how to be creative in MOBILE
how to
be creative in Mobile

Contents

introduction 1

Briefing your creative agency 4

how to be Creative in Mobile Messaging 7

how to be Creative in Mobile Display 11

how to be Creative in Location Based Services 15

how to be Creative in Search 19
Introduction

Size doesn’t matter

Are mobile screens too small to execute creative effectively?
This handbook will address this question and show that it is simply a misconception.

As a personal one-to-one device, held close to the user’s face, I think the size of a mobile phone is just right. Take it to the other extreme and hold a 96 sheet in place of your mobile phone, whilst it would allow exceptional creative freedom, it just wouldn’t work. Only a small part of the poster would be easily visible, thus all of that lovely creative work would go to waste. In contrast, the mobile screen is the perfect size.

Mobile creativity requires you to look beyond just the screen. As a device mobile offers a range of unique tools that can inspire and be deployed to create a truly unique campaign. With this in mind, when planning a mobile campaign, always think about how to use the space creatively. But also be aware of how you can use the unique tools mobile offers, such as the camera, sound, microphone, GPS, compass and even its ability to utilise the underrated sense of touch.

Mobile can be integrated in order to add to traditional campaigns. It can of course also be used to create standalone campaigns. The following great creative examples show what’s currently possible.
A recent campaign from AXA in Belgium provides an inspiring example of how to integrate mobile with print ads. AXA unveiled an innovative print ad to launch its new app. The app is designed to give users a step by step survival guide should they have been involved in an accident. By holding your phone’s camera up to the print ad, the advert plays out as a video using the print ad as a surround.

A campaign from Honda provides a great example of how mobile can bring other media to life. The Honda Jazz app allows users to swipe at characters from the TV ad to collect them. You can then touch or sing to the characters so that they interact with you.

Rayban is another brand using mobile effectively. They recently developed an inspiring augmented reality game with students from the Miami Ad School. The campaign initially kicked off with a QR code hidden on outdoor posters. Once players began to interact with the augmented reality game, they were given the chance to win a prize of $50,000. An augmented reality layer allowed them to take part in a game of digital cat and mouse by tracking other players close to them and taking half of any cash prize they may have already accumulated.

Mobile can also be used to enhance the sales process from pre to post purchase. IKEA’s decision to turn its 2010 store catalogue into an augmented reality app is a great creative example of this. The app allowed users to select a piece of furniture from the catalogue and place it inside a chosen room. Users were then able to change the size of the furniture to fit the perspective using the phone’s camera. The perfect answer to try before your buy.
Touch screens have revolutionised the way people interact with digital technology. One campaign that has capitalised on the unique role that touch can play on smartphones is Penguin’s MyFry iPhone app.

This clever app turned The Fry Chronicles into an attractive visual index, allowing users to scroll through chapters and digest content at random. The app was so successful that it went straight to the top of Apple’s UK app store chart. It has since become one of the highest grossing apps in the Apple Store.

Great creative ideas should not rely on technology, as technology alone doesn’t necessarily make a great idea. Mobile will work best and most effectively for your brand when you start with a good idea and use this dynamic medium to support and enhance it in a way that only mobile can. This handbook will provide you with the knowhow and inspiration to develop and deploy creative mobile campaigns as you seek to build your brand. I hope you find it useful.
Mobile marketing is heavy with dark arts. When you brief your agency you’d better know a lot about the technology available – and which of it you want to use.

The above statement isn’t true at all, of course, yet it’s a point of view that prevents a lot of clients dipping their very welcome toes into the medium.

It also leads to brands deciding on which mobile technology they want to use without considering their objectives e.g “we want to do something cool with augmented reality…”.

There’s a tried and tested way to brief an agency. Sometimes it gets distorted, rushed or forgotten even, but it’s still as good in today’s crazy world as it’s ever been.
Referring to my dog-eared copy of the OED, the definition of “brief” tells us this…

**noun:** A set of instructions given to a person about a job or a task 2. A summary of the facts and points in a case given to a barrister to argue in court.

**adjective:** of short duration; not lasting for long; concise in expression; using few words

Which is an ideal guide to the form and content of the document itself. It ought to be a clear summary of the business issues and the tools for forming a marketing strategy. What do you want us to do? What information have we got to play with?

**What should you put in your brief?**

For the purpose of this piece I’ll assume that you’re a client looking to use some mobile marketing and you already have relationships with agencies covering other marketing channels - advertising, digital, integrated, social, direct marketing, experiential, media etc.

As your mobile creative agency, we’d like to know all the usual information that you would share when you brief any of these other agencies:

- Your brand, (positioning, differentiation etc).
- Product(s), (price, distribution, sales).
- Marketplace, (competitors, norms etc).
- Market share (value and size).
- Customers (value, geography, info to see a ‘typical customer’...or sets).
- Non-customers.
- Budget.
- Timing (as with all things ensure you allow enough time for the agency to come up with an idea if needed and mobile strategy).
- Existing or past campaigns with data re success/failure.
- Your objectives.
- Measures of success.
- Any known data which may help a mobile strategy (eg. how many people hit your website using a mobile device? What kind of devices? Do you have opted in customer mobile numbers that can be used?).
This document should clearly capture the issues and opportunities that are important to do the job in hand.

**What should you expect in return?**

Your creative mobile agency should interrogate the brief and respond with clear information on the following areas that will be their domain, such as:

- Phone usage habits of the audience ie. how much do they use their phone for browsing/mCommerce/messaging etc.
- Presentation, confirmation or acknowledgement of the idea to be utilised – ie. what is the message that will be used to persuade people to do what is needed to achieve the objectives.
- The role of mobile within an integrated marketing approach – a mobile strategy which sets out how mobile will be utilised, looking at messaging, mobisites, apps and integration with any other piece of activity (eg. response off press, posters, TV, etc).
- Visuals for how this all comes to life – messaging (SMS/MMS)/mobisites/ apps/ how mobile interacts with other media.

**When should you brief your agency?**

There’s talk in the industry that in the future brands will think “mobile first”. That day isn’t so far away. Marketers should always consider things that are close to the audience and that have the opportunity to engage. Nothing is closer, or has the propensity to be more engaging, than the mobile device.

For now, though, let’s stick with the more accepted position of briefing all agencies at the same time.

There are lots of good reasons for this to happen. Consumers aren’t ‘led’ by any particular channel anymore. It’s too simplistic (and, I might add, completely archaic) to suggest that TV is about awareness and mobile is about response. Audiences need to be engaged by all communications, and this takes a mix of agency expertise in strategy, creative and technical understanding.

Just don’t, please, bolt on mobile at the end of your process and brief us a week before your campaign is due to start (although we will do our best to respond, I guarantee...)

**So...**

…we’re just like all your other agencies, really, when it comes to briefing. Yes, we know lots of hi-tech mobile stuff but it’s for us to sweat over and for you to enjoy the results it’ll bring.
Mobile messaging is a powerful vehicle which brands can use to talk to customers using informative, entertaining and useful dialogue. It gives brands the ability to deliver relevant marketing messages to a highly targeted, opted in audience onto their mobile, and advertisers a multitude of ways to engage their audience. Specifically, products such as SMS, MMS, Video, wallpapers, music, vouchers, downloads, links to mobile optimised sites and dialogue facilities (to name but a few) allow for a rich customer experience.

With the opportunity to deliver messages onto such a personal device comes the responsibility to make sure that the message is right and creatively compelling enough for the user to engage with. Here are some of the top tips we have to make sure messages have the desired impact;
1 Give the message personality

Simply put make sure you get the right tone of voice in a short succinct message designed to capture the user’s attention. A mobile message has a limited number of characters that can be used, therefore the value of the message (or selling point), the choice of words and CTA should be upfront and clear for all to see.

One of the best uses we’ve seen was the Snickers campaign featuring Mr T, which ran as part of a cross-media campaign last year. The message read ‘Mr T’s got no time for the jibba jabba. You do fool. Want to GET SOME NUTS win a free wallpaper / ringtone’. It’s clear to see that the language used was in keeping with the campaign message, and strongly reflected the entertaining personality that is Mr T! As a result, it produced a 39% response rate and went viral amongst mobile media users.

2 Tailor messages appropriately to user profile

You don’t need to only have one blanket message – they can be tailored to suit different audience segments according to age, gender, location and interests.

In order to understand the user base better, a pre-campaign profiling builder message can be sent to ensure the right marketing promotions are going to the right customer - making targeting more efficient and advertising messages more effective.

For instance Orange Shots can establish if its customers are thinking of going on holiday in the next 6 months; whether they’re looking at hotels or self catering, and if they were thinking of Greece, Spain or France. This gives advertisers the opportunity to segment their audience to promote relevant destinations which they have specified an interest in, and to entice customers with their dream holidays. It also allows for follow up messages providing information on destinations to help build relationships, be useful for new promotions and allows for true CRM when the user has given permission.
3 Build a dialogue

Messaging allows for a two way dialogue, as the user can respond using good old SMS! This allows for valuable qualitative insights you just wouldn’t get through most media platforms and can steer a brand in the right direction ensuring maximum campaign success.

The type of conversation you build up with the user really depends on your overall objective and the way the conversation is framed.

For example, brands can generate a very specific answer to a specific question through a direct call to action to say sample a track to promote their music offering (‘fancy an exclusive track of the day from Q Magazine? Y/N’). This also can be used for future dialogue (‘what do you think of it’) and targeting purposes (‘do you want to receive more’). Not only can that be useful for new promotions, it also allows for true CRM when the user has given permission.

It can also be used to generate full qualitative answers about how targeted groups think about a particular issue. An example is where Educate wanted to survey what the impact of tuition fees on targeted groups was, so they sent different messages by age group (e.g. under 18’s ‘how will the rise in tuition fees affect you and have you changed your mind about going?’). What we found is because SMS is the response mechanism, users are likely to answer back using the same kind of language they would with friends allowing for useful qualitative insight (e.g. ‘it’s a joke and priced me out of going’).

Because user replies are longer, keywords can be set to trigger responses in order to allow the brand to respond quickly and positively for sustained campaigns. To give a scenario around the example above, texts received from under 18’s using the word ‘priced’ can be sent links to advice sites around financial planning for would be students to help.
4 Give something relevant that rewards and delights

Customers love free stuff when it’s relevant to them. Special offers, samples, promotions and competitions sent direct to a user’s phone stimulate immediate action and provide advertisers with information about the customers who have entered and gives the brand a specific reason to contact them again (with permission obviously).

Herbal Essences recently used Orange Shots as a direct sales promotion tool in order to promote their new soft shampoo and conditioner. The message asked a group of targeted users to enter their details into a simplified format to receive a sample sachet of the product. Overall out of about 85k messages sent, almost 22% clicked through and over 15.5k samples were requested, and the offer even went viral online.

True mobile messaging is creative, but also incredibly efficient and allows for easy measurement a number of factors including message delivery, CTRs, response numbers, call volumes, dwell time, and download numbers all of which help calculate ROI.

5 Bring mobile in the real world

The launch and development of location based services and voucher opens up a whole host of new opportunities for mobile messaging. Brands can provide customers with great offers and promotions based on their proximity to a store providing a first class service to customers that can enhance their daily lives. Vouchering capabilities mean that special offers can be redeemed in store using the mobile phone. This means that campaigns are highly measurable with redemption tracking data showing a brands details such as which branch, at what time, and at what day the offers were redeemed.

Mobile messaging has become very quickly an accepted and frequent method for the population majority to communicate. Yet, though established, people have not lost their curiosity or delight when a message lands on their phone. And brands can build on the special relationship a consumer has with their phone by sending rewarding messages that can inspire and surprise. In short, with response rates far exceeding more traditional media this is a significant opportunity for brands to explore.
The most effective mobile display campaigns are the ones that demonstrate creative thinking throughout the entire planning process. Advertisers need a strategy that shows creativity in multiple forms, and this begins well before conversations about the creative design. Advertisers from all different verticals are jumping into mobile advertising, and the right creative approach can help them craft a campaign unique to their specific brand/industry.

Top 10 International Advertising Verticals
Q1 2011 - Ranked by Spend

<table>
<thead>
<tr>
<th>Q1</th>
<th>Verticals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RETAIL &amp; RESTAURANTS</td>
</tr>
<tr>
<td>2</td>
<td>PORTALS &amp; DIRECTORIES</td>
</tr>
<tr>
<td>3</td>
<td>TELECOMMUNICATIONS</td>
</tr>
<tr>
<td>4</td>
<td>ENTERTAINMENT</td>
</tr>
<tr>
<td>5</td>
<td>DATING</td>
</tr>
<tr>
<td>6</td>
<td>TRAVEL</td>
</tr>
<tr>
<td>7</td>
<td>FINANCE</td>
</tr>
<tr>
<td>8</td>
<td>AUTOMOTIVE</td>
</tr>
<tr>
<td>9</td>
<td>NEWS</td>
</tr>
<tr>
<td>10</td>
<td>ARMED FORCES</td>
</tr>
</tbody>
</table>

Global Vertical Explosion
Year-Over-Year Revenue Growth -
Q1 2011/Q1 2010

<table>
<thead>
<tr>
<th>Verticals</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETAIL &amp; RESTAURANTS</td>
<td>1342%</td>
</tr>
<tr>
<td>AUTOMOTIVE</td>
<td>723%</td>
</tr>
<tr>
<td>FINANCE</td>
<td>379%</td>
</tr>
<tr>
<td>TELECOMMUNICATIONS</td>
<td>242%</td>
</tr>
<tr>
<td>HEALTH: FITNESS &amp; WELLNESS</td>
<td>183%</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>130%</td>
</tr>
</tbody>
</table>
Campaign Reach:

Advertisers must begin by determining their mobile ad campaign objectives for reach, targeting and engagement. First question - what is your mobile campaign goal? In the first quarter of 2011, the top mobile advertising goals were:

Once you know your goal, the next step is figuring out who exactly you are trying to reach. Depending on how granular your desired audience is, a large reach base is critical in order to effectively target at scale. Finally, you need to choose a targeting method to hit this pre-determined audience.

Advertisers can choose between a Targeted Audience Reach (i.e. Behavioral Audience, Demographic and Local Market targeting) or Broad Reach methods (Channel, Custom Subnet and Run of Network). In the first quarter of 2011, we saw almost a 50/50 split between the two, which shows that advertisers are not necessarily favoring one method, but are instead shaping their campaign targeting to their specific objectives.

Device Targeting:

Besides publisher-based targeting, another way to take a creative approach to mobile is with device targeting. In Q1, almost a quarter of the impressions on our network were on feature phones, and another 15% were on connected devices like the iPad or PSP. This shows that there are opportunities for advertisers to reach consumers on more than just smartphones and savvy advertisers can create campaigns that will play to the strengths of the individual devices.
Tablets in particular have opened up exciting possibilities for advertisers to show off new creative ideas that may not be possible on other devices. The tablet canvas is larger than traditional phones, and consumers often interact with tablets differently than they interact with their phones (i.e. longer web browsing sessions, increased video watching, etc).

**The Actual Ad Unit:**

When considering consumer engagement, think about the full consumer experience from the moment they see your ad. Ad units can range from a simple banner ad to a full page interstitial video ad, and each individual format can impact the way consumers interact with a campaign. Additionally, advertisers have an expanding list of features they can implement that will affect consumer engagement. Some advertisers want to encourage physical interaction with the phone, and put in features where the ad unit will react to a consumer shaking, swiping or tilting the device. Other campaigns use features like a countdown, to communicate a time sensitive message.

One example of a campaign that used a creative ad unit to engage consumers was a promotion that Paramount Pictures worked on with Millennial Media around their Jackass 3D movie. The ad unit included an interactive game, where users could play a version of “Whack-a-Mole” with the heads of their favorite Jackass personalities. This was a creative way to leverage one of the key selling points of a brand (in this case—highlighting the faces of the popular Jackass stars), and the campaign resulted in above average engagement, with a significant number of consumers choosing to play the game more than once.

**Consumer Engagement:**

Engagement doesn’t stop with the ad unit. In fact, that’s just the beginning of the consumer’s experience, so ensure you have thought through your mobile destination (where are you sending your target consumer once they engage/click).
Once the consumer is within your post-ad experience, what are you expecting/hoping that they do? Advertisers can flex their creativity in the post-click experience, and in the first quarter of this year, we saw a mix of actions to engage consumers. Please see the chart to the left for details.

We recently found that 26% of campaigns gave consumers the option to download an app, and 39% of campaigns had the option to place a call from the ad. These are two features that are completely unique to mobile, and advertisers can use post-click actions like these to run campaigns that are simply not possible on other mediums.

An example of a brand using creative post-click actions is a recent campaign Patagonia worked on with Millennial Media around their “Buy a Song, Benefit the Environment” iPhone app. The campaign was promoting exclusive music tracks (with all proceeds going to environmental groups), and from within the actual ad unit, users could download the official Patagonia app, or directly purchase a song through iTunes that they could automatically sync to their phone.

In summary, start with a sound campaign strategy and carefully consider your full mobile options from reach, targeting, and certainly engagement. Creativity cannot just be left for the ad unit - it starts with the goals and ends with the consumer’s action, whether it be a positive mobile brand awareness experience or a physical transaction.
How to be creative in Location Based Advertising

By
Doug Chisholm,
Founder of Rippl, providers of location based advertising solutions.

Location based advertising, what exactly is that?

With location based social networks like Foursquare and Facebook Places all the rage right now the spotlight is on location to deliver on the promise of being the Holy Grail for mobile advertising. In reality location is not just a feature of mobile advertising but a new dimension of creativity and targeting and at times a new way of thinking altogether. At its most simple location based advertising means using the location of a consumer’s handset to determine what advertising to display on the media they are consuming.
Creative opportunities for location based ads

The check in
Instead of just letting users click a ‘check-in’ button on Foursquare why not use QR Codes or NFC technology (found in credit cards and oyster cards) to let users swipe their mobile past the shop window or a sticker near the cashier desk to check in. This is something that Google are exploring with Google Wallet and their very own ‘Places’ window stickers and is something that advertisers could easily build into a fun mobile ad campaign.

Augmented reality
Combining the smartphone camera with GPS technology lets brands create compelling augmented reality based advertising. Augmented reality is simply a view of the real world (through the mobile phone camera) ‘augmented’ with digital images layered on top. Layar is a platform that lets brands create augmented reality ‘layars’ on top of real world images. Great for showing consumers where the nearest shop is that stocks your brand.

Mobile display ads
With so many great location-based apps in the market helping consumers find nearby cinemas, bars, & restaurants it makes sense for the display advertising to also be location based. Showing movie trailers for nearby cinemas within mobile ads for an app like Flixster would be a very creative solution.

Map ads
When consumers browse mobile maps there is a fantastic creative opportunity to bring the map to life with sponsored places from Google and Navteq. As a brand you could turn the map into a branded experience just around your store, like a cartoon drawing of the street.

Mobile apps
With consumers increasingly choosing to use an app rather than a web search to find nearby information on the move, location based apps have huge potential for creativity. Whilst many brands may have a core brand
app already in place listing all the content from their website, they can still benefit from lightweight campaign apps that may just have one core location based feature. Orange have leveraged this potential well for the last 2 years at Glastonbury with their GlastoNav app which shows users where all the bands are playing and even where the consumer left their tent!

Creative examples

Perhaps the most creative executions seen to date include the MINI “Getaway Stockholm” iPhone game and the Lynx “Fallen Angels” augmented reality stunt.

Mini – Getaway Stockholm

MINI Stockholm launched a location-based iPhone game to promote the MINI Countryman. Players could zoom in on a virtual MINI on their iPhones, try to catch it and then run away as fast as possible to prevent other app users from taking it from them.

Anyone playing the game within 50 metres from the lead player could then snatch the MINI away turning them from hunter to prey. Any player who kept the car in their possession for a week won a real MINI Countryman.

The game was played in central Stockholm in 2010 and the campaign was developed by Jung von Matt Stockholm, an independent Swedish advertising agency.
This year BBH created a fantastic Augmented Reality stunt for LYNX whereby commuters who stood at a particular location suddenly saw themselves on the large overhead video screen next to the departures board and, as they watched the screen, they saw an angel standing next to them.

The angel was generated using augmented reality technology. She was animated hence appearing to fall to earth and also appeared to interact with the commuters standing at that location. Similar executions are possible on smartphones and augmented reality will likely become one of the most creative forms of mobile advertising.

**Summary**

When used creatively location based advertising can be very engaging and deliver powerful results but needs to be well planned with a valuable message and compelling ad creative.

With the boom of smartphone sales and consumers increasingly using location based apps to deliver more relevant content, the time is right for advertisers to start learning about the power of location.
Mobile search is growing phenomenally quickly - we’re seeing eight to nine times faster growth rates in this space than during the early growth years of desktop search. Over 10% of all queries on Google already come from mobiles (Google internal, Dec 2010), so it’s vital for advertisers to keep up with the pace of change and think creatively about mobile search.

If you thought you were ‘doing mobile search’ by simply opting your desktop activity into showing against mobile searches, here are some ideas on how to get more from your activity.
**Structure for Success**

Separating out mobile campaigns is a basic but vital part of building a solid mobile search strategy.

UK advertisers experience, on average, a 43% increase in mobile sales when running a mobile specific campaign, compared to their mobile conversion rate from a hybrid (mobile+desktop) campaign (Google internal).

Mobile users tend to search in a different way from those on desktop computers. Creating mobile specific keyword lists and ad copy not only engages potential customers more effectively, but allows cost efficiency as bids and budgets can be managed and optimised for mobile.

**Format for the phone**

A mobile user is often searching for something they have an immediate interest in and want to action straight away - whether that be shopping vouchers, cinema tickets or emergency breakdown cover. There are many engaging ad formats which allow advertisers to present a call-to-action to potential customers and connect them with your brand within a couple of clicks.

**Phone Extensions (Click-to-Call)**

Whether you take sales over the phone or have a physical store location, by including your phone number in your mobile search ads you can enable
customers to connect easily with you. Campaigns using phone extensions see on average an increased click-through-rate of 6-8% (compared to mobile campaigns without phone extensions). Calls cost advertisers the same as a click on an ad, making this a cost-effective way to drive quality leads for your business.

**Location Extensions (and Hyperlocal)**

One in three mobile searches is for local information. If you have a physical location you want to drive customers to, you can help them to find it by adding location extensions to your mobile ads. You can display an address, map plusbox, directions and a local business telephone number (using click-to-call), and when a customer searches in close proximity to your business Hyperlocal automatically displays with a blue pin to show them their exact distance away.

**Seller Ratings**

In recent studies, campaigns with mobile Seller Ratings saw a 7.5% increase in click-through rates when compared to campaigns without. Seller Ratings on mobile allow you to extend your online reputation from desktop to mobile devices. This extension enables mobile searchers to see merchants that are highly recommended by other shoppers, and enables advertisers to showcase their business and differentiate themselves from the competition.
Mobile Ad Sitelinks

Adding Sitelinks to your mobile ads enables direct navigation to specific pages of your website, and result on average in a 30% increase in click-through-rate (compared with mobile campaigns without mobile Sitelinks). Particularly for advertisers who do not yet have a fully mobile optimised website, Sitelinks for mobile can be especially useful in taking customers directly to specific site content such as best-selling products or store locator.

Click to Download

‘Click to download’ can be great for promoting an Android or iPhone app. In this format the appstore/market place url is used in the creative, which automatically changes the display url to read ‘Download from itunes’ or ‘Download from marketplace’. This is effectively like putting a call-to-action in your url.

Remember what happens after the click

It’s key to provide a good mobile web experience for your brand. 83% of Google’s large UK advertisers have websites that aren’t optimised for the mobile web; for smartphone-users, that’s like watching TV in black and white.

Optimising is another whole topic, but the simplest advice is to remember your user. Whatever product or service you are promoting, understand and experience for yourself the journey that someone has to complete to undertake your desired action. Make it easy by deep linking from search ads to the most appropriate part of your site and give the user options to interact with you from there.
Be discerning with devices

Remember that potential customers could be trying to access your brand from anywhere! Mobile searches come not only from a plethora of mobile phone devices, but a growing number of tablet devices. Consumers tend to expect the same level of accessibility and service irrelevant of device, and this is an opportunity for brands to be creative and stand out from the crowd.

A few simple best practices: create separate campaigns to target different devices, with appropriately tailored ad copy and calls-to-action. Walk through the user experience yourself and decide whether your desktop website or mobile website is better suited to be served to tablet users. Consider the demographics of different device users - can you benefit from particular brand fit or creative targeting in your advertising?

In summary...

The time to get creative in mobile search is now. We advise advertisers looking to get the most out of any advertising to set clear goals, understand target consumer behaviour, test (and iterate!), and track the success of tests to optimise future activity. Good luck!
<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Person</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Partner</td>
<td>Justin Davidson</td>
<td><a href="mailto:jdavidson@firstpartner.net">jdavidson@firstpartner.net</a></td>
</tr>
<tr>
<td>Google</td>
<td>Nicola Rennison</td>
<td><a href="mailto:nrennison@google.com">nrennison@google.com</a></td>
</tr>
<tr>
<td>Guardian News and Media</td>
<td>Richard Chambers</td>
<td><a href="mailto:richard.chambers@guardian.co.uk">richard.chambers@guardian.co.uk</a></td>
</tr>
<tr>
<td>Incentivated</td>
<td>Jason Cross</td>
<td><a href="mailto:jasonc@incentivated.com">jasonc@incentivated.com</a></td>
</tr>
<tr>
<td>Lucidity Mobile</td>
<td>David Fieldhouse</td>
<td><a href="mailto:davidf@luciditymobile.com">davidf@luciditymobile.com</a></td>
</tr>
<tr>
<td>MediaCom</td>
<td>Peter Fyfe</td>
<td><a href="mailto:peter.fyfe@mediacom.com">peter.fyfe@mediacom.com</a></td>
</tr>
<tr>
<td>Microsoft Advertising</td>
<td>Paul Lyonette</td>
<td><a href="mailto:palyonet@microsoft.com">palyonet@microsoft.com</a></td>
</tr>
<tr>
<td>millennialmedia</td>
<td>Zac Pinkham</td>
<td><a href="mailto:zpinkham@millennialmedia.com">zpinkham@millennialmedia.com</a></td>
</tr>
<tr>
<td>MobiAD News</td>
<td>Jim Cook</td>
<td><a href="mailto:jimcook@mobiadnews.com">jimcook@mobiadnews.com</a></td>
</tr>
<tr>
<td>Mobile Commerce Ltd</td>
<td>Steve Page</td>
<td><a href="mailto:steve.page@mobilecommerce.co.uk">steve.page@mobilecommerce.co.uk</a></td>
</tr>
<tr>
<td>Movement</td>
<td>Clive Baker</td>
<td><a href="mailto:clive@movementlondon.com">clive@movementlondon.com</a></td>
</tr>
<tr>
<td>NAVTEQ Media Solutions</td>
<td>Mandeq Mason</td>
<td><a href="mailto:mandeq.mason@navteq.com">mandeq.mason@navteq.com</a></td>
</tr>
<tr>
<td>OMD</td>
<td>Alex Newman</td>
<td><a href="mailto:alex.newman@omduk.com">alex.newman@omduk.com</a></td>
</tr>
<tr>
<td>On Device Research</td>
<td>Alistair Hill</td>
<td>020 3239 2598</td>
</tr>
<tr>
<td>OpenMarket</td>
<td>David Sheridan</td>
<td>07540 572 123</td>
</tr>
<tr>
<td>Sky Media</td>
<td>Tim Hussain</td>
<td>0207 705 4616</td>
</tr>
<tr>
<td>Somo Agency</td>
<td>Andrew French</td>
<td><a href="mailto:andrew@somoagency.com">andrew@somoagency.com</a></td>
</tr>
<tr>
<td>StrikeAd</td>
<td>Simon Wajcenberg</td>
<td><a href="mailto:simon@strikead.com">simon@strikead.com</a></td>
</tr>
<tr>
<td>String™</td>
<td>Yush Kalia</td>
<td><a href="mailto:info@stringlabs.co.uk">info@stringlabs.co.uk</a></td>
</tr>
<tr>
<td>Three</td>
<td>Joanna Restrick</td>
<td><a href="mailto:joanna.restrick@three.co.uk">joanna.restrick@three.co.uk</a></td>
</tr>
<tr>
<td>TigerSpike</td>
<td>Joshua Heyneke</td>
<td><a href="mailto:joshua.heyneke@tigerspike.com">joshua.heyneke@tigerspike.com</a></td>
</tr>
<tr>
<td>Velti</td>
<td>Kelaine Olvera</td>
<td><a href="mailto:kolvera@velti.com">kolvera@velti.com</a></td>
</tr>
<tr>
<td>Wister</td>
<td>Guenole Le Gall</td>
<td><a href="mailto:guenole.legall@wister.fr">guenole.legall@wister.fr</a></td>
</tr>
<tr>
<td>Yahoo!</td>
<td>John Tigg</td>
<td>020 7131 1691</td>
</tr>
<tr>
<td>YOC</td>
<td>Gary Danks</td>
<td><a href="mailto:gary.danks@yoc.com">gary.danks@yoc.com</a></td>
</tr>
<tr>
<td>Yodel Digital</td>
<td>Justyn Lucas</td>
<td><a href="mailto:justyn@yodeldigital.com">justyn@yodeldigital.com</a></td>
</tr>
</tbody>
</table>
Acknowledgements

For more information on mobile please contact the IAB or one of our members.

Jon Mew,
Director of Mobile & Operations, IAB
jon@iabuk.net,
0207 050 6969