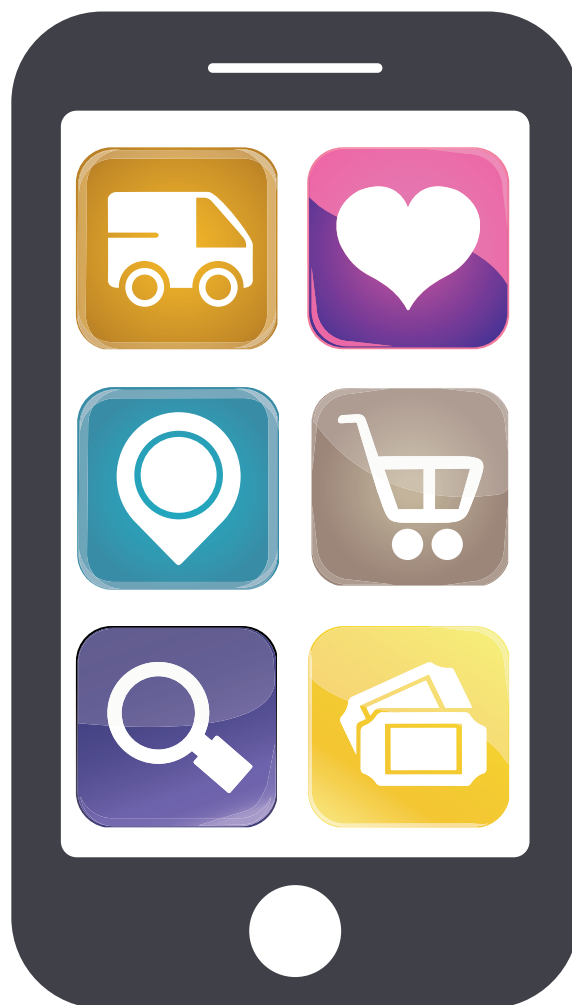




Internet  
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# Mobile Steering Group Viewpoint June 2016: Creativity in Mobile



# Hear the IAB Mobile Steering Group's thoughts on the exciting developments in mobile creativity, how data is used to power creativity, what some of the challenges are, and what the future of mobile creativity looks like...

More often than not creativity goes hand-in-hand with technology. Some of the most impressive mobile campaigns are undoubtedly those with integrated solutions. Great examples of this are mobile ads that interact with out of home placements or TV ads. What's more, the accessibility to the smartphone's unique components like the gyroscope, accelerometer, compass, and touch screen can all be used to explore people's senses like no other media, which presents a huge opportunity for brands to engage and delight their audiences.

360-video is also exciting as it provides a canvas to tell stories from an entirely new perspective. Whether it's part of an immersive virtual reality (VR) experience, through platforms like Google Daydream or Samsung Gear VR, or tactile 360-degree content advertisers can now enable audiences to directly control and manipulate the content they consume and go beyond what's traditionally in front of the lens. This will undoubtedly be a powerful tool for brands that rely on the power of creative storytelling.

# So that's how to 'wow' your audiences, but how do creativity and data work together?

Mobile has penetrated all aspects of our lives – the way we communicate, transact, entertain, socialise and plan – and as such this has resulted in a data explosion that is both thrilling yet can be over-whelming.

This new data allows brands to create more refined audience segments based on socio-demographic characteristics, geo location, interests, and behavior. Taking into account all this information, advertisers can adapt their creative for different audience segments. This leads to higher engagement and, consequently, to greater efficiency of mobile campaigns.

One of the most interesting mobile data points, referenced above, is location. Rich media units can leverage historic and real-time location to identify warm audiences through proximity qualifiers, and then engage them with interactive maps, distance metrics and mobile wallet integrations. Brands can now serve this 'of the moment' creative that makes advertising more valuable for consumers.

With such developments comes a greater need for data experts to sit alongside creative teams to work together to create multi-messaging campaign strategies. Combining data and creativity requires a new way of thinking that the industry is still adjusting to. Investing in the right talent and providing training to develop this new skill set will be paramount to the success of mobile creativity.

## Did you know...

When using mobile data to target ads as part of online behavioral advertising it is important to provide people with transparency and control. Companies in the mobile advertising space should use the well-recognised 'Ad Choices' icon and Consumer Choice Platform to give people notice and choice over the use of their data.



# So that's data covered off, so what are the main challenges faced when building great mobile creative?

It's no secret that mobile has a much smaller physical display area than most media (i.e. the screen), which means it requires smart creative execution and out of the box lateral thinking.

One of the main challenges that comes with this small screen size is under investment from key stakeholders in the media industry. Often, a brand or their agency will build a video commercial for TV without thinking about how it will work across digital devices. Mobile video creative is a classic example of this. We use and hold our phones in 'portrait' mode pretty much all the time yet the majority of video ads served on mobile devices are repurposed TV ads shot in landscape mode. Furthermore, and bearing in mind that, according to Microsoft, humans now have an 8 second attention span (which, incidentally, is shorter than a goldfish), a 30 sec video ad displayed on a mobile device isn't going to be as effective as one which has been specifically created, and tailored, for mobile. There is also the fact that people don't tend to turn on the sound for mobile ads, so it is crucial that ads should be able to capture attention and convey a message without sound.

To get the best results, brands and agencies need to be thinking about what will work, such as moving to short form video, smarter rich media executions, and native placements to take advantage of what mobile brings to a campaign.

We are still in many ways at the beginning of understanding the best way to engage with people on smartphones. There are no hard and fast rules on what works on mobile and what doesn't so testing and optimising campaign creative is a must do.

# So we've covered creative executions, data, and some of the challenges, but what does the future of mobile creativity look like?

From an advertising perspective, the industry as a whole will start applying smarter data strategies that will enable advertisers to deliver greater personalised creative, in a contextually relevant and non-intrusive manner. If rumours are to be believed we're not too far off mobile ads becoming texturised, and even 'smellable'!

From a technology perspective, ideas will never expire, that much is for sure. Devices will become smarter, and will continue to build in new functionality which advertisers will be able to use to give their customers that 'wow' moment.

And finally, from the all important consumer perspective, mobile technology will become even more integrated within our lives. We've seen the smartphone revolution, and are seeing the rapid adoption of the Internet of Things (IoT), and even VR technology, which will only further the relationship that the tech savvy UK consumer has with their connected devices.

One thing for sure it's exciting times for mobile creativity...watch this space!

Many thanks to our Mobile Steering Group members that contributed to the viewpoint. Here are some top tips from those in the know...

**'The more interactive, the more engaging your ad is'**

Tatiana Filimonova, Business Development  
Director, All In One Media



**'Ensure your ad is responsive, so that it works across different devices and screen sizes, for a better UX'**

Jamie Hall, Creative Manager, Blis

**'Break from long lasting conventions and adapt to mobile as a medium in it's own right'**

David Rožac, Director of Platform Growth, Celtra



**'Mobile is your remote control for life - bridging online and offline worlds. Make sure your creative is right for each use case'**

Matt Brocklehurst, Product Marketing,  
Performance Solutions Lead, Google

**'Creativity isn't just data or technology, get designers to create great user experiences'**

Jules Minvielle, CEO & Founder, Numbate





**'Think 'vertical' – it's how we hold our phones!'**

Milton Elias, Head of Mobile & Tech Futures,  
OMD UK

**'Think beyond the first touchpoint. Advertisers  
should start thinking about long term  
re-engagement strategies and  
using the channel as a CRM tool'**

Paola Plaza, Head of Dynamic Solutions &  
Digital Development Director, SMG



**'Let technology be the catalyst for your creative  
idea. Start with the phone's sensor and build  
your idea around it'**

Rowan Newman, Head of Creative, Weve

**'Personalise creative/message but in a relevant  
non-intrusive manner. Stop the blind  
retargeting'**

Joy Dean, Director Partnerships, Northern  
Europe, Widespace UK



**'Use location as the anchor point to determine  
valuable creative'**

Imran Khan, Head of Programmatic and  
Partnerships, xAd

## Mobile Steering Group members:

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