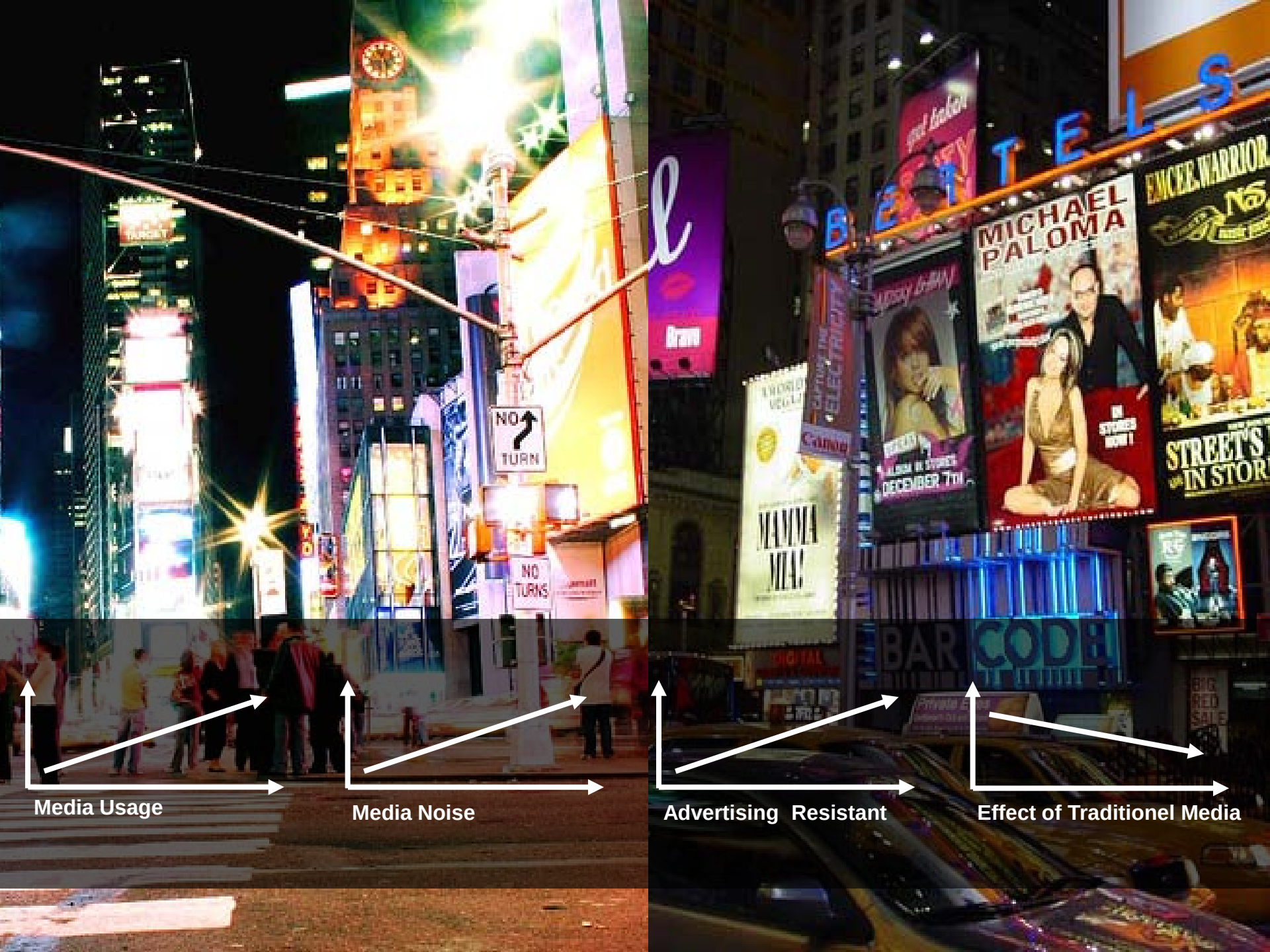

120 Volts, A. C. Only, 3 Amp
HONESTLY NOW
HAVE YOU READ
THE
INSTRUCTIONS?
BRANDING 2.0

KATRINE GOLDSTEIN

- Communications planner at Mediaedge:cia
- Consult on how to use the mobile phone as a marketing tool
  - Traditional marketing
  - Services which creates value for the end-user…Branded Utilities


Media Usage
Media Noise
Advertising Resistant
Effect of Traditionel Media



THE FUTURE OF MARKETING IS ABOUT DOING THINGS WITH AND FOR PEOPLE

Paul Isakson, Space150

BRANDED UTILITY

A DIGITAL SERVICE OR UTILITY CONNECTED TO A BRAND, CREATING RELEVANT AND CONCRETE VALUE TO THE CONSUMER



BECAUSE

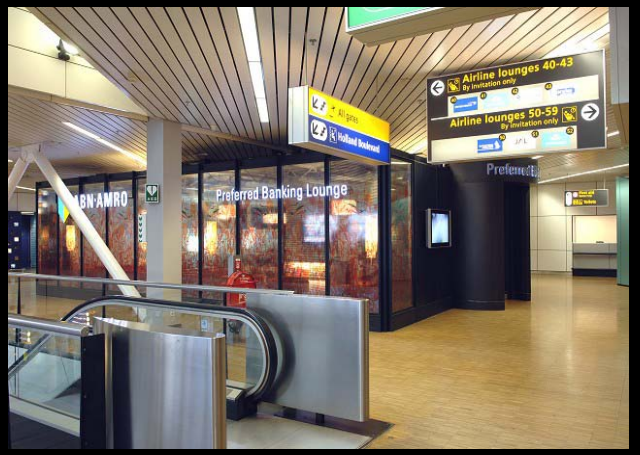
- Branded Utilities cuts through the media noise
- Consumers actively look for Brand contact
- Creates target group interaction
- Word of Mouth – the target group will spread the word to friends and family
- Driven by new social platforms and new technology
- Measurerable criteria of success



BRANDED UTILITY

YOU'LL RECOGNIZE THE WAY OF THINKING FROM THE WORLD OF ANALOGUE MEDIA







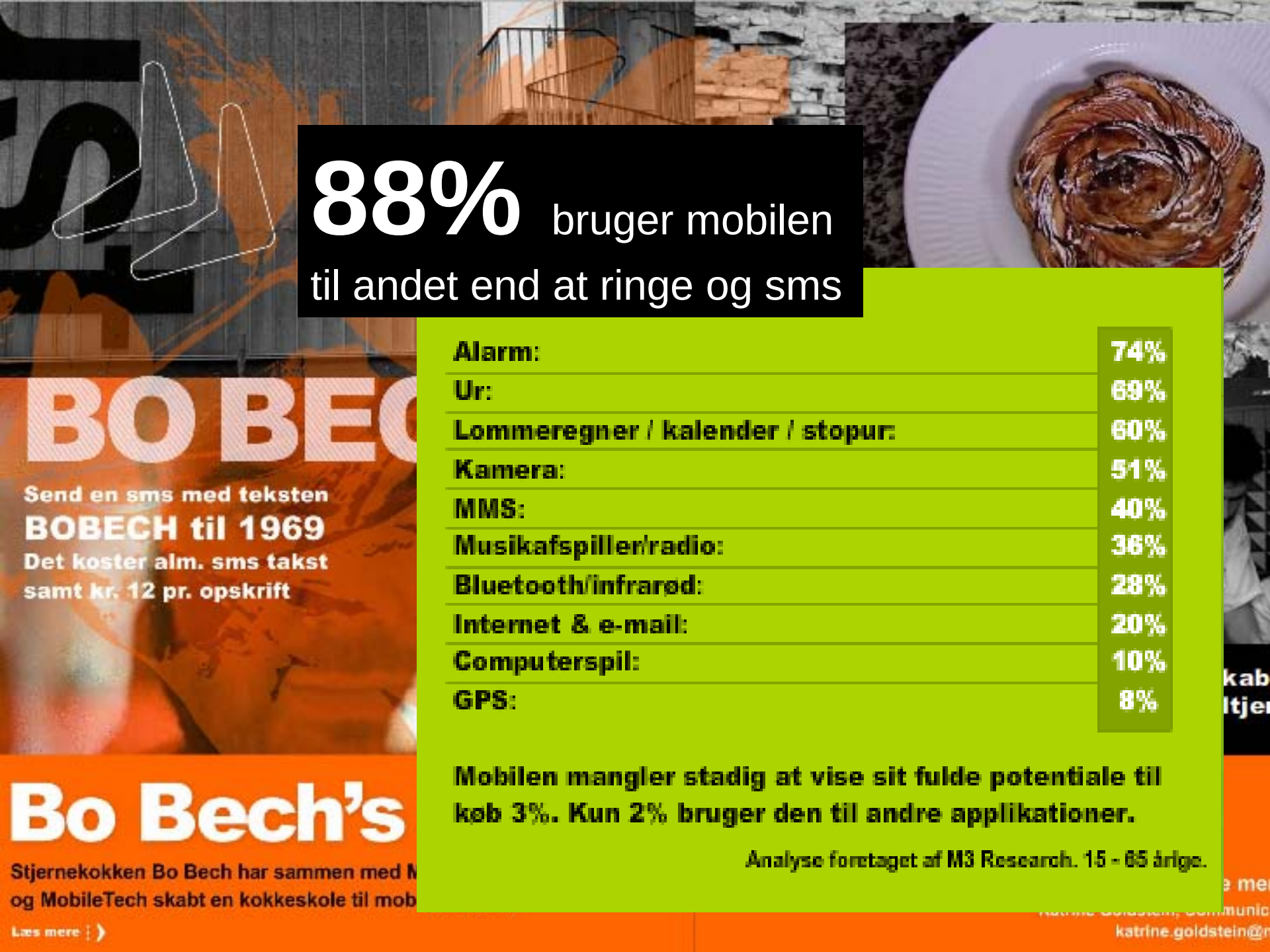


CHARACTERISTICA

- TRANSPORTABLE CONTENT
- ON DEMAND
- X-FACTOR
- WIDGETS, WEBSITES OG APPLICATIONS

BRANDED UTILITY

Créations du Net
Webdesign



88% bruger mobilen til andet end at ringe og sms

Alarm:	74%
Ur:	69%
Lommeregner / kalender / stopur:	60%
Kamera:	51%
MMS:	40%
Musikafspiller/radio:	36%
Bluetooth/infrarød:	28%
Internet & e-mail:	20%
Computerspil:	10%
GPS:	8%

Mobilen mangler stadig at vise sit fulde potentiale til køb 3%. Kun 2% bruger den til andre applikationer.

Analyse foretaget af M3 Research. 15 - 65 årige.

BO BEC
Send en sms med teksten
BOBECH til 1969
Det koster alm. sms takst
samt kr. 12 pr. opskrift
Bo Bech's
Stjernekokken Bo Bech har sammen med M
og MobileTech skabt en kokkeskole til mob
Læs mere

A DAY IN THE MOBILE LIFE

His mobile alarm clock wakes him up

Pays for groceries

Goes for a run tracking his speed , which is automatically uploaded to Nike+

Receives shoppinglist from the missu



Buys his metro ticket

Checks bold.dk for Champignons League results

Updates FaceBook status

Listens to his favourite radioshow

Checks e-mail at lunch meeting

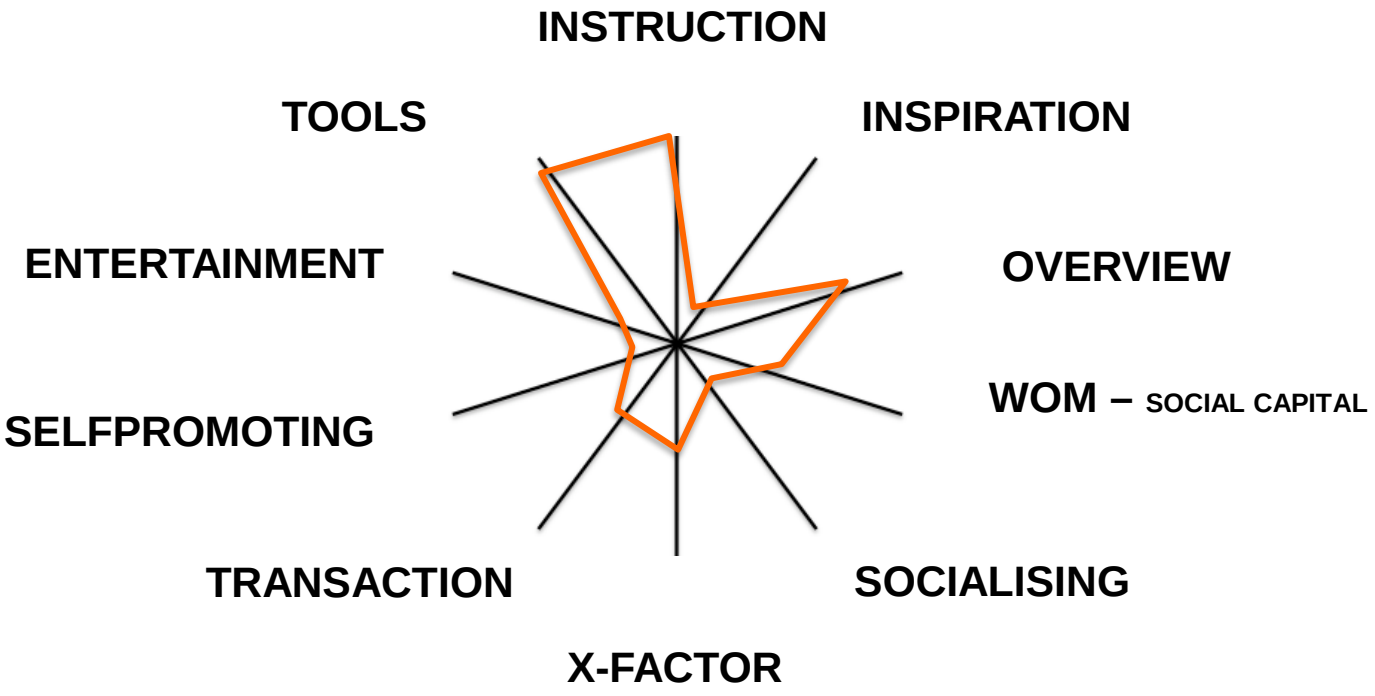
Scans QR code and gets audio book teaser for the new Le Carré novel

Receives birthdayalert for mother in law

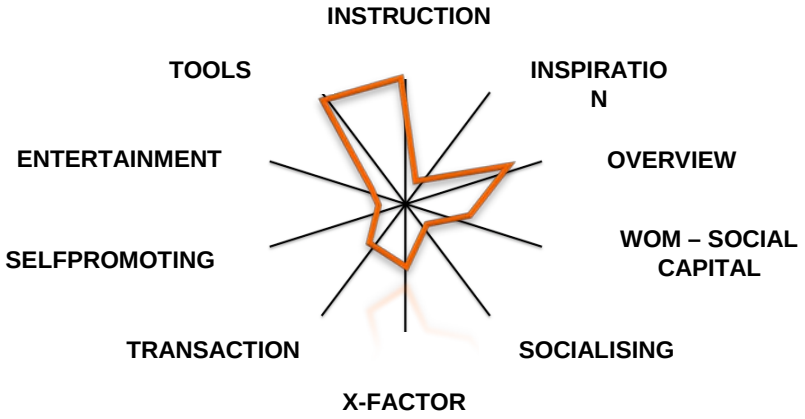
Receives wap-push from TV News

Receives a video from oldest daughter who's away on school trip

B.U. DRIVERS: WHAT KIND OF UTILITY WOULD CREATE VALUE TO YOUR CUSTOMERS

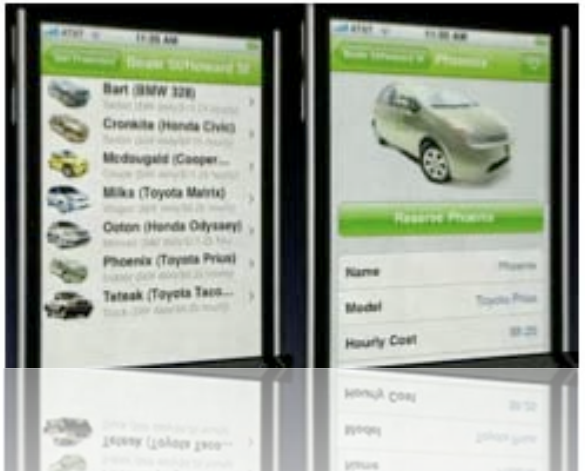


ZIPCAR – FIND YOUR CAR

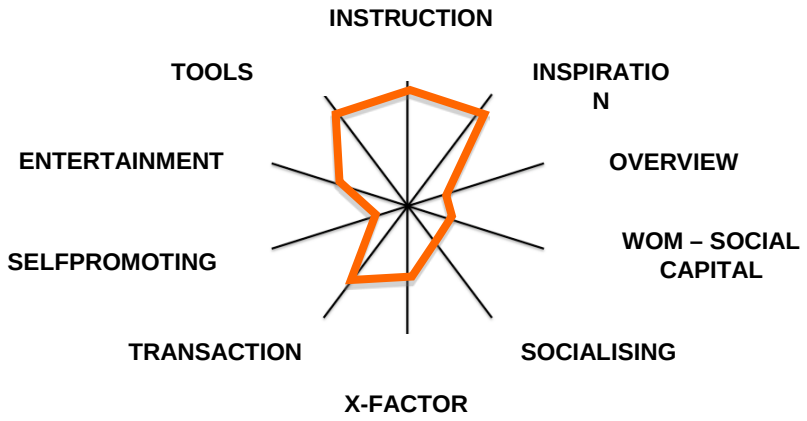


- Zipcar is a shared car business. They have develoed an iphone application, which enables members to find and reserve avalable cars using GPS.
- Members can even open and start the car using the app. And should You loose the car on a crowded parking lot, just use the app. And honk the horn.





BO BECH COOKING SCHOOL



- Danish super chef Bo Bech has developed an application, teachinh us to cook basic dishes like frikadeller or to part a chicken. Bo's dream is to teach the us that cooking isn't complicated
- Instead of recipes, Bo shows us how things are done in a short 1-2 minute long video
- The mobile phone is easy to bring in to the kitchen and you can press "pause" and "play" as you go along with the dish.
- 6.000 downloads in the first 4 weeks

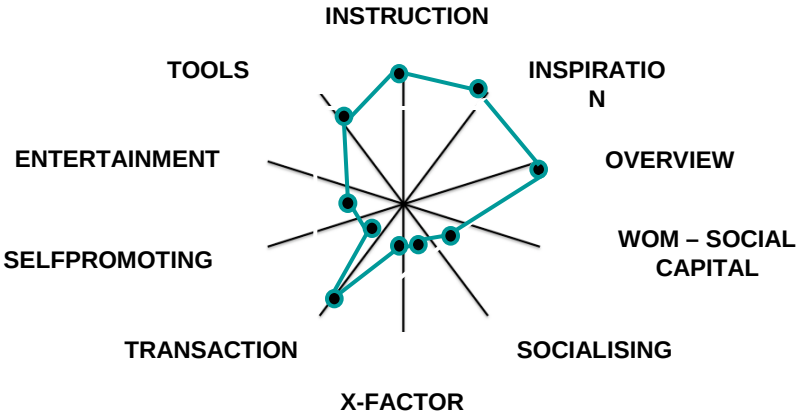


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Active Engagement

BILKA

A GREAT SERVICE UNDER DEVELOPMENT…



- Today 5 generic offers once a week
  - going well but the offer service is not valuable enough

- Workshop with client, mobile agency, advertising agency and media agency
- Defining Branded Utility Drivers based on customer insights
- Help customers plan their week in order to save time and money
  - Instruction, Inspiration, tools and transaction
- ....Look out for MoBILKA 2.0



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USE THE MOBILE PHONE PLATFORM TO CREATE LOYAL CUSTOMERS BY GIVING THEM SOMETHING VALUABLE



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