Mobilising The Last Minute Consumer

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Agenda

1. The world has changed
2. Consumer behaviour has changed
3. It's not enough to have an APP
4. Invest in mobile marketing
5. Engage and activate
6. Key takeaways
1. The world has changed
Fact #1 Death of the PC

![Graph showing units sold of personal computers, smartphones, and tablets from 2000 to 2011. The graph indicates a decline in personal computer sales while sales of smartphones and tablets increase significantly. Source: Gartner, IDC Strategy Analytics, company filings, Business Insider estimates.]
Fact #2 Mobile growth is staggering

Interesting Facts

- 80% of the world’s population now has a mobile phone.
- Number of Smartphones in U.S: 91.4 Million
- Mobile Phones in World: 5 Billion
- Out of which only 1.08 Billion are smartphones

http://ansonalex.com/infographics
Fact #3 Asia Rising

Key Insights and Trends in the APAC Region

APAC Smartphone & Tablet penetration

China has passed 1 billion mobile subscribers, 400 million mobile Web users AND overtaken the US as world's top smartphone market.

Smartphone penetration in Indonesia, Malaysia, Singapore & Vietnam has always been quite high, since Symbian-based smartphones were commonly used before iPhone or Android phones were launched.

In Q1 2012, China represented 22 percent of global smartphone shipments, while the US (formerly the largest market) accounted for 16 percent.

In China, Thailand and Malaysia, around 1/3 of smartphone owners also owned a tablet. This highlights the importance of understanding interaction between the two device types as well as the difference in content consumption across devices.

Global mobile subscribers may reach 7 billion by 2015. Asia could account for up to 65% of this, making it the most significant region globally.
2. Consumer behaviour has changed
Multi-screening is the norm

We use an average of three different screen combinations every day

81% Smartphone & Television
66% Smartphone & Laptop/PC
66% Laptop/PC & Television
Context drives choice

Today consumers own multiple devices and move seamlessly between them throughout the day.

The device we choose to use at a particular time is often driven by our context:

- The amount of time we have or need
- Our location
- The goal we want to accomplish
- Our attitude and state of mind
New consumer path to purchase

**Smartphones** are the backbone of our daily media interactions. They are the **starting point** for activities across multiple screens.

**Content** viewed on one device is triggering specific behavior on the other.

**When TV** is watched, often another screen is being used, presenting the opportune time to convey your message and **inspire action**.

Your **TV strategy** should be closely aligned and integrated with the marketing strategies for mobile devices.
Smartphones are keeping us connected

38% of our daily media interactions occur on a smartphone

Context:
- On-the-go as well as at home
- Communicate and connect
- Short bursts of time
- Need info quickly and immediately

Smartphone use is motivated by:
- Communication: 54%
- Entertainment: 33%

40% Out of home
60% At home

Spontaneity + shopping go hand in hand on a smartphone

Spur-of-the-moment vs. Planned shopping

- **81%** Spur of the moment
  - Smartphone
  - 19% Planned

- **58%** Spur of the moment
  - PC/Laptop
  - 42% Planned
3. It's not enough to have an APP and list in the APP Stores

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Presence across multiple devices

April 2011
iPhone

July 2011
Android

Oct 2011
iPad

Jan 2012
MeeGo/Symbian 3

Nov 2012
Android Tablet + Windows 8

Blackberry – March 2013
Visibility in the APP store is key
4. Invest in Mobile Marketing
Ensure the Mobile message is a part of your overall customer proposition
Frequent self promotion is key
Print advertising to increase awareness

How to fit 150,000 hotels in your pocket.

Introducing the refreshed Hotels.com Android®, iPhone® and iPad® app.

- Find and book 150,000+ hotels worldwide
- Access reservations even when offline
- Manage your account or book as a guest user
- Choose from 20,000 last minute deals
- Track and redeem Welcome Rewards points
- Save hotels to your shortlist for viewing later

Search your app store for Hotels.com
TV & Mobile work together, so create content that inspires action in the right context
Invest in Mobile Marketing campaigns – this is where potential customers are

1. Incentivised Campaigns
2. Syndication Campaigns
3. Video Campaigns
4. Rich Media campaigns
Engage – The integrated campaign

Running Bulls

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Extreme booking concept

Supports the notion that everything we do is to help you find the perfect place.

Key message was its easier than ever to find the perfect room on the go (even if you are running down the streets of Pamplona while being chased by bulls looking for a much needed place to escape).

Our main objective was to get customers to download the Mobile APP, LIKE us on Facebook, and engage with us via social media by sharing the video. Our second objective was to drive bookings.
The talent

Our Runner

Andy Bell:
Facebook – 117,658 Likes
Twitter – 35,561 Followers

Agency Recommendation:
Andy Bell as our Xtreme Booking Runner.
A Nitros Circus member will give our viral stunt an already faithful and built-in audience which will share and promote the video throughout the social media blogosphere. We’ll also conduct test runs (without bulls of course) to make sure the app works properly and also so that our runner memorizes the route.

Andy Bell.
The hotel

Preferred Hotel for Xtreme Booking
Hotel G is the Occidental Europa and it’s listed on Hotels.com.

Backup Hotel for Xtreme Booking
The next best hotel, Hotel option A on the google map, is the Grand Hotel La Perla. It’s also offered on Hotels.com.

Note, this seems like it may be less of a straight shot from the course.
We self promoted on internal assets
We bought media placements

You Tube – Mobile Roadblock Takeover
1. View the video
2. Download the APP
3. “Like Us” on Facebook &
4. Play the game
Including You Tube - Masthead Roadblock

Reach = 3 million people via their mobiles and desktops
We added a Gaming/Social/Viral element
You Tube Results

**Desktop**
- Impressions: 4,6M+
- Clicks: 10,424
- CTR: 0.23%
- Clicks (Logo): 169
- Videos Plays: 2.8M+
  (within Masthead creative)

**Mobile**
- Impressions: 1,2M+
- Clicks: 14,035
- CTR: 1.13%
- Video Plays: 7,200
  (on YouTube)
Mobile App Downloads by device results:

It appears:
- Print ad drove more downloads in the iPhone
- Newsletter drove an increase in downloads on the iPad
- YouTube did not have much of an impact on downloads
- However we cannot accurately match downloads to the advertising
Mobile penetration jumps with tactical campaigns

Bulls campaign - 70% of bookings were made on the same day as arrival
Key tips

• Use internal channels and cross promote as much as possible
• Create content that works across multiple media (mobile, TV, social) devices
• Test a mix of campaigns – CPD/CPL/video/ rich content campaigns and see what works best for your product.
• Ensure you content fit the audience and message
• If mobile is key to your strategy, appoint a dedicated person/team to manage mobile buying, it’s a complex beast
• Work with an agency for their expertise, for consistent reporting and economy’s of scale, especially if you have multiple products/ countries
• No two markets are the same, have different strategies for different markets
Key tips

• Mobile banners have a much higher CTR than desktop on YouTube.

• YouTube and TV are best for brand messages to create awareness, not to necessarily to create volume downloads or bookings.

• Mobile exclusive coupons trigger downloads of the APP and generate short lead bookings.

• Coupons should be exclusive, used to promote bookings on APPS and instant bookings, they should not be redeemable on desktop/PC.
Thank You

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