



Get Ready For The Consumer Mobile Revolution

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Agenda

- › **How are smartphones and tablets emerging as key consumer touchpoints?**
- › **What new opportunities will mobile open up in the coming years?**
- › **How marketing & strategy teams should gear up for the revolution?**



In the UK, 1 car is sold on eBay
mobile every 3 minutes

It's January 2007. No iPhone. No Android. No Twitter. Facebook is six months old.* Could you imagine this?

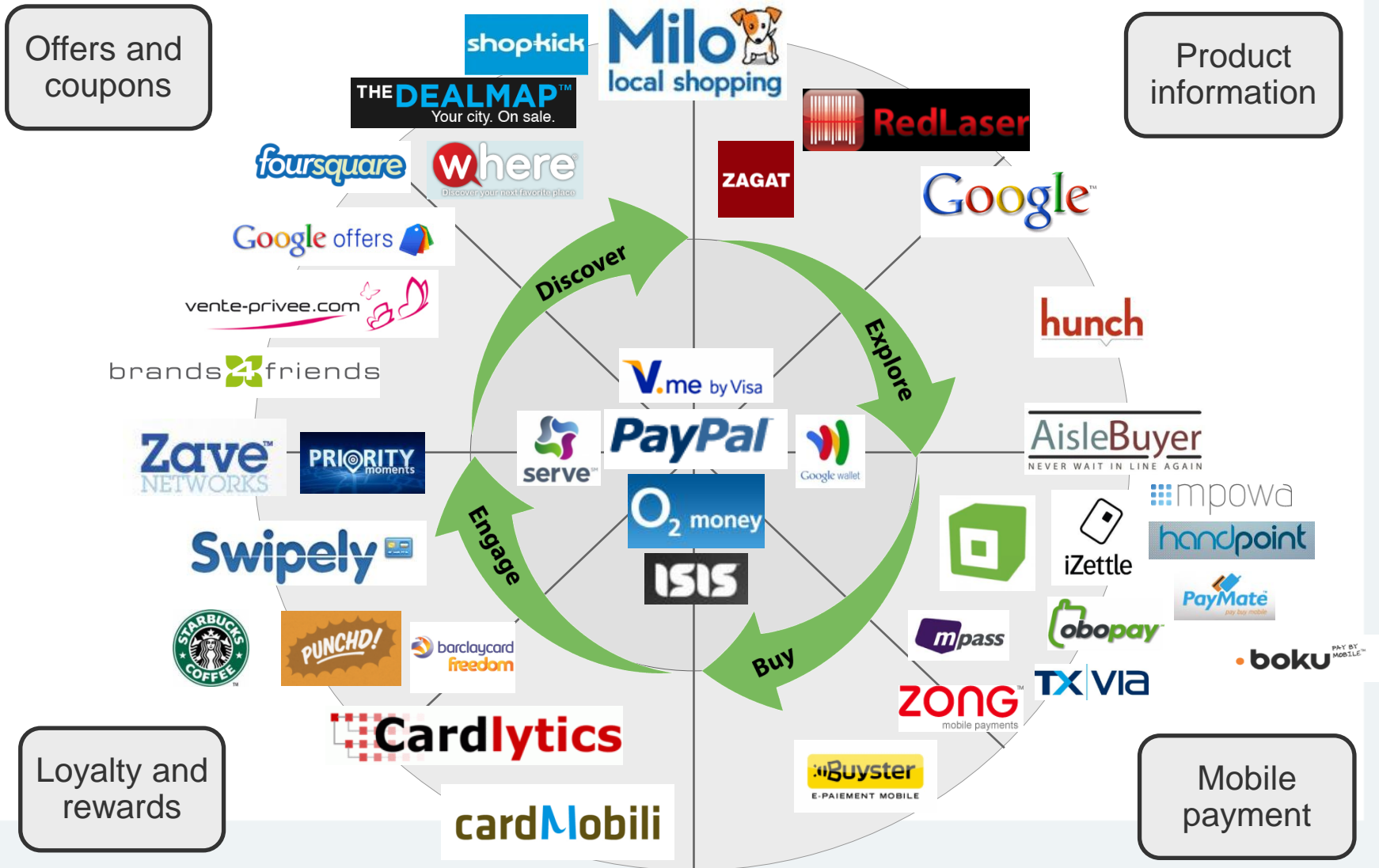
It took two years for Apple to sell 67 million iPads versus 24 years to sell 67 million Macs.

Google on its way to pass the 500 million Android users milestone.

A website valued at up to \$100 billion and having more than 500 million mobile monthly users

The pace of consumer adoption and innovation is accelerating like never before.

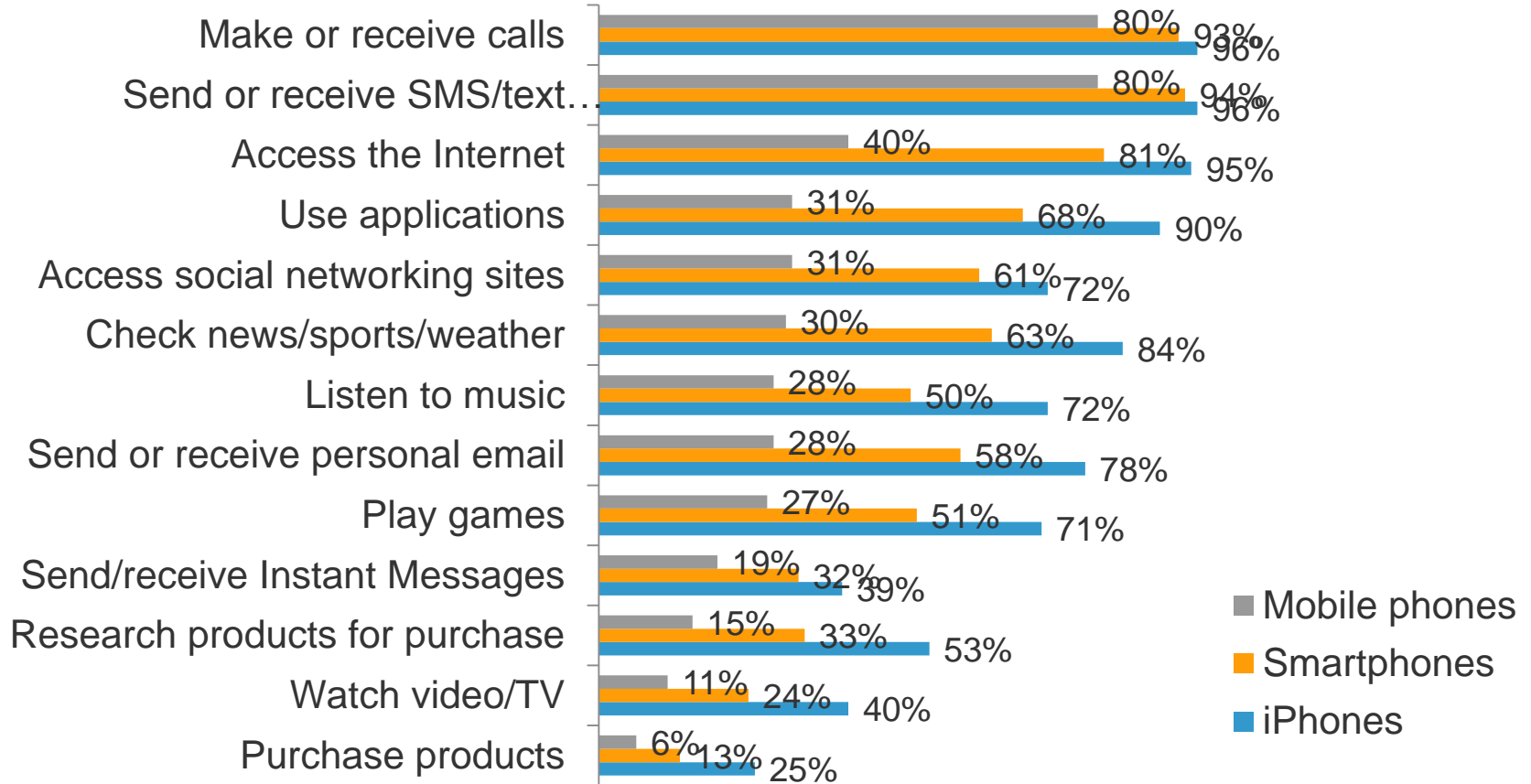
Mobile is bridging the physical and digital worlds—an illustration with mobile wallets



Source: Forrester Research

Mobile phones are becoming the remote control of our daily lives

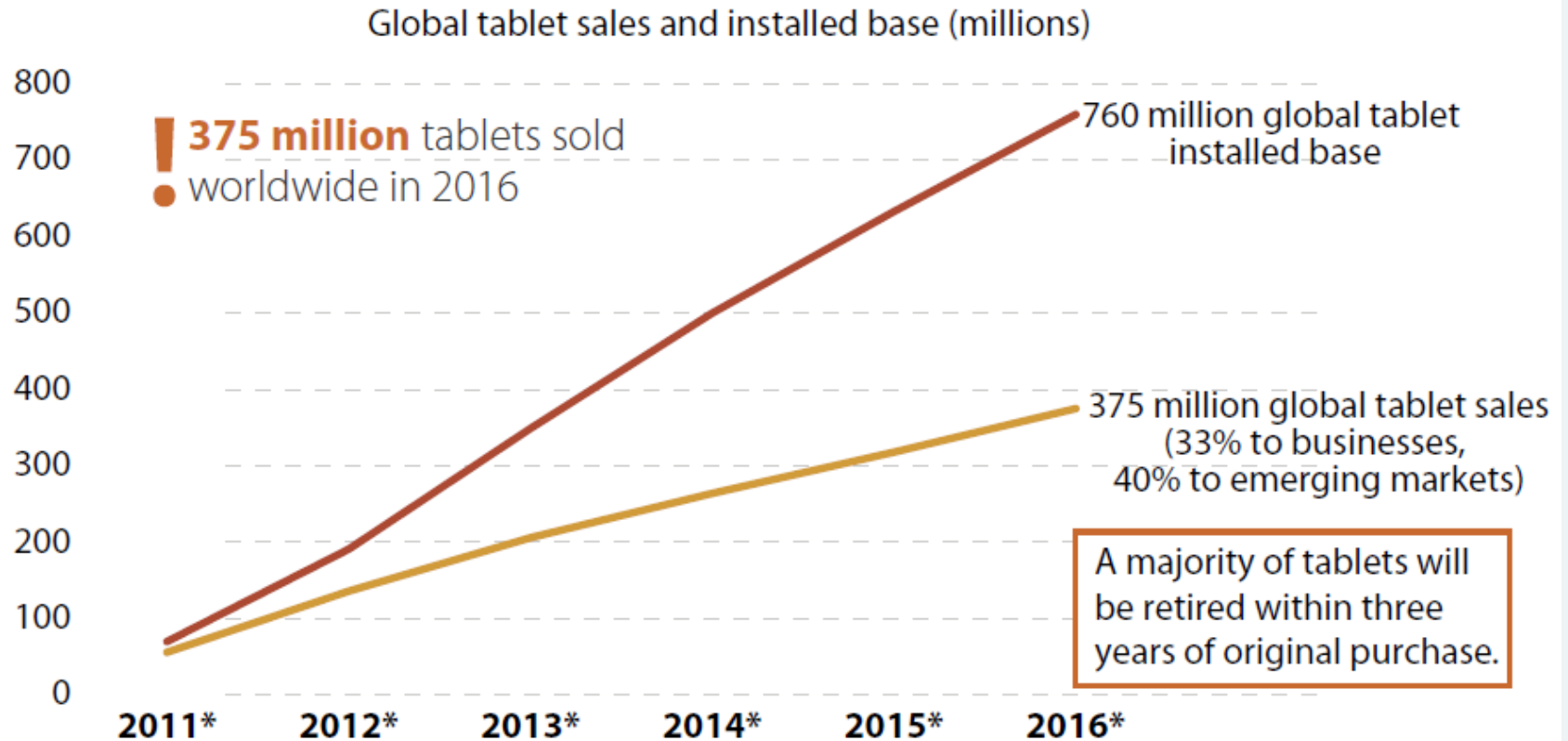
How frequently do you do the following activities on your primary mobile phone?



Base: UK Online Adults 16+ (Online Monthly or More) WITH AT LEAST ONE ACTIVE MOBILE PHONE

Source: European Technographics Benchmark Survey, Q3 2012

Anticipate the impact of smartphone and tablet mainstreaming



Differentiate the tablet experience





Design for mobile first

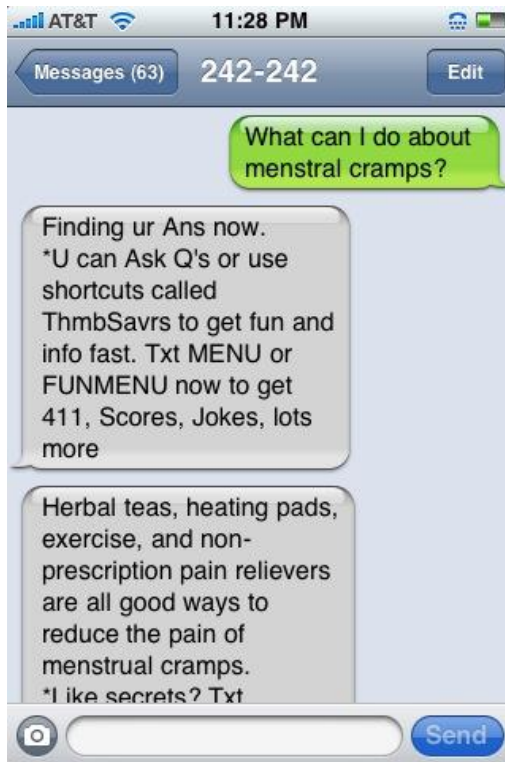
Products will ship with mobile companions to digitize consumer relationship

NIKE+: ILLUSTRATION OF A TOTAL PRODUCT EXPERIENCE



Develop engaging brand experiences by combining three core mobile benefits

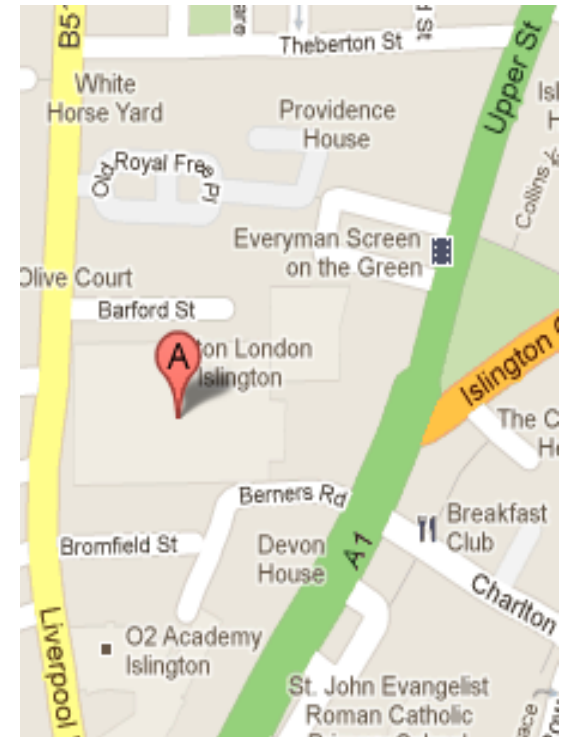
INTIMACY



IMMEDIACY



CONTEXT



***Combine* time, consumer knowledge, and place as new marketing variables**

INTIMACY

Knowledge

as
marketing
variable

IMMEDIACY

Time

as
marketing
variable

CONTEXT

Place

as
marketing
variable

Mobile is the new face of engagement



Customers



Partners



Employees



Smart products

Systems of engagement touch people in their physical world.

Mobile engagement empowers people to take the next most likely action in their moments of need.

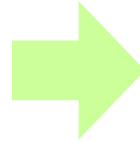
Systems of record host processes in a virtual world.

New technologies embedded in smartphones will make interactions more sensory

Controls

Technology

- 3D cameras
- Biometrics
- Conversational voice recognition
- Near Field Communications (NFC)



Opportunity (Examples)

- Distance measured, gesture control
- Security, access cards, ID
- Verbal command
- Payments, ticketing, and security

Displays

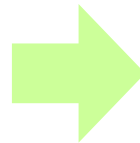
- 3D displays
- High resolution displays
- Micro-mirrors
- Touch inputs (fine-tuned)



- Augmented reality, video output
- Media consumption, bar codes
- Image projection; pico-projectors

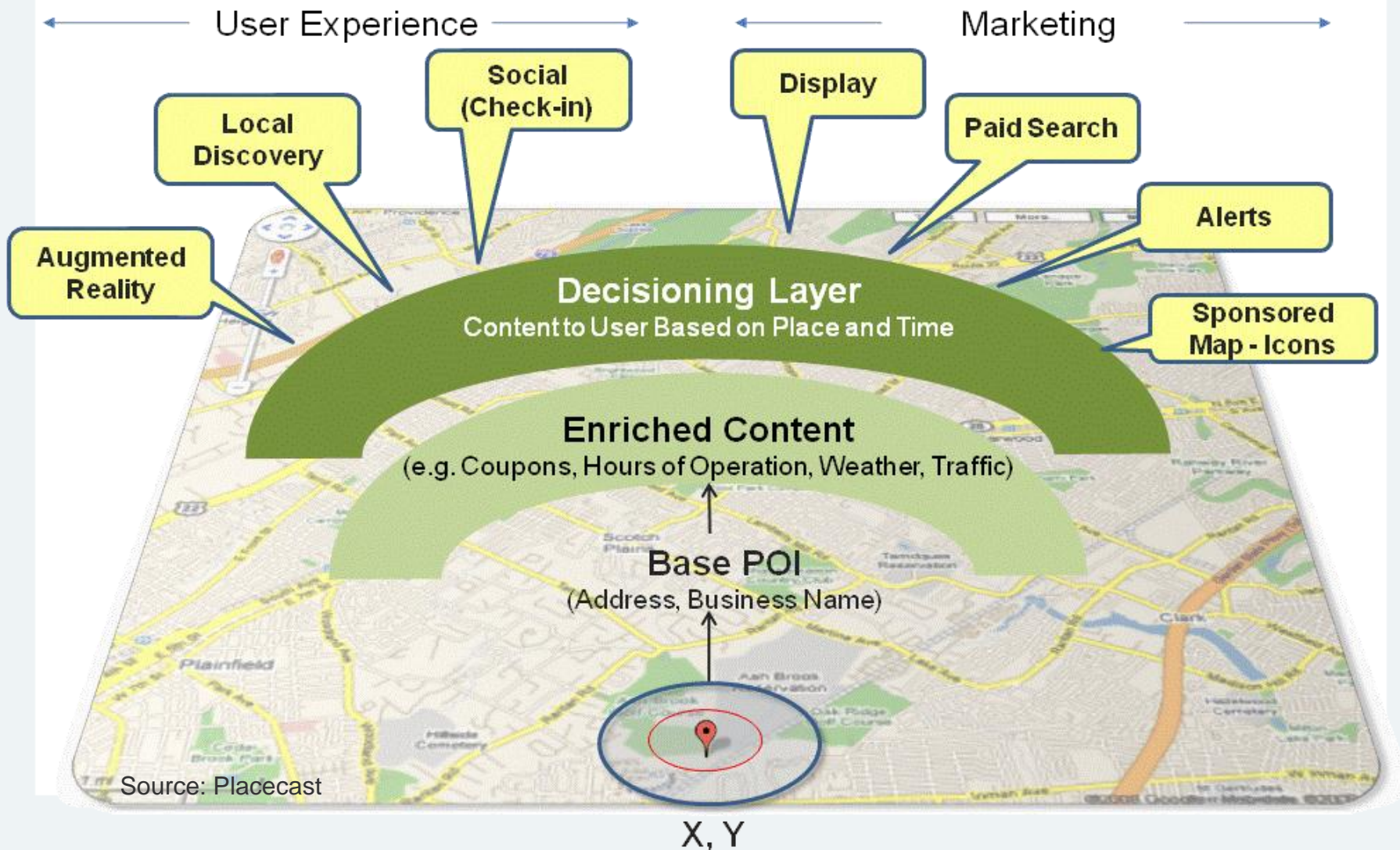
Data Collection

- Accelerometers (detects motion/tilt)
- Chemical sensors
- Gyroscopes
- Magnetometers
- Microbolometers (infrared)
- Pressure sensor



- Phone orientation as control, pedometer
- CO detection, food freshness
- Gesture control, navigation, games
- Directions – “Is it over there?”
- Night vision; heat; light/dark
- Height in buildings

Deliver more contextualized experiences



Step back to analyze how mobile can nurture your brand experience

Illustration from SAS (Scandinavian Airlines)

“We promise to minimize *your time* related to travelling and we promise to maximize *your value of the time spent* with us.”



The future of mobile is user context

Airline example based on user time

- 2 days

- Change reservation
- Reserve seat
- View reservations

- 2h

- Check gate
- Departure time
- Lounge access
- Upgrade

Flight

- Arrival time
- Food order
- Movies
- Wi-Fi

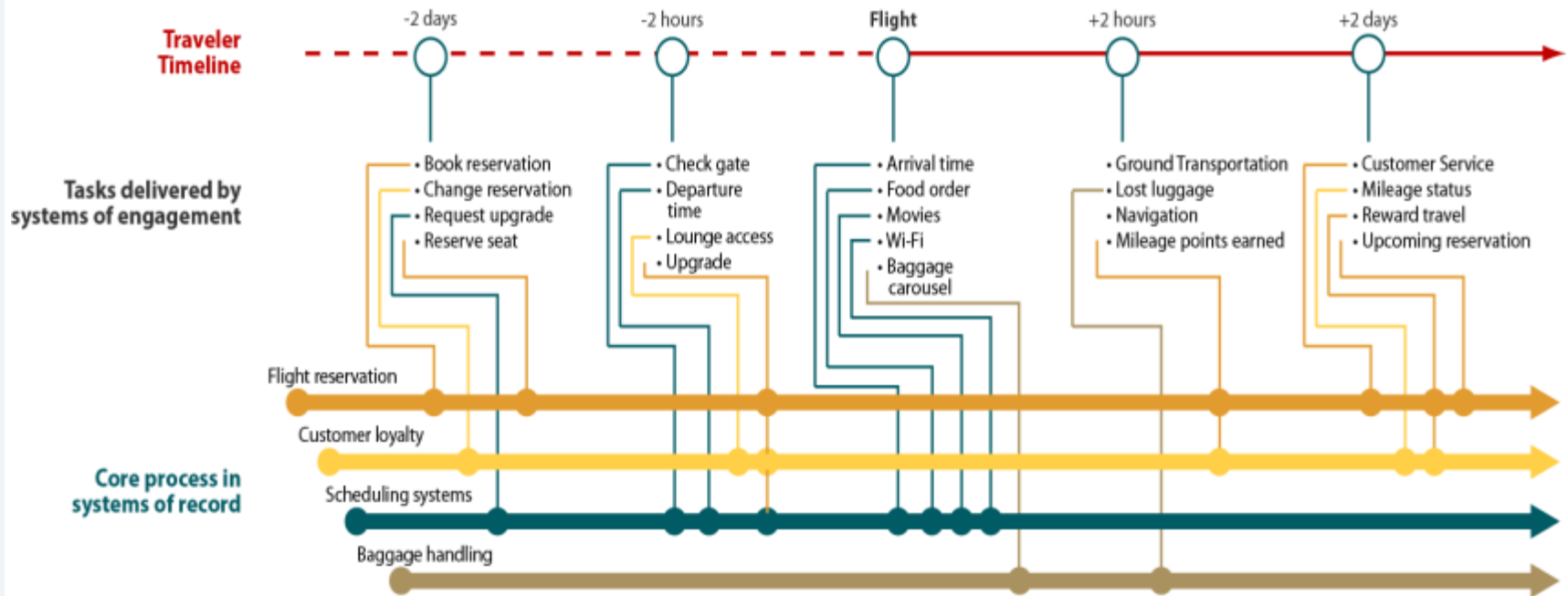
+ 2h

- Ground transportation
- Lost luggage
- Navigation

+ 2 days

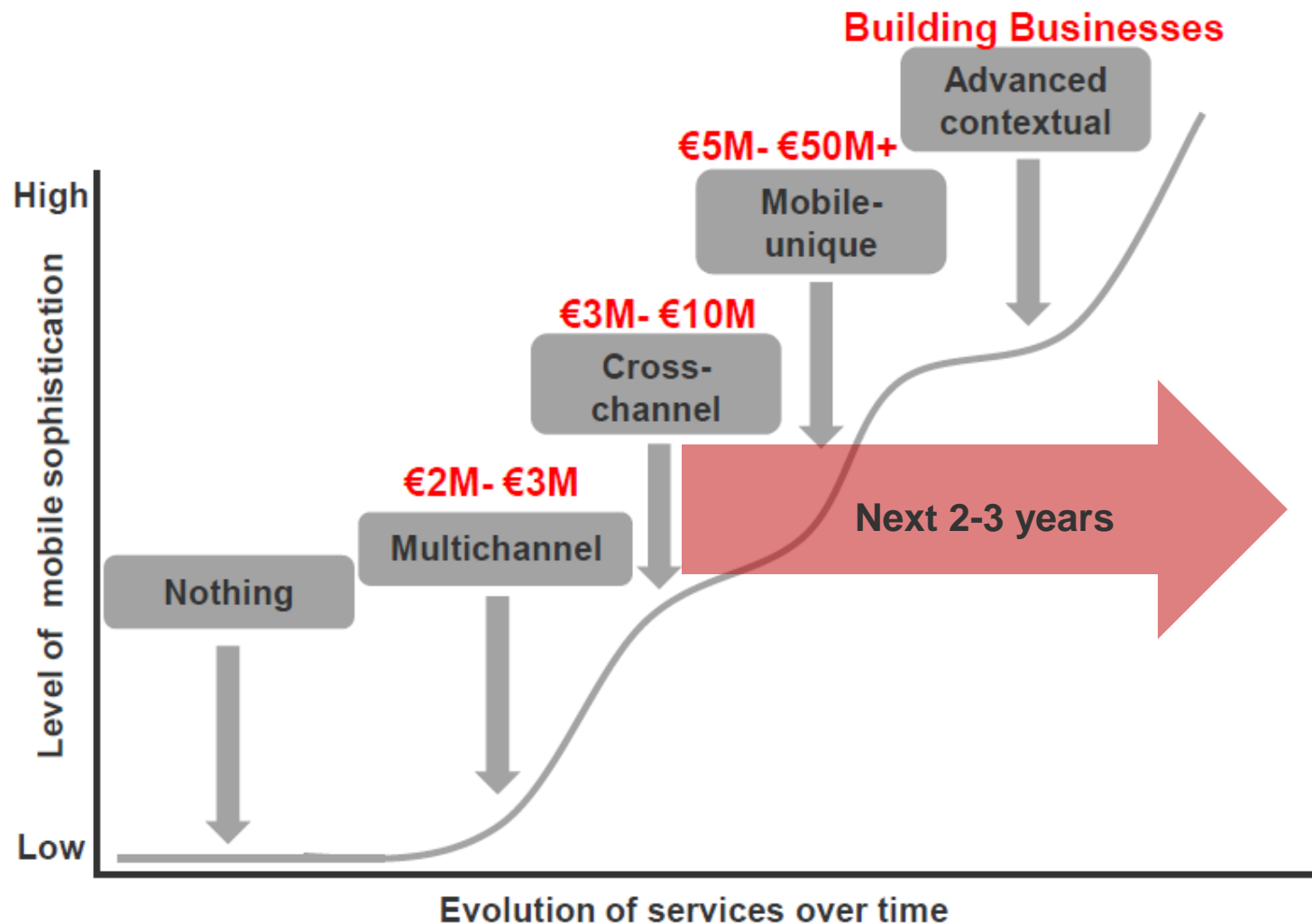
- Customer service
- Mileage status
- Reward travel
- Upcoming reservations

Get your technology team involved today

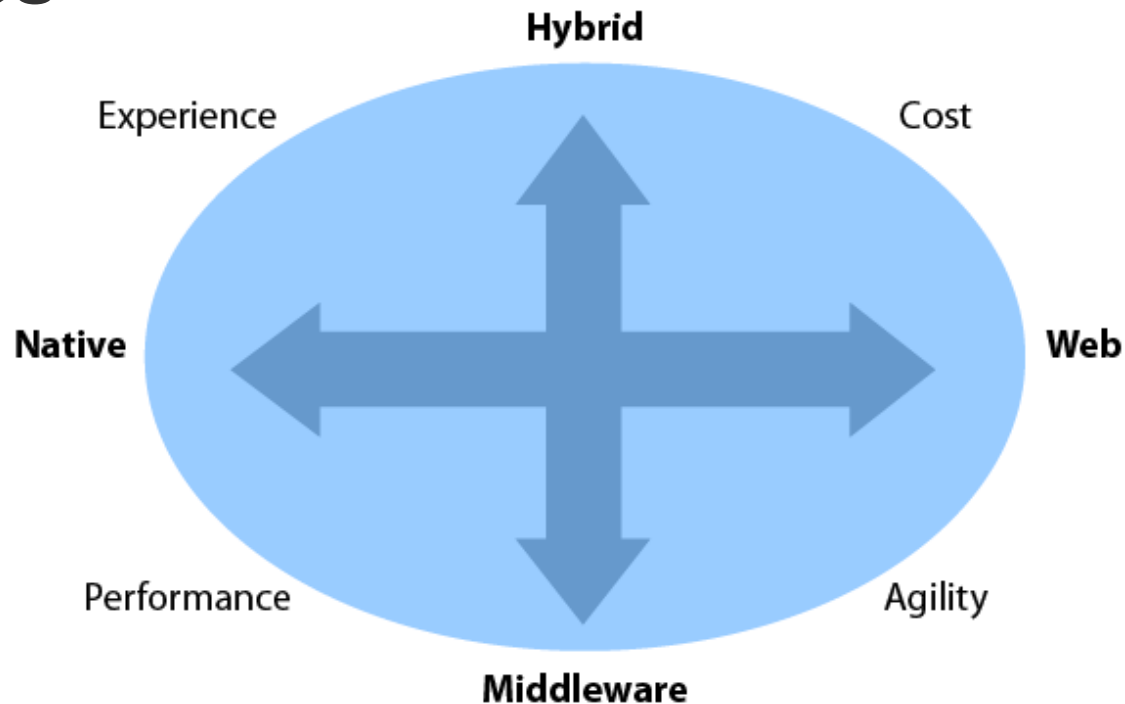


Build data service APIs that expose business processes as tasks

Leaders are investing dozens of millions of euros to anticipate the mobile shift

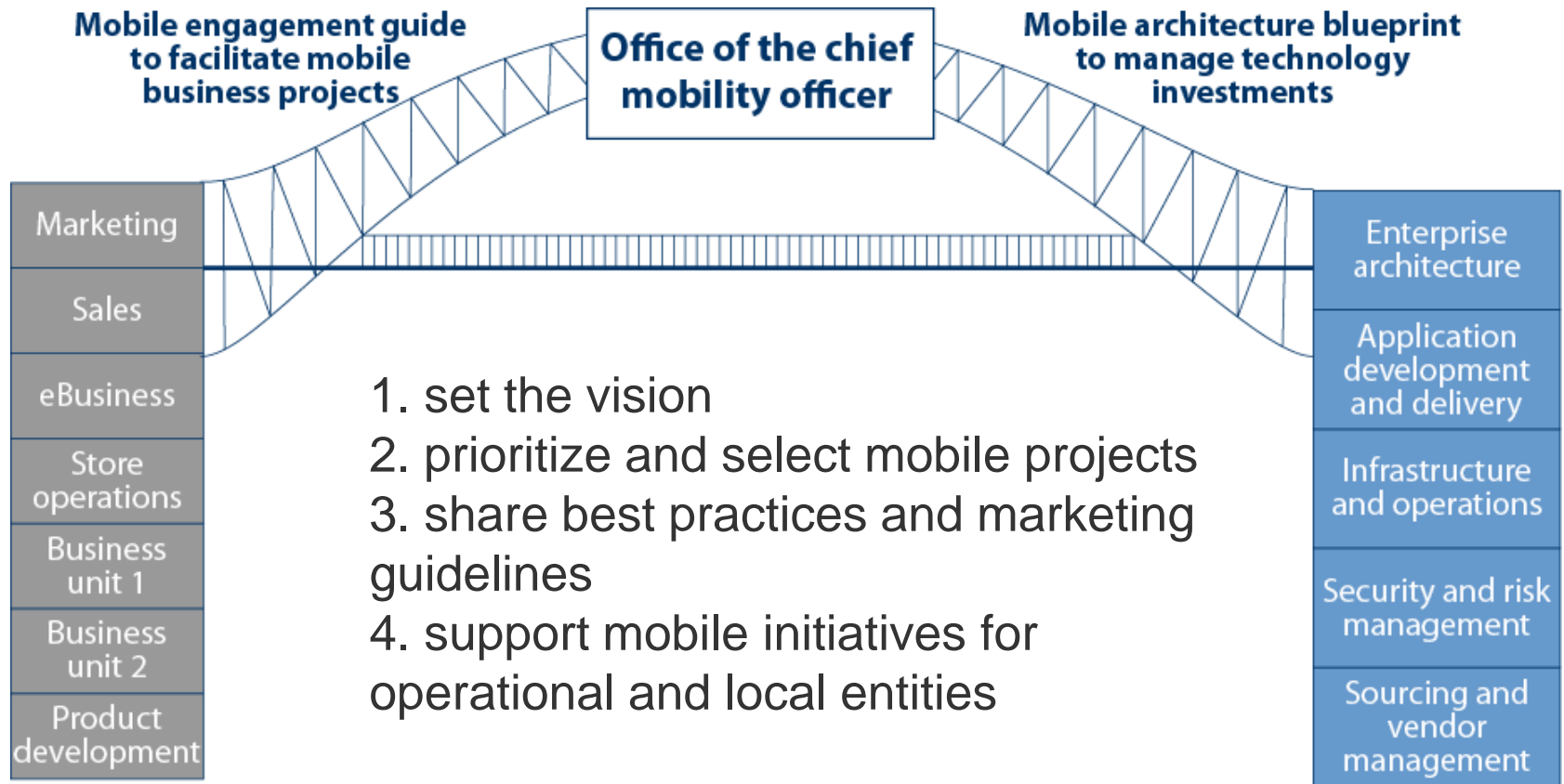


Don't let good customer engagement principles get lost in religious technology debates



**Focus on driving use of your icon
on your best customers' first mobile screens.**

Bridge marketing and IT with a mobile center of excellence



Source: February 13, 2012, "Mobile Is The New Face Of Engagement" Forrester report

Key takeaways

- 1. Mobile will be the primary digital connection to your customers.*
- 2. The future of mobile is user context.*
- 3. Leverage immediacy, intimacy, and context throughout the customer life cycle.*
- 4. Bridge marketing and IT via a mobile center of excellence.*

To download this presentation:

<http://www.forrester.com/MobileMarketingLiveConference>

Thank you

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