

Empowering
AsianeMarketing
 Asia's Electronic Marketers

MOBILE MARKETING CAMPAIGN'S RULES FOR SUCCESS

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I guess I don't have to explicate again the four key elements that differentiate mobile marketing from traditional marketing. However, it can't hurt to remind you that when planning your mobile marketing effort, it is really back to marketing basics and lots of common sense. Don't get bogged down with the technology, think through your product

or service, your audience and what you want them to experience – think about segments, targets, position!

Offer plan

If you're creating a sales promotion you need to make sure you have clarity around your offer or competition, regardless of whether the campaign is using mobile or not.



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THE MANY FACES OF MOBILE MARKETING CAMPAIGNS

Mobile marketing fits in across a wide variety of marketing disciplines and can be a channel in its own right. It was first used most frequently by sales promotion agencies as a very convenient way to manage a competition – the ubiquitous 'text and win' promotion.

With the advent of mobile marketing, there is no need to deal with sack loads of mail and the data inputting post-campaign to allow for a follow-up campaign which means that smart direct marketers can step in and take advantage of the opportunity.

There are also various types of mobile marketing campaigns. These include:

Text to Win: A very convenient way to manage a competition or prize draw. A number is published on a pack, poster, magazine, TV or email and the customer is asked to text in a

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THE THORNY SIDE OF MOBILE MARKETING

Introducing mobile into the marketing and advertising mix represents the single largest evolution in the past decade of marketing for brands and content owners alike. Whether the aim is to drive revenues, cross sell products or acquire customers, the potential of mobile is obvious. However, there are still quite a few challenges that need to be overcome.

Mobile marketing gives brands the capability to connect with consumers anytime and instantly. As such, provided there is permission, mobile technology allows a level of intimacy and interactivity not previously achievable. People have their mobile phones with them wherever they are – at work, at home, at play, letting you build a strong one-to-one relationship with each

consumer. However, it is essential you always think 'customer' and put yourself in your customer's shoes when running any mobile marketing campaign.

Technology Constraints

Mobile technology is fast moving. On average, customers upgrade their phones every 18 months, whereas average upgrade

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MOSTYLE: MAKING EVERYONE MOBILE PUBLISHERS

Melbourne-based Mostyle recently launched their new mobile service that allows anyone to create a free 3G mobile website which is compatible with all handsets and publish it to a global community. Offering the complete web 2.0 experience including text, photos, videos and sharing comments with friends, communities or customers across the world at any time the company's technology enables businesses, brands or users to publish their content to a global audience simply by logging onto its homepage and clicking the "Create Mosite" link (<http://www.mostyle.mobi>).

The Mostyle platform's ability to quickly create and manage mobile sites for the purpose of mobile ad landing pages, brochures or marketing campaigns presents a powerful opportunity for both digital media companies and advertisers. Advertising specific templates and panels have been designed to cater to the specific needs of those who want to manage bulk mobile sites for business, promotion or advertising purposes.



Alex Young

The company is his brain-child which he started in 2004. He grew up in Australia and studied there Computer Science with the dream of working in the computer animation industry. Immediately after his graduation, he fulfilled his dream and started to work in California. But after two years he returned to

Australia and started working for companies like Nokia, Telstra and StarHub and gained further experience with 3G and i-mode in Singapore, Hong Kong and Japan. Young has over 10 years experience in designing, developing, launching and managing mobile entertainment services, having been involved with Nokia's first WAP enabled mobile phone in 2000 and the world's first Mobile Multiplayer Platform developed by Nokia. He has detailed knowledge of mobile portal implementations as he has been a core member of the Telstra WAP, Telstra 3G, Telstra i-mode and StarHub i-mode launch teams. All the expertise gained over the years was brought to his company which he envisions as a truly international development. He was also able to draw on his working experience to ensure his work appealed to both Eastern and Western markets, resulting in his vision of engineering Mostyle's service with Asian languages in mind. "My passion is really mobile entertainment", he told me and continued "while I was in Japan I realized a certain saturation of content in the markets and was impressed by the high quality mobile content you could find there, compared to countries like Australia, Hong Kong and Taiwan where there was still a void of quality content around five years ago. This got me thinking that there is actually no platform in the region or even globally to buy, sell, and distribute mobile content. This was how I got the idea on Mostyle." He continued, "Typically you have to work with the telcos to realize such a business venture I had in mind, but we worked around them with off-portal systems where people could distribute, create and share mobile content," he shared.

He also realized that people had content (games, music, papers etc.)

and wanted to bring this content onto mobile devices and explained: "That was and still is the main issue for people entering the mobile space - how do I build a mobile site, how do I deal with so many browsers and handsets, etc.?" So we developed a number of technologies that enables people, brands, and consumers to build their own mobile site." According to him, currently they have a ratio of around 60/40 percent of user-generated content and commercial content and he claims: "If it would be purely user-generated content it would end up most probably on the naughty site of the spectrum. Whereas, when you can balance it out with high quality commercial content it starts to propagate users towards where the value comes to the fore." For instance, a game developing house or a company that has released a new movie or a CD launch is used to work towards this high quality commercial content at the end.

Although in the foreground of Mostyle's business model is the idea to build and share, it ultimately has to be monetized and bring in money. As advertising is a core element Mostyle became part of Nokia's media network. It's still in the integration phase and not live right yet, but there will soon be pushed out some banner advertising through the network. Furthermore, the site-builder will attract, according to Young, a lot of attention from digital advertising agencies and ISPs who either want to use it in-house so that they can deploy 50 to 100 mobile ads at once or resell it to their customers. "So, we have a corporate model for that," Young affirmed and added that they would have a mark-up kind of element which is coming soon and which is ultimately monetizing video streams as well.

I read on the company's Website the slogan "mostyle = mobile + life-

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style” and wanted to know from Young what his vision is here and he elaborated: “Before I started the company, I ran a Website when I was in Japan and Hong Kong. There I saw a lot of intelligence and how young people use the mobile phone and adopted it into their lifestyle. So, when I was back in Australia in 2001/2002, I compared young people there versus Hong Kong versus Japan, and how their different cultures are adopted in different ways and came up with mobile lifestyle. I published my findings on how different markets adopted this trend even online and decided to start a company. What I wanted to do was provide a service that reflects the lifestyle of particular groups of mobile users – you can be a surfer, business man, student, someone that has particular hobbies or likes rock bands, etc. That everybody has a different lifestyle has been our philosophy when we developed the service.”

The company’s service is free for the mobile user, but there are charges when entering the Internet on the part of the telcos. Young advocates providing the browsing for free, too and said: “Even now, we don’t have a close community as you don’t have to sign up to experience our service. You just have to browse it and you can ultimately create advertisement revenue. Of course we do have a sign-up process for the community element to deal with the participants.”

Asked about the challenges, limitations and benefits of Mostyle’s service, Alex commented: “The challenge is to make our customers, the telcos and ISPs understand the benefits of site-builders and why the mobile site is so special. The difference between Internet and the mobile Internet is critical and it’s no surprise everybody comes in the end to the same conclusion namely, that a mobile site needs to be specially designed.”

Young is convinced that when the market is matured, Mostyle will be in the right position to take advantage of this fact.



Another challenge would be according to him, the community growth on the mobile which is quite different from the online space. Young told me: “We originally set-up a more social network approach similar in design with Facebook’s approach - where you need to know friends to join and you join because of friends - but we have seen that this doesn’t work for mobile. Friends may not be on the phone at the same time and many people are not using their phone in the same region/location/situation at the same time – being in school, at work, at home, so it depends. So we found that the most suitable solution would be to focus more on the community approach. Like back in the old days, it’s all about meeting people you don’t know and meeting strangers from around the world to talk to. So the focus is not to meet friends from school, but new people by reaching out to a community around the world.” And users that have signed in provide a great pool of profiling information: age, sex, location, hobbies, what kind of sites they like, etc., which ultimately allows a targeted mobile advertising.

According to Young, it is key how device detection and image optimization is conducted in order to be

able to provide the best mobile user experience for whatever device or whatever network. He told me: “We decided very early to focus on 3G, even before 3G was effectively out, as we wanted to have an expert understanding in optimized handsets experience. Today, Mostyle has streamlined its web interface produces sites to be compatible with all 3G networks and handsets, which Young described in his way: “Mostyle is out to handle any kind of network and that’s a benefit we pass on to our clients. Anyone can build a mobile site whether it is 2G, 3G, Wi-Fi, WIMAX - it doesn’t matter as we can make it always fit”, he claimed. He added that with Mostyle’s solution, no Wi-Fi device would be necessary anymore and that they are planning to add some localization for Chinese by building a Chinese site, too.

Indeed, Mostyle’s service enables businesses, brands and users to publish their content in an easy way to a global audience and I don’t know who should resist such an offer. So what are Mostyle’s expectations regarding their business venture in Asia? According to Young, Asia has always been their target market, saying: “We get a lot of interest from America and Europe, but ultimately Asia is the market that we know best. And it is also the most mature market where we understand the consumers and what would be the best services for them. We hope to get a very strong presence here, particularly with our mobile market place element. We’ve got the foundations, and we have come to the point where people buy and sell digital content made in Asia.”

Mostyle has a representative office in Hong Kong and is planning to expand via Hong Kong to Singapore. But Australia is where they have some very strong and innovative engineers and where the strategies

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how to commercialize their platform are developed. However, Young thinks that the sales will be the highest here in Asia as compared to Australia. He elaborated: "Australian consumers are very, very different compared to the rest of Asia. Most people use mobiles there purely for messaging and mobiles down-under are still a little bit expensive, although the prices are slowly coming down." Young also observed that most people in Australia shy away from using mobile Internet on their handset and claimed that the reason is partly pricing, partly education, although the telcos push in general mobile entertainment on the mobile Internet forward. He has no other solution for the phenomena than to believe that it is probably the Australian culture that holds Australians back in reaching out to new technology in this space and adopting it. "Australians are not technology driven and therefore not eager to chase for new things – their lifestyle is more relaxed", he said and added: "Singapore, Japan and Hong Kong are here quite different".

Asked about their strategy to encourage people to use their service, Young explained that right now their strategy would be to take advantage of channel partners. He elaborated on it: "One approach we could have taken would have been to be like Facebook or MySpace, which means sitting there as the commercial is in the community, but that takes time and money and is risky. So we focused on channel partners who already have thousands of online customers - the telcos, the ISPs, brands or online communities.

When they use our service, they bring their customers to us."

In general Mostyle's philosophy is that of user-driven development and the company values their users' feedback a lot as it drives the features. Especially the site builder is said to be loved by their users as it would be easy to use with its Web2.0 drop system. "You don't need to know the technology or anything about the different platforms. If someone is used to blogging applications it's like that – anyone can use it" Young said and claimed that nothing similar exists in the off-portal space so far.

In the future Mostyle is considering more multimedia features in terms of video streaming and monetization of video streaming, something that is right now even quite difficult to find on the Internet and which is also hard in general to get around the telco when dealing with it. Mostyle however offers a way how to wrestle away from the telco and gives control back to the content provider and publisher. There is lot of interest in Mostyle's offer and Young's expectations are not only high because they are the forerunners in this field. "Definitely there will be a lot more attraction from the content side and we get interest from media players, too", Young said, and added "Mostyle can become a mobile distribution channel for all content licenses and is able to push commercial mobile content to mobile handset outside the round of telcos." As he used to manage content at Telstra and dealt with many of the big operators in his career, he knows the pains of the content provider when dealing with telcos, saying: "Maybe we can make an impact in the value chain and

offer more back to the content providers, which could trigger a shift in the mobile economy, by taking a little bit control out of the hands of the telcos or at least offers an alternative."

Young is convinced that the prospect of ad-funded content will encourage the creation of more compelling content and that revenue will come with frequent usage that generates consequently more ad views. Mobile marketing is everything for him, claiming "It's my love, it's my passion." He knows that the mobile industry is "quick, new, and chaotic compared to the old recording industry which is very structured." However, he thinks it is very innovative and that there is room for growth. Definitely, it has the entertainment level which he loves and which inspired him to see exciting business opportunities. "I worked in different companies, in different sectors of the value chain, in different parts of Asia, learnt and networked as much as I could and that brought me where I am now. It was a long plan I have realized," Young said. But he believes as well that he had another big advantage. As an ex-employee of Nokia, he got a chance to work in the handset field very early and admitted that having a lot of insider information helped him to deal with many work related issues that came up in his career. "A lot of companies that join the mobile industry are web developers who only start to realize later how difficult mobile development issues really are," he ended. He is an expert of the mobile arena and knows it! ♦

By Daniela La Marca

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