

## **Mobile: Marketing at Your Fingertips**

***Featuring:***

Patrick Moorhead  
VP, Director of Mobile Platforms  
Draftfcb Chicago

**Joshua:** Hello and welcome to another episode of the Draftfcb Podcast Series. My name is Joshua Dysart and I'm a Manager of the Corporate Communications team at the agency. And I'm joined today by Patrick Moorhead, VP, director of mobile platforms at Draftfcb Chicago.

I wanted to start by asking you: how have advancements in mobile phone technology changed mobile marketing today?

**Patrick:** That's a good question. They've made it better obviously. I think first of all mobile marketing's a really new thing. So any advancement in technology is going to make it better. Particularly in the last two or three years, things like device targeting which allows you to send different ad messages to different classes of handsets. So Blackberries get one type of message, as do Windows Mobile user versus Sanyo Feature Phone users. You're able to organize your campaign communication streams around the technology that the consumer has, so that's an exciting advancement.

I think also geo-targeting is a really neat advancement that's come about in the last couple of years. And that's the ability to understand how to send different messages to different regions of the country based on the subscriber's mobile phone number. That allows you to sell t-shirts to people in warm weather in the south and sell parkas to the people in Chicago in the north at the same time of the year using the same marketing channel.

I think things like that are exciting and available today. And I think you know what's next in terms of advanced technology or just improvements on those things.

Location-based services are a big topic in the industry right now -- the ability to understand where a specific consumer is on the grid, and then push them ad messages and offers based on stores they're walking by or places they may go later in the day or things like that.

**Joshua:** How are consumers reacting to this, I won't say advent of mobile marketing, but mobile marketing in general?

**Patrick:** Consumers are really receptive to it, provided the advertisers and marketers get the formula correct. We think that we need to be really sensitive that the mobile device for the consumer is a very personal thing. Each consumer has a very unique relationship with their mobile device. You don't share it with anybody else. You don't invite your friends over to watch something on your phone. You customize it the way that you like it and once you get comfortable with that, you don't like it to change very much, right? So it's almost a very intimate kind of relationship that you have with that technology versus your laptop or flat-screen TV.

So marketers need to be real sensitive to that. And I think the industry's been really good about policing itself in terms of not becoming like e-mail where spam just corrupted the whole industry and e-mail marketing to the point where it's marginally affective at best right now. We want to make sure that that doesn't happen in mobile marketing. So with text messaging you know there's a rigorous process of making sure that the consumer is opted in and that we have permission to communicate with them; it's the idea that we've been invited into the pocket of this person. We need to treat that very delicately. And I think what we're seeing is that if you're conscientious about that and you focus on delivering a high degree of value in your communications and relevancy to the person that you're speaking to, the results can be really terrific.

**Joshua:** So is mobile marketing considered an integral part of the marketing mix by clients these days? Or are you still seeing some hesitancy from people to really adapt it and really embrace the possibilities?

**Patrick:** Yes, I think there is some hesitancy. I think it's not integral in the sense that I would say most advertisers would say we really need a TV commercial. You have to have a TV commercial, right? That's kind of the cornerstone of marketing. I don't think we say the same thing about mobile – like we have to have text messaging.

I do get the sense that there is increasing pressure, kind of an imperative for brand advertisers, to understand what's going on with mobile marketing. I think the straight up amount of handsets and people's usage of them is forcing brands to pay attention to it. I often will say the average U.S. person does not wake up in the morning and get dressed to go to work and say ah, I'm going to leave my cell phone at home today. I don't need it today.

So for the consumer, the mobile phone is not optional equipment. It's a vital part of their digital experience on a daily basis. Brands don't feel that same way yet. Brands don't feel that mobile is a vital, integral part of the way that they're interacting with the consumer on a daily basis.

So there's a little bit of disconnect there. And you know along that spectrum, depending on the client and the marketplace, the amount of interest or imperative being felt by the brand client is different. So, for example, retail is a battleground type of environment for mobile where it's becoming a critical kind of competitive differentiator for apparel, retailers and grocers to mobile-enable things like coupons or sales alerts or product comparison tools. There's a big battleground there that is forcing pressure onto the marketplace and creating the sense that we have to get smart fast.

Conversely in pharmaceutical and drug sales, I don't think there's a serious imperative to get mobile and make mobile work for the consumer yet. I think it's interesting to think about because there's a ton of consumers using the channel organically. But the pressure isn't the same for that category as some other ones.

**Joshua:** So entering 2010 and this new decade, what do you think are the biggest opportunities for mobile?

**Patrick:** I think everyone wants to see mobile metrics improve our ability to measure consumer behavior around marketing activities on the phone. So everything from getting better about understanding click-through rates on mobile Web banners to opt-in rates on SMS programs and application downloads and then being able to contextualize all that data with: “what does it really mean?” “How does it stack up against the way that our TV is performing or our radio or print or whatever it is?” and being able to contextualize the performance aspect of it. I think that is the next big frontier for mobile.

**Joshua:** Conversely what do you see as the biggest challenges?

**Patrick:** Probably the same thing. How do we get there with the channel, how do we make mobile into something that’s accountable and that’s meaningful in the way that we are able to collect data and determine what the data means? I think we’ve still got a good amount of distance to cover there. And part of it’s technology -- you know you can’t use [tracking] cookies on the phone for example. So that makes it tough to follow users from site to site. And part of it is just understanding how mobile lives inside the media ecosystem. What’s its rightful place alongside television or print or radio or online?

**Joshua:** Well, thank you very much for taking a few minutes talking with us about mobile.

**Patrick:** You’re welcome. Thanks Josh.