

BRAND DEVELOPMENT

# Mobile Best Practices

**InsightExpress** is a leading provider of high-quality, digital marketing research and plays a preeminent role in the measurement of advertising effectiveness across online, mobile and other media. Through its patented technologies, proprietary solutions, world-class expertise and time-tested research principles, **InsightExpress** transforms the way advertisers, agencies, publishers and researchers optimize their marketing activities.

## Developing Brands with Mobile Media

The mobile medium can be a highly effective channel for brand building. And since mobile is a fairly recent addition to many media plans, it's important to understand exactly how consumers move through the various brand development stages.

To this end, we have identified the key mobile best practices for various stages of the brand development process.

### Mobile Best Practices Based on the Stages of Brand Development



#### Stage 1: Clear Branding

Not surprisingly, campaigns that incorporate the brand in all creative sizes see higher lifts in awareness.

#### Stage 2: Consistent Messaging

Communicating a message via the mobile channel can sometimes be challenging given the size limitations for creative assets. However, those campaigns that focus on one message (even with multiple different executions) outperform mobile norms.

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**Stage 3: Foster a Connection**

In general, consumers want advertising to be relevant to their needs. For mobile advertising, relevancy is almost demanded. Targeted campaigns, rather than general marketing, see greater movement in favorability of the brand. While the targeting capabilities offered by mobile are still somewhat limited, basic targeting against demographics, as well as the various psychographic lifestyle attributes of your audience, will improve brand performance.

**Stage 4: Give Them a Reason**

Moving consumers down to the last stage, Purchase Intent, is often the hardest exercise. Consumers can be resistant to trying new products, especially in tricky economic times, but campaigns that have executed on the previous three stages have an easier time increasing this metric. These successful campaigns also do not let an engagement opportunity pass by and have multiple interaction elements available to the consumer.

**Stage 5: Developing Preference**

Once in this stage, it's a matter of continuing the conversation with your consumer outside of just advertising. Successful brands use this stage to send coupons that can be forwarded to friends, develop a mobile Web site with an easy-to-use store locator, compare prices, or highlight another tangible benefit that keeps consumers coming back and trusting their brand.

**Other Best Practices to Consider**

Use multiple creatives. Consumers can get burned out seeing the same creative over and over, so mix it up a little if you want to continue to get their attention. But be sure to keep the messaging consistent.

In addition, campaigns with multiple elements provide the most impact. For example, a text campaign with supporting WAP page; a downloadable application; a brand associated ringtone; ordering a brochure. A variety of campaign elements allow the consumer to select how they want to engage with the brand.

**Learn More**

For more details on how mobile can support your branding efforts, please contact Joy Liuzzo, Director of Marketing and Mobile Research at 203.252.7005 or [jliuzzo@insightexpress.com](mailto:jliuzzo@insightexpress.com).