Branded Mobile Applications

Mobile marketing in a social economy

Martin Svensson

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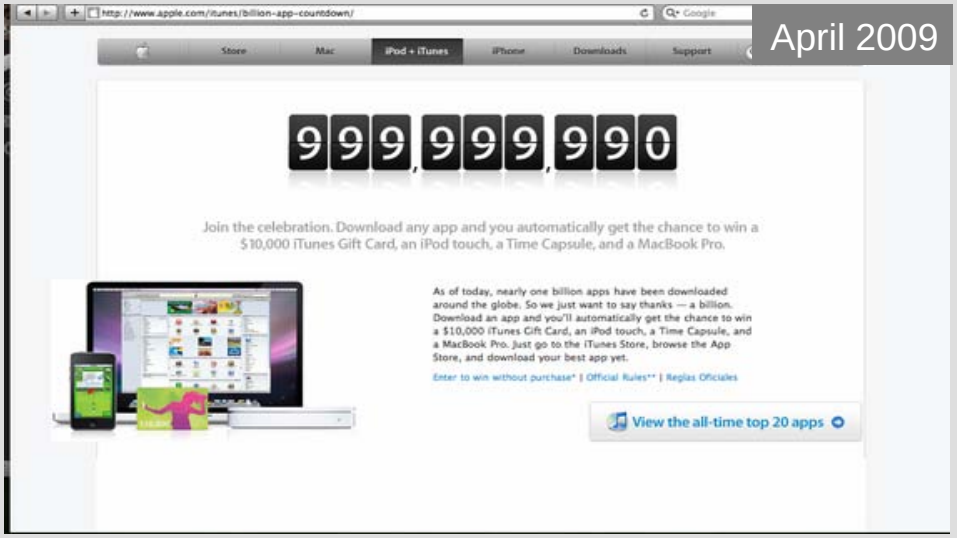
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What is happening around us **?**

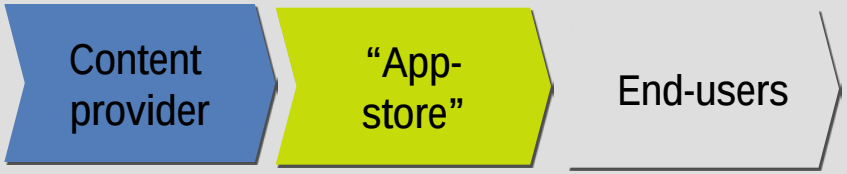
Market trends

Mobile applications will redefine and change how we consume mobile services and mobile internet

- ✓ Smartphone market share est. to 38% in 2013
- ✓ +93.000 Apps in iPhone app-store, +11.300 in Android
- ✓ + 1 billion apps downloaded in less than a year
- ✓ ”App-stores” from all mobile manufactures launched
- ✓ ”App stores” => free marketing / distribution => lower customer acquisition cost
- ✓ New players gets market access => Value chain is redefined



New and simpler value chain



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Social economy ???

”Sellsumers”

Social capital

Community

Mapmania

Viral

Authentic

Crowdsourcing

User-driven

Web 2.0

Nichetribute

Freemium

Feedback 3.0

Free love

App store

Review 2.0

Map-mania

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Customers don’t care what you have to say, sell or even give away!

Branded mobile applications

”Become part of the community you serve and start building relations with your customers”

Offer value
(service, information, entertainment)

Free
Give something back to the users

Communicate
- Collect info
- Feedback
-Dialogue

An example

Benzinpriser/Tjekbenzin
(gas prices)

Gas price koncept
An overview

- ✓ 3rd application launched in Danish App Store (august 2008)
- ✓ In top 100 free downloads & no. 1 in finance category since lanuch
- ✓ Find nearest & cheapest gas price
- ✓ Save up to 15% when buying gas = 10$ or more
- ✓ Covers all 2.700 gas stations in Denmark
- ✓ Gas price is a user driven concept
- ✓ Users reports gas prices via mobile phone ”on location”
- ✓ Reporters can define a nickname creating a social context around the concept



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Case
Tjekbenzin









iPhone
+ 36.000
Downloads

Java
+ 5.000
Downloads

Windows
+ 500
Downloads

Android
In progress

- ✓ Web-site, full functionality, but limited trafic
- ✓ 90% of all application downloads are iPhone
- ✓ 99% of all mobile traffic is iPhone

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Gas price
Key functionality

Nearby

Favourites

Report prices

Price alerts

Parking

User profile

Create profile via mobile

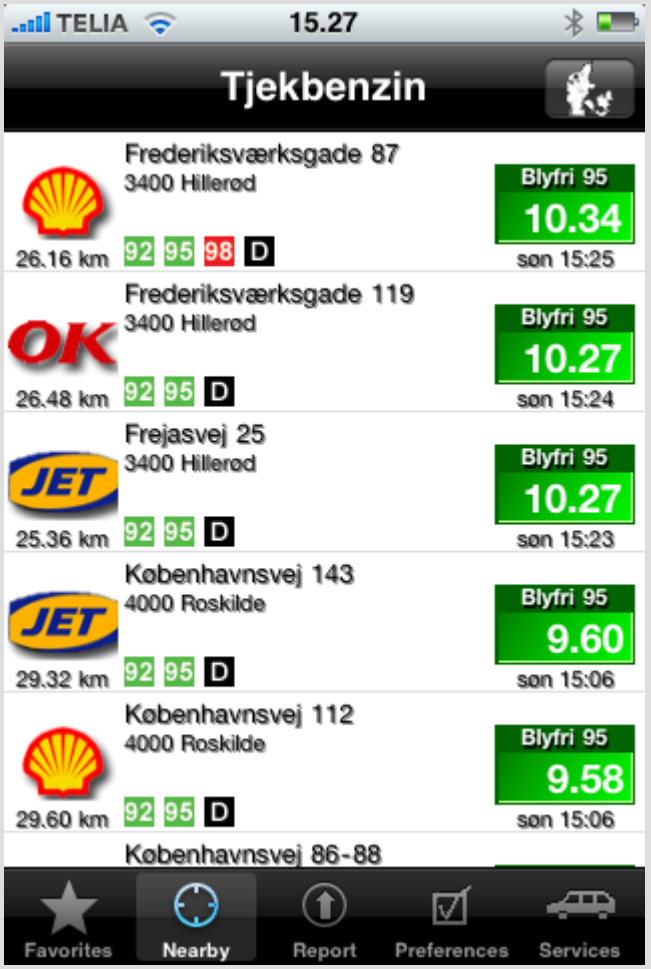
Gas log (R)

Trafic reports (R)

Directory (R)

Facebook integration (R)

Reward scheme (R)



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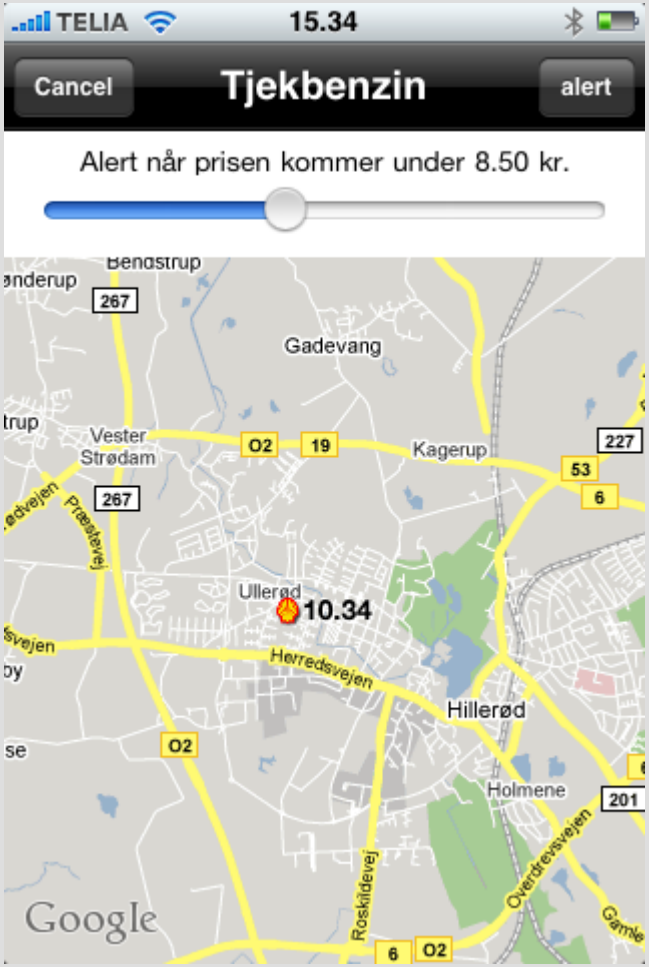


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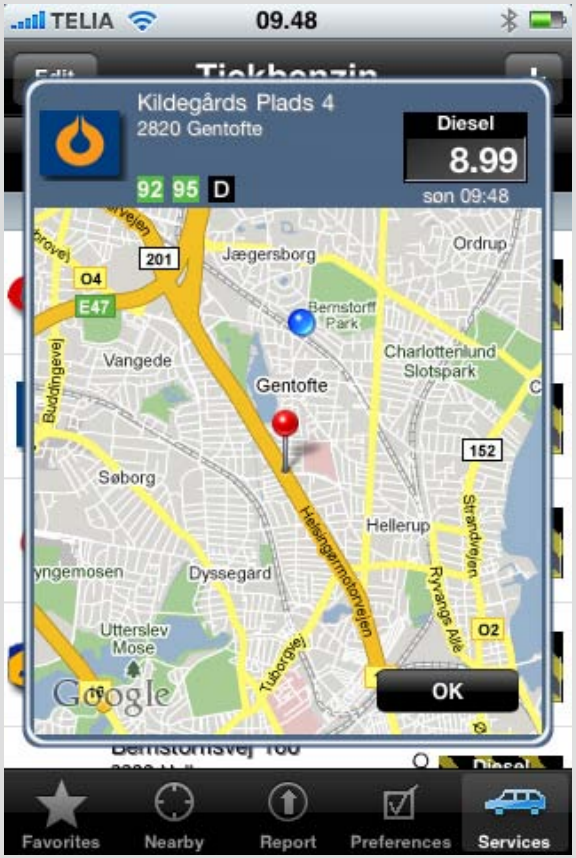
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Directory (R)

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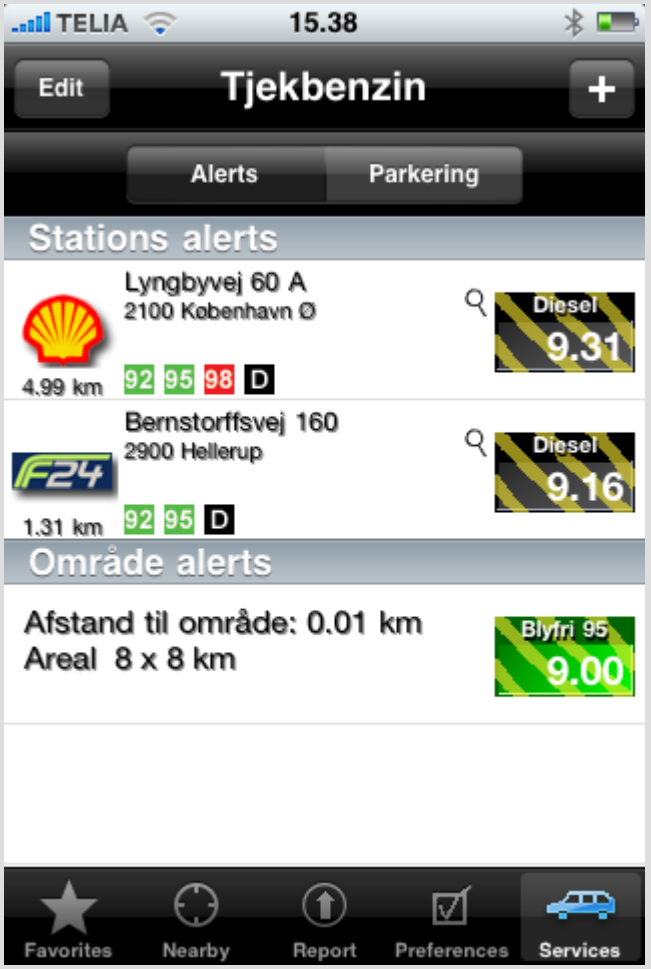
Reward scheme (R)





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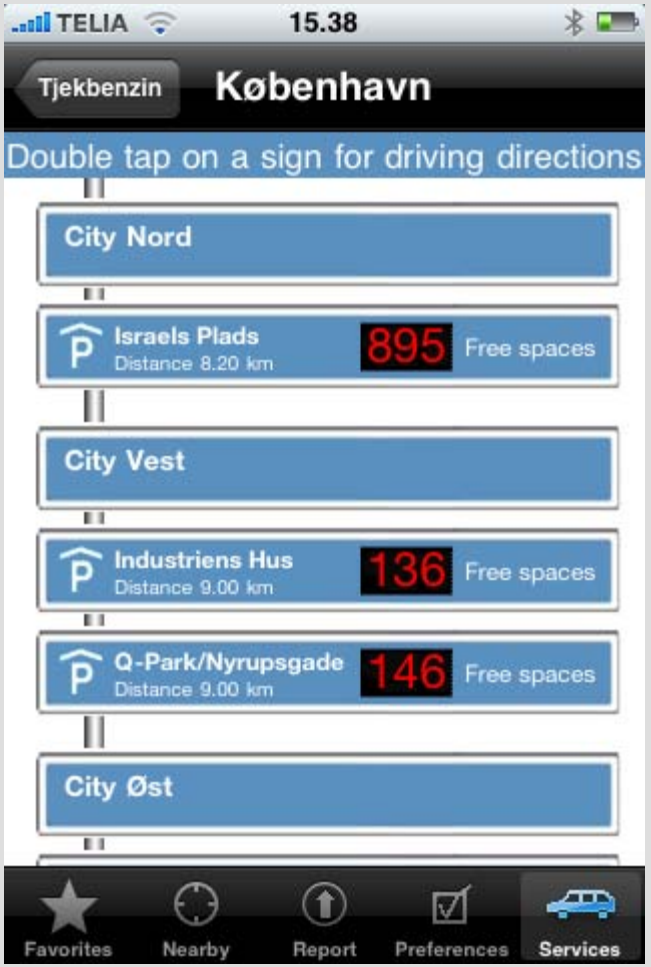
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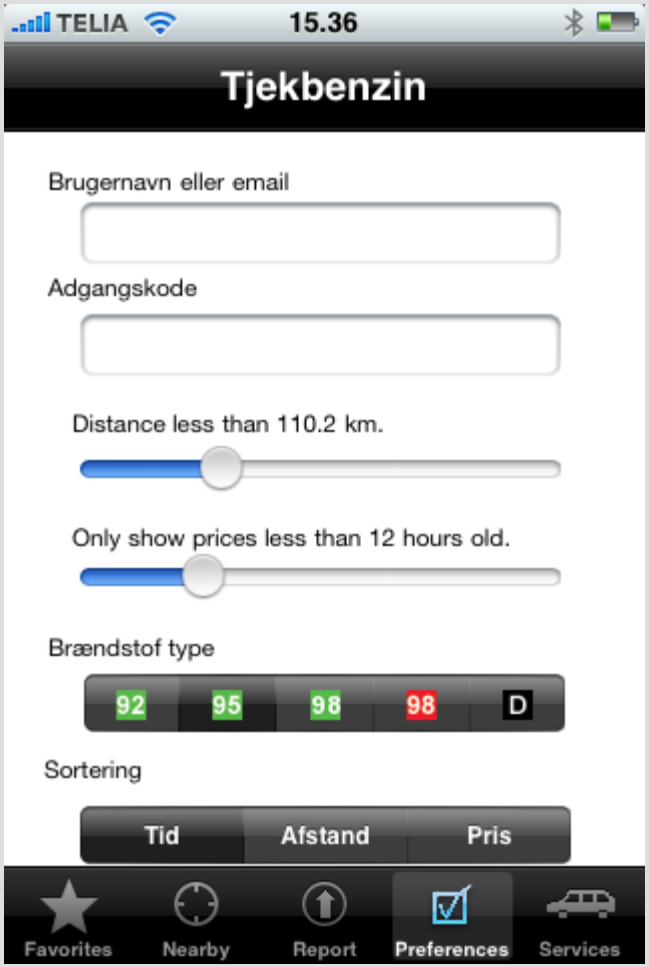
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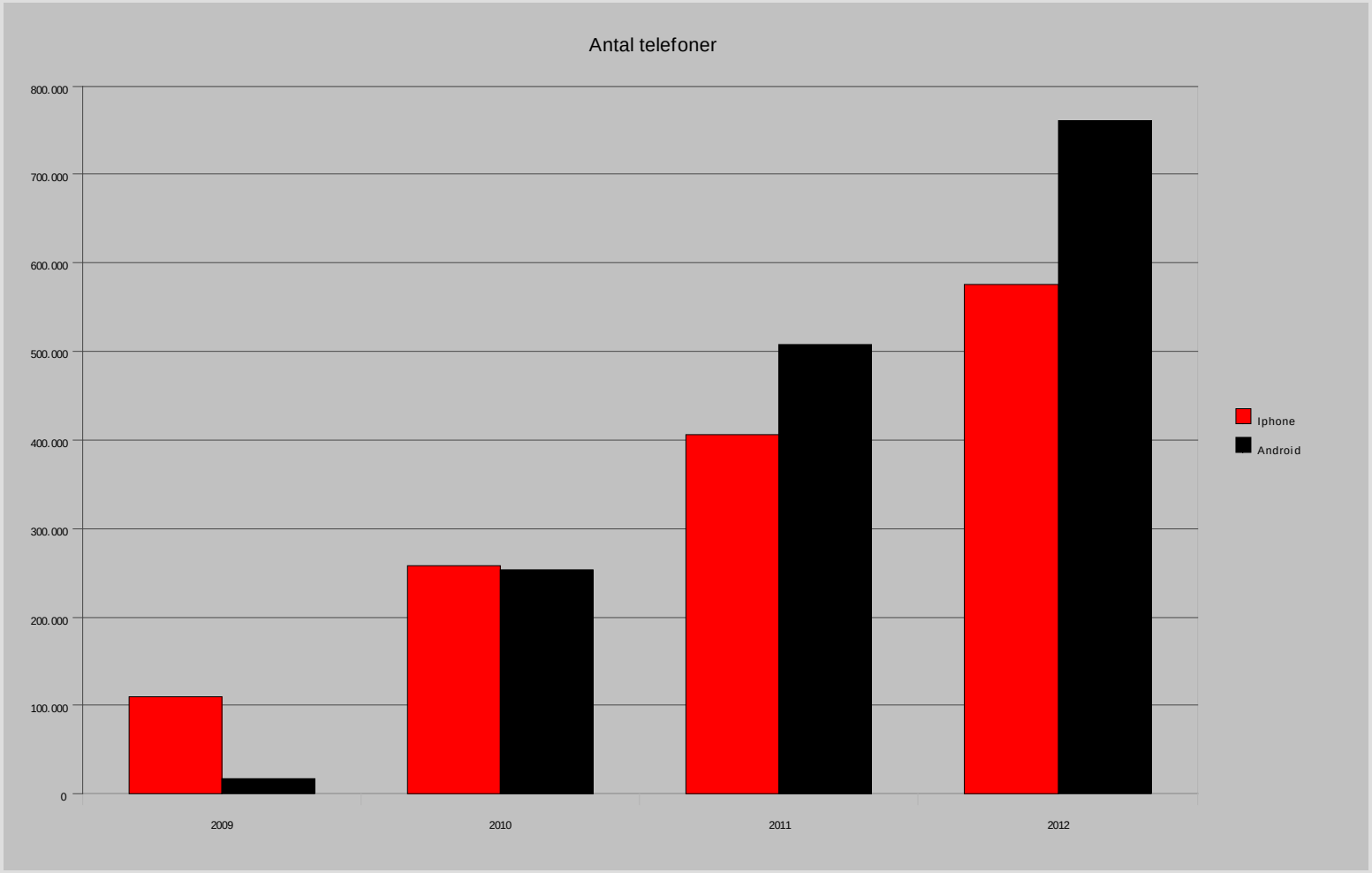
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The numbers

Marketing & distribution costs	0	dkk,-
Downloads (iPhone only)	+ 36.000	users
Profiles created via website	+ 5.000	users
Daily user reports (gas prices)	1.500 - 2.000	reports /day
Monthly unique visits	+ 150.000	visits /month
Monthly page impressions	+ 700.000	pageviews /month

iPhone and Android

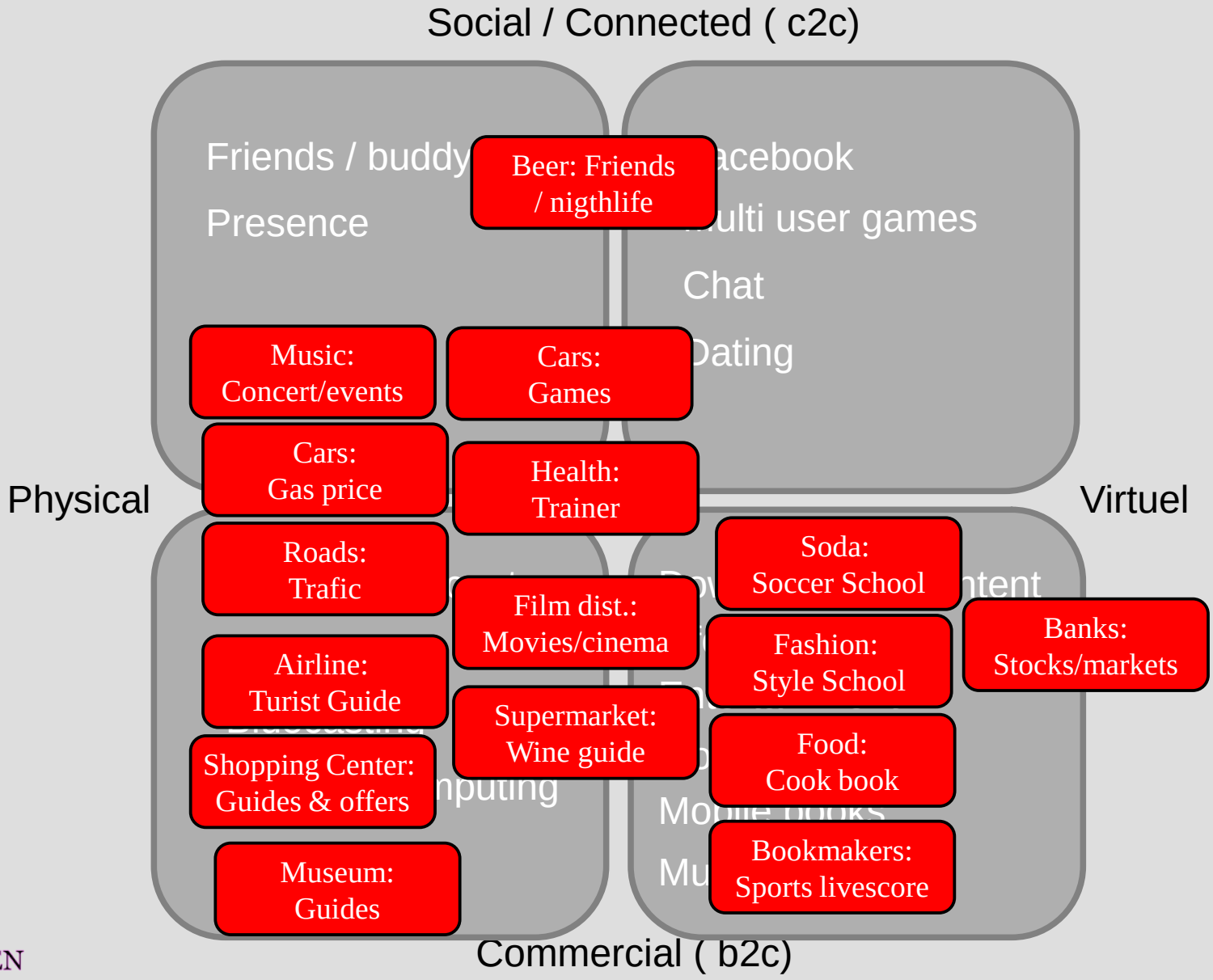
Current and expected (Denmark)



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Opportunities



Mobile Branded Applications
Opportunities & Learnings

Social economy	Give something to get something => The more you give, the more you get
Value	Focus on creating value for your customers: Offer a service, entertainment or information
Find ”the thing”	Find the ”thing” and your ”purpose” – don't worry about cost, there is a lot of free or almost free content out there
Be creative	Create cool experiences for your customer: Utilize the smartphone features: GEO, Video, Audio, Gyroscope
Involve users	Involve users if possible and allow them to interact
iPhone/Android	Spend your money smart: Focus on iPhone and Android for now – forget the rest
Free distribution	Distribution / marketing is free - spend money on the application, not on promoting it
ROI	High traffic and usage for limited spending