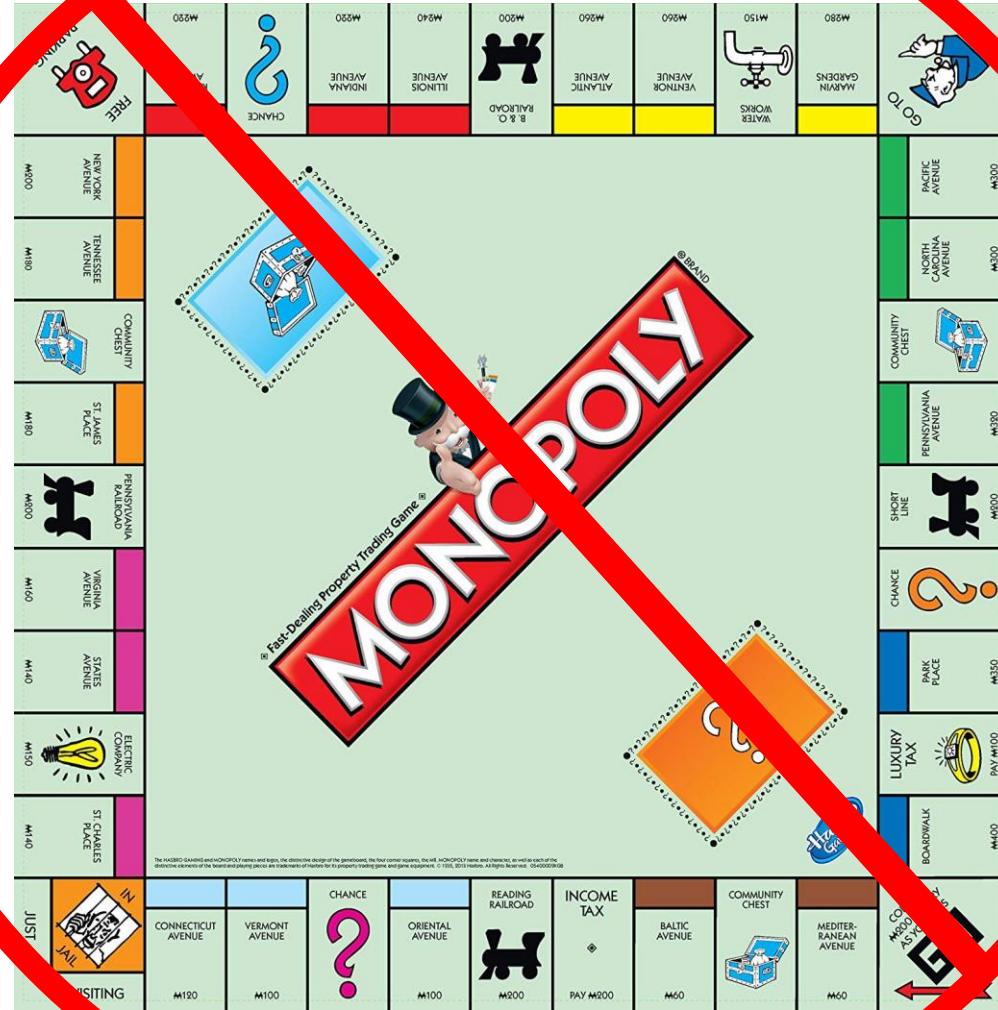
How Mobile builds awareness

- Mobile lacks the Impact quotient and so builds awareness the hard way.
- It works very well as a support to TV in supplementing Reach.
- Stand alone it working at much higher frequency than a TV plan does.
  - A 50/5+ launch plan for TV. Means 50/12+ Digital alone
- Building reach at higher frequency is currently a challenge in Digital.

Threats that can derail the gravy train

- Viewability & Fraud:
  - Man or a bot.
  - Real Retargeting or are blanks being fired.
  - Is fraud being perpetrated unwittingly or wittingly.
  - Why the reluctance to have a standardised third party monitoring
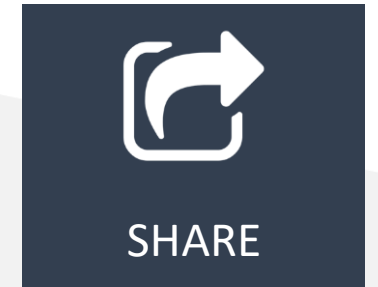- Privacy invasion: There is a thin line between relevance and stalking.

Moving down the funnel: Engagement

EXPLORE

Make them **THINK**
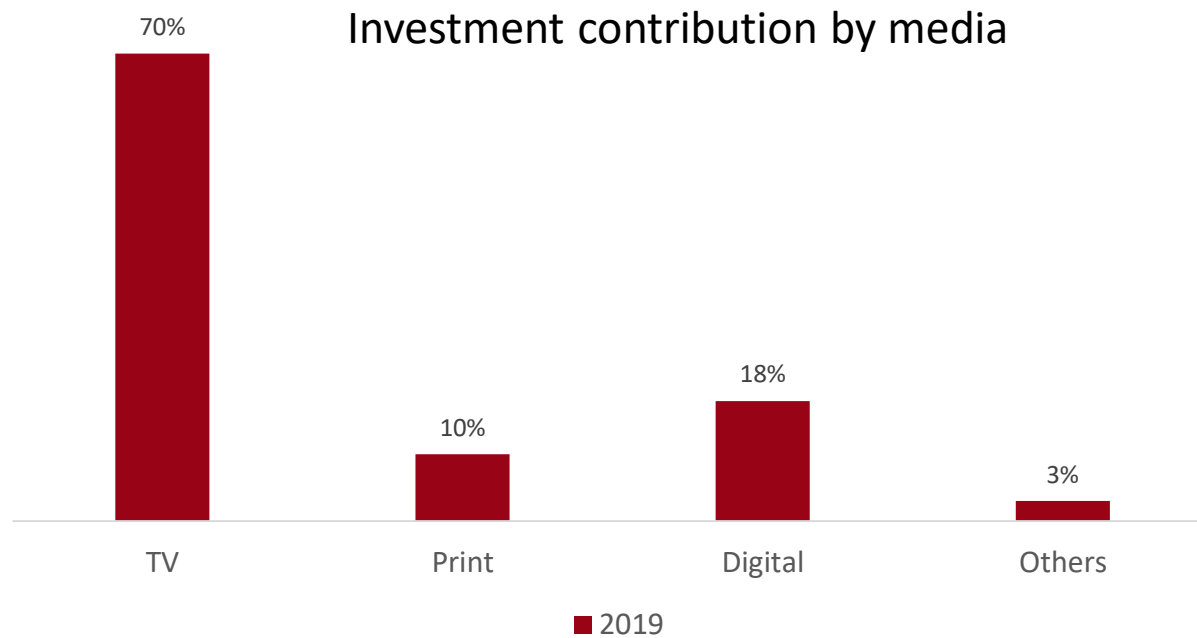Search & Research
Educate/ Learn
Question/ Challenge
Give Options
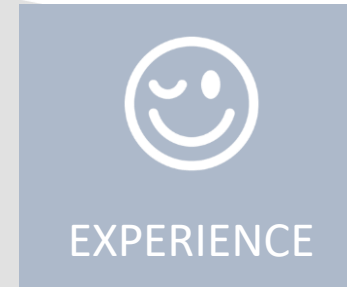
EXPERIENCE

Get them to **FEEL**
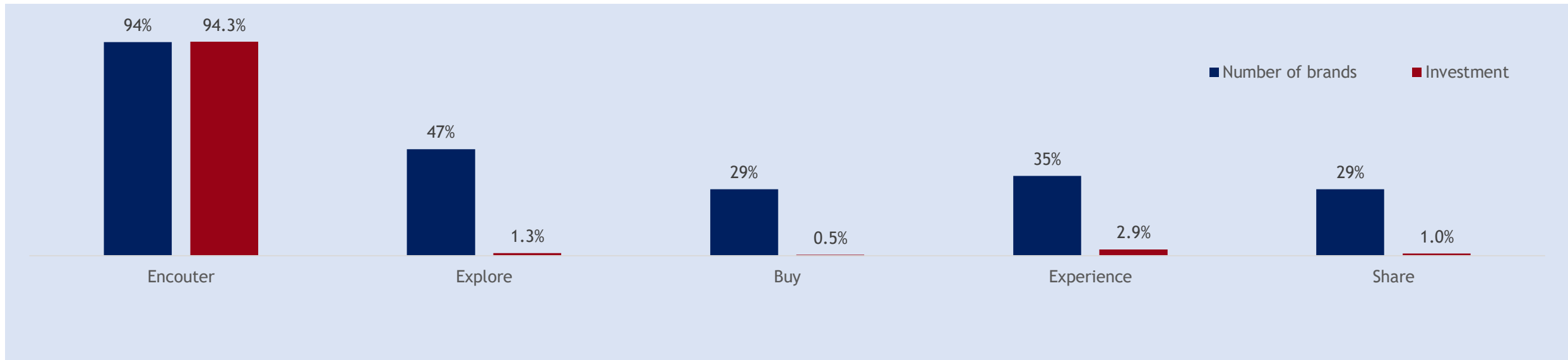Use the brand
Demonstrate
In-store experiences
Live the brand value

SHARE

Get them to **EXPRESS**
Review
Opine
Cheer
Advocate
Endorse

Media Mix of an Evolved FMCG company

Investment contribution by media

70%

18%

10%

3%

TV   Print   Digital   Others

■ 2019

Investments by consumer journey stages

Encounter critical stage in terms of media usage and investment,
Other journey stages are used extensively although have moderate/ lower investments

ENCOUNTER	EXPLORE	BUY	EXPERIENCE	SHARE

- Number of brands
- Investment

	Encouter	Explore	Buy	Experience	Share
Number of brands	94%	47%	29%	35%	29%
Investment	94.3%	1.3%	0.5%	2.9%	1.0%

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Journey stages where Digital dominates are tiny

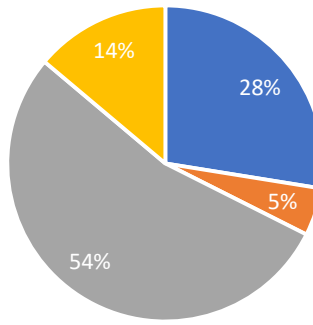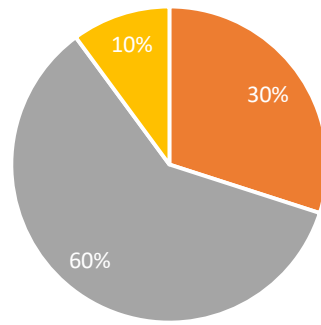|	Driven by TV and mass media	Mix of media, driven by digital		Mix of media	Digital & others

TV and digital have largest investments, followed by print	ENCOUNTER	EXPLORE	BUY	EXPERIENCE	SHARE
Overall contribution	94%	1.3%	0.5%	2.9%	1%

Overall contribution pie: TV 70%, Print 10%, Digital 17%, Others 4%

ENCOUNTER: TV 73%, Print 9%, Digital 15%, Others 2%

EXPLORE: Digital 60%, Print 30%, Others 10%

BUY: Digital 54%, TV 28%, Others 14%, Print 5%

EXPERIENCE: Others 37%, TV 24%, Print 24%, Digital 15%

SHARE: Digital 82%, Others 18%

Legend: ■ TV ■ Print ■ Digital ■ Others

MADISON MEDIA
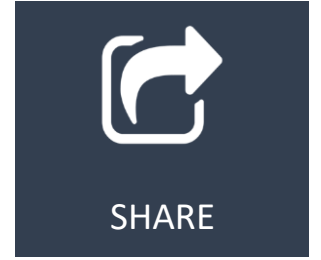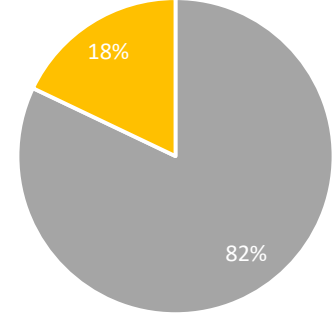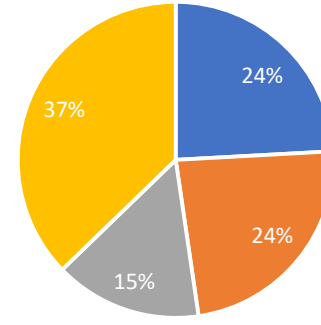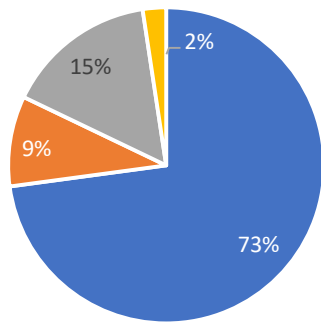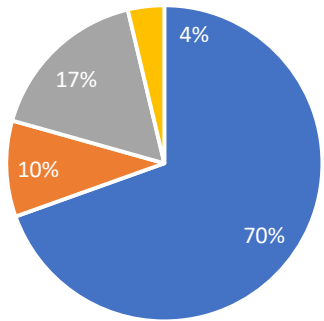
Colors Khatron Ke Khiladi: Using Tech to engage

Hindi Search Ads for the First time ever!

9 out of 10 new Internet users coming online today do not speak अंग्रेज़ी, They speak Hinglish

1. Identify the relevant search queries

2. Provide relevant end destination to the user

3. Create theme wise ad copies specific to the language

Authentic Content: Nilkamal Wello water Wheel

Metrics for Engagement in an era where we don't make friends, but Add them
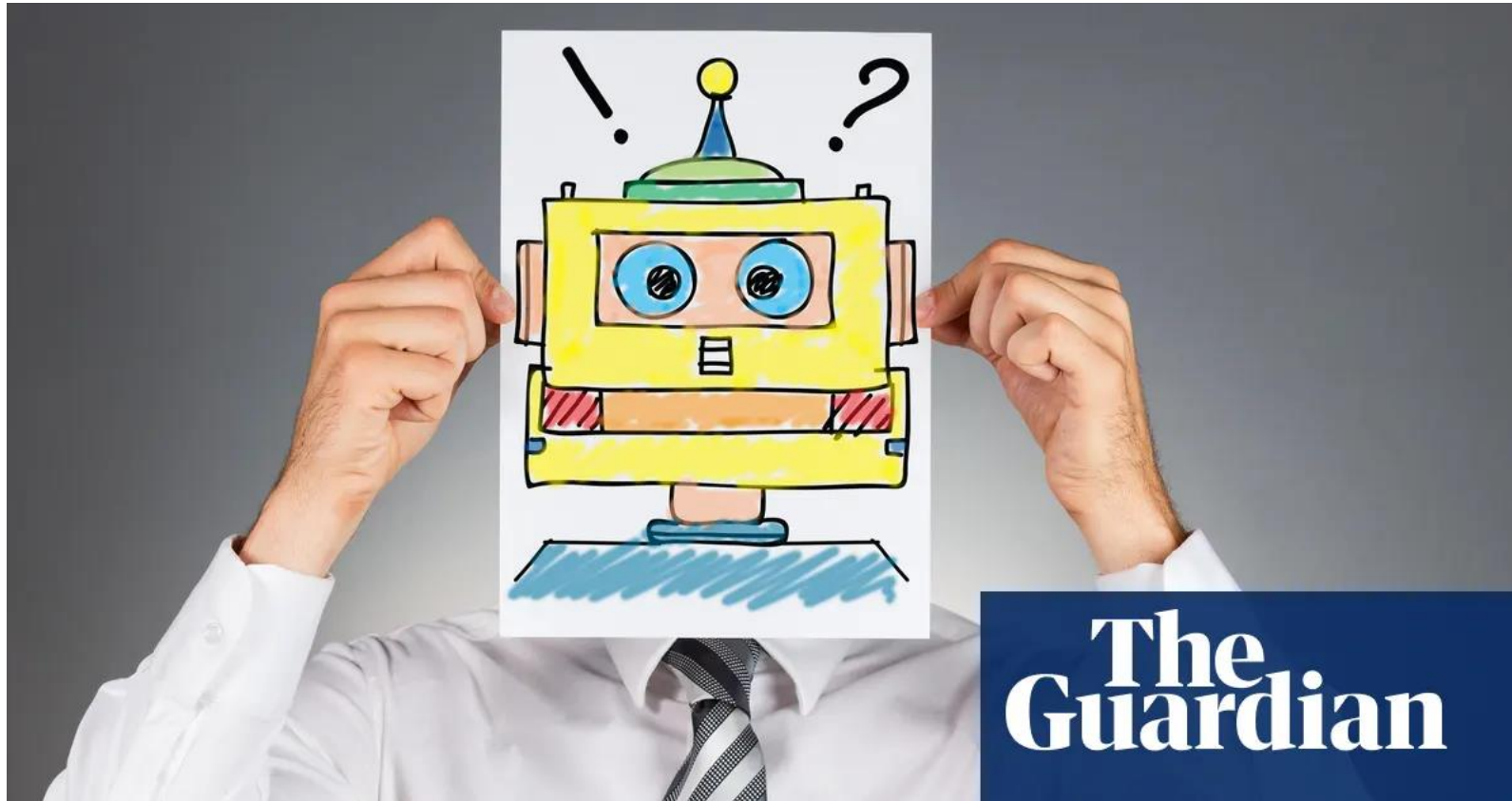

- Likes
- Fans
- Second Click
- Shares

How about Time Spent?

Winning in Mobile across the Journey

BUY

Make them **DO**
Sales
Leads, walk ins
Online/ Offline
Replenish
Habit

While relevant targeting is a boon, getting AI to think for the consumer is dystopian.

Don't Spam: Mobile is making us immune and hostile towards advertising. And yet we do it.

How to win in Mobile

1. Don't try to own the Board on Advertising
    1. On Advertising harnessing the long tail through 1-1 build up is the game.
    2. Remember you need Reach at higher frequency on Mobile.
2. Standardised 3rd part monitoring for viewability and anti-fraud.
    1. As publishers, submit yourself to it
    2. As Advertisers, refuse to advertise if publisher insists on using own data to bill.
3. Marketing is about building both equity and driving presence. Balance ad formats that delight with those that hustle/ hard sell/ irritate
4. Develop a scalable engagement outcome metric. I'm betting on time spent.
5. Use AI to offer choice not take out thinking.
6. Evolve advertising guidelines for relevant customisation vs stalking. Don't leave it to operational teams.