



A MOBILE MANIFESTO

Creative Leaders on the Art
Of Successful Mobile Brand Advertising

June 10, 2013





Table of contents

Background, Research Objectives and Methodology	pg 3
Executive Summary	pg 4
Detailed Findings	
Reaction to principles	pg 6
Further engagement ideas	pg 13
Appendix	pg 17



BACKGROUND, RESEARCH OBJECTIVES AND METHODOLOGY



Background, research objectives & methodology

In celebration of creativity and in preparation for the 2013 Cannes Lions International Festival of Creativity, the IAB has created a unique, comprehensive view of today's mobile creative best practices.

IAB started with the consumer and with Dynamic Logic data from more than 100+ mobile campaigns. Based on the data, Dynamic Logic, Millward Brown's digital practice, created 4 high level thought starters for mobile creative best practices. These best practices were illustrated in a graphic.

IAB asked Millward Brown's qualitative practice, Firefly, to ask a variety of agency creatives to elaborate on these initial best practice thought starters - to share perspective and thoughts on how to enhance the thought starters.

We conducted 15 in depth telephone interviews with senior level creatives from 2 quota groups:

- Quota A1: Judges at either Cannes or IAB MIXX Awards.
- Quota A2: Involved with global campaigns, native to digital, prior to current role were in a position which focused on mobile, and have familiarity working with 360 campaigns.

Research participants came from a range of advertising agencies including Chiat Day, Draft FCB, JWT, R/GA and Digitas.

This Powerpoint contains the report of the Firefly research with creatives.

A full set of specifications is presented in the Appendix of this report.

Note on verbatims: Verbatims in this report are reconstructed from the moderator's notes. We seek to accurately represent each participant's intent, though the quotes may vary slightly from a precise transcription.



EXECUTIVE SUMMARY

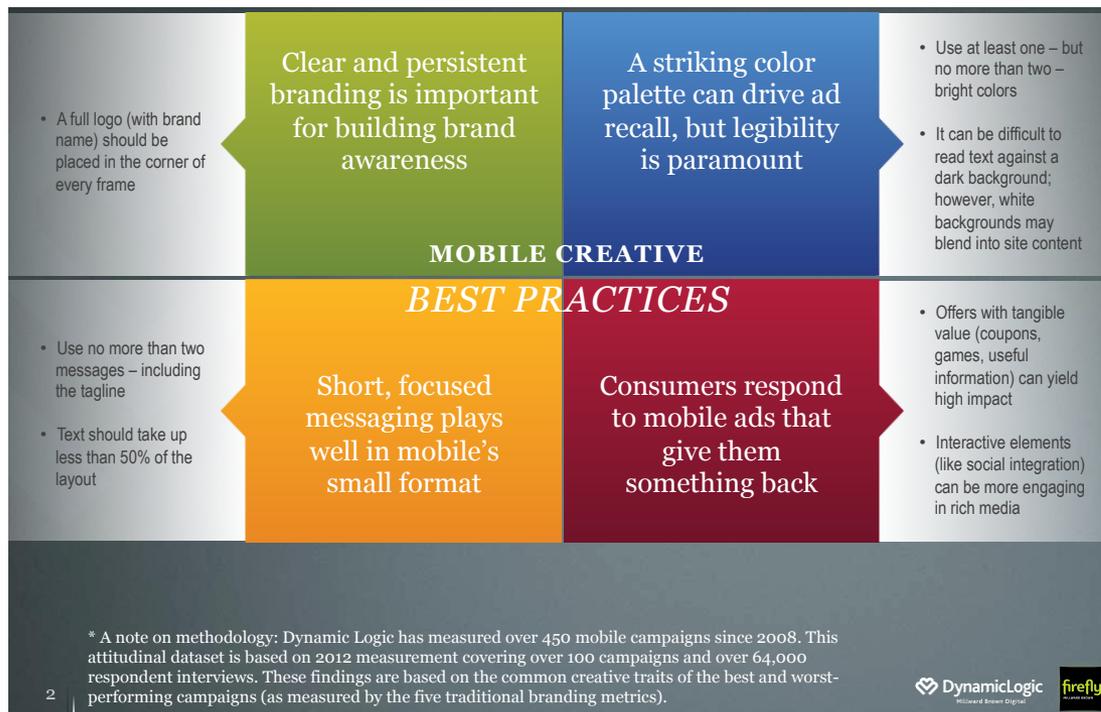


The 4 mobile creative best practice thought starters

The mobile creative best practices cover 4 areas:

- **Branding:** Clear and persistent branding is important for building brand awareness
- **Design:** A striking color palette can drive ad recall, but legibility is paramount
- **Messaging:** Short, focused messaging plays well in mobile's small format
- **Response:** Consumers respond to mobile ads that give them something back

We shared this graphic with creatives and asked them to help us enhance the mobile creative best practices.

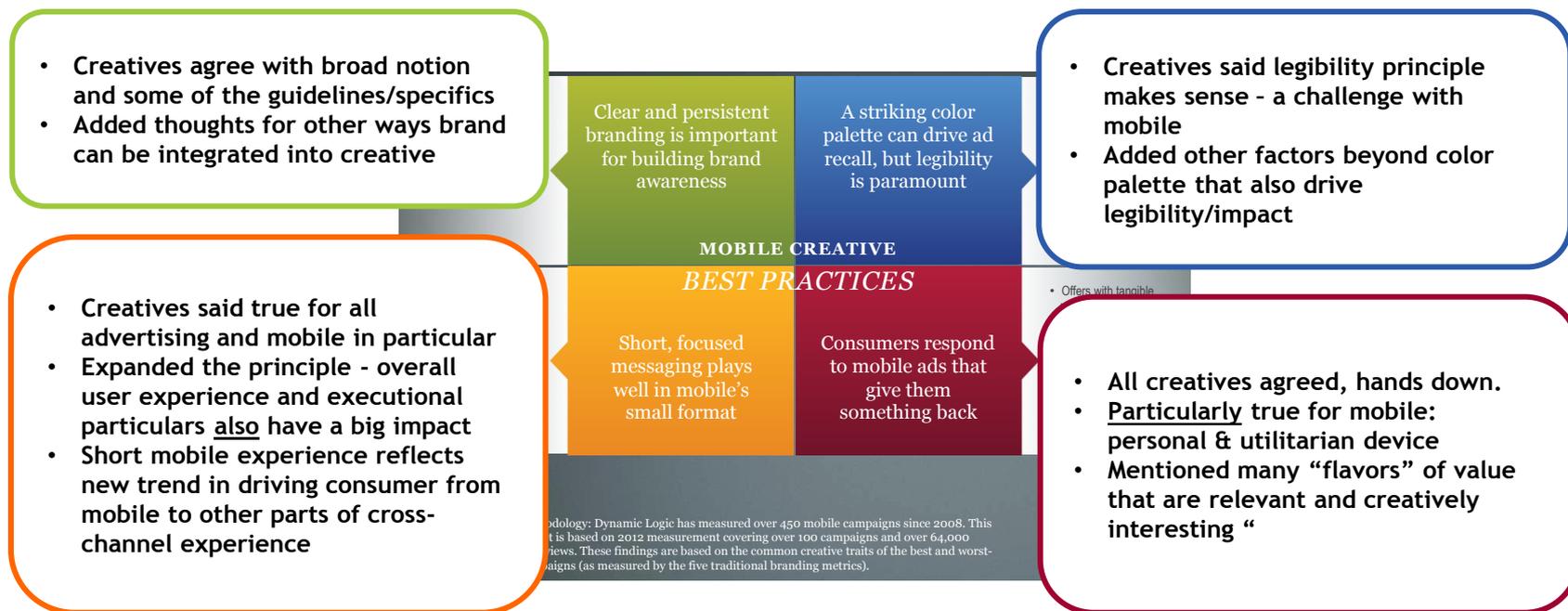




Mobile creatives expand upon the thoughtstarters

Most of the mobile creatives we spoke with are doing mobile work which they say is experiential and cross-channel, not limited to mobile display/banners. They acknowledged the relevance of the thought starter principles to mobile display/banners, and feel these principles are not always relevant to the “bigger” mobile work they are doing.

The mobile creatives we talked with agreed with the 4 mobile display/banner principles uncovered in the consumer research, and helped us enhance these principles to be relevant to the mobile work they are doing today.





DETAILED FINDINGS

Mobile creatives agreed with the branding principle, and enhanced our understanding of how it works in mobile



All of the creatives agreed that mobile brand communication needs to be clearly associated with the brand. And some relayed personal experiences validating this principle and guideline. But most - even those who embraced the principle at a high level - felt this principle was too broad and not nuanced enough for the mobile work they are doing today. Many offered expanded ways of thinking about how “good branding” can be done in mobile today.

Clear and persistent branding is important for building brand awareness

- A full logo (with brand name) should be placed in the corner of every frame

A number agreed clear branding is important, and aided by executional elements...

...and many expanded the ways branding can be done in mobile

If you put a logo on every page, your possibility of being recalled increases. A2

People's engagement with banner ads is so low, you need to do everything you can to tell them what the brand is. A2

Putting logos and taglines everywhere makes people feel like we are always selling to them. We don't like to talk at people, we like to talk with them. The point is to build a relationship. A2

Every screen is too much. You only need the logo at the beginning of the user experience. A1

If the campaign needs to create awareness, then we will try to make the brand very obvious. My variation is - it depends on what the brand is. We don't always have the logo throughout if people know who the brand is. If you're Coke, everybody instantly recognizes it, the logo can be the content. A2

People come into these ads at various times in their process and they need to be reminded what was for sale. A1

This seems to say just get the logo out there and club people between the eyes. Sometimes with the best advertising you don't know the brand until the last millisecond. A1

Creatives agreed with the design principle, and added other variables that can also impact legibility in mobile



All of the creatives agreed that mobile's small screens make legibility a particular challenge, so having a principle about legibility makes sense. But many mentioned that other factors beyond color palette also drive legibility.

A striking color palette can drive ad recall, but legibility is paramount

- Use at least one – but no more than two – bright colors
- It can be difficult to read text against a dark background; however, white backgrounds may blend into site content

Creatives agreed legibility is critical for mobile...

...and a number shared other factors can also drive legibility and impact

Given the small real estate of phone display, making sure people can read the ad is very important. A1

Often companies/agencies have guidelines that they use for offline ads (TV, newspaper, online display) and they just adapt those to the mobile space. You can't just take a logo and JPEG and size it down, which is what all agencies have done in a pinch. There has to be some logic and legibility when it comes to those. A2

Don't know if color palette is something I would consider of paramount importance. It's more about what the ad is offering and enabling. I would argue more interactive ads are more successful than pure messaging. A2

It can drive recall but I don't think that is the unique differentiator here. What trumps everything here is things that are optimized for that screen real estate. Is it clearly designed for mobile usage. A1

Legibility is paramount. But the ad we did with accelerometer was green type on black and worked beautifully (counter to the principle). A1

How do you define bright? A2

Creatives embraced the messaging principle, and enhanced our understanding of why “short” matters today in mobile



All of the creatives agreed the messaging principle is true for advertising in general, and specifically important for mobile advertising. As with design, many noted that overall user experience and executional particulars also have a big impact on user experience. A few also observed that today, short length is more about using mobile as a stepping stone to drive someone to the next stage of an overall user experience than about the small screen size.

Short, focused messaging plays well in mobile’s small format

- Use no more than two messages – including the tagline
- Text should take up less than 50% of the layout

Creatives acknowledge this principle is a “no brainer” for mobile devices.....

...and many provided other examples of why “short” matters today in mobile

We all have the experience of using a 2 sentence email on a phone that feels like 2 paragraphs. This is frankly one of the basic rules of most good advertising. Keep it simple and keep it tight. A1

Good design trumps copy length. Plenty of times I’ve read a 5 page article on my mobile device. I can read a book on my phone If I can swipe through it. A1

It also depends on font size. A1

It has to be a tight message. The messaging should be no longer than the longest text message you get. If you see a text that’s 8 lines long, that’s too long for a text, or for mobile. A2

It’s harder to get away with clutter in mobile. When we look at some of the most consumed utilities e.g., Twitter and Instagram, there is a clean sort of aesthetic that comes with a mobile device and people want to preserve that. A1

Don’t think about mobile ad unit as the whole experience, it’s just the beginning. You might not need the tagline to get someone’s attention. Huffington Post withholds info in ads to drive engagement. The real issue is: how do you earn that second click? A1

Short messaging does play well in mobile’s small format, but it’s not just the small format. It’s chiefly because a lot of the great mobile creative right now is a short provocative message or visual that leads you to something else. A1

Creatives agreed with response principle, and shared what kinds of “value” are working in mobile today



All of the creatives agreed with this principle, hands down. Most volunteered that it's true for advertising in general. And virtually all said it's particularly true for mobile because the mobile phone is such a personal and utilitarian device. A number observed that “value” has many flavors for today's mobile consumer, and thus offers extensive and exciting creative potential. There were many mentions of what “value” means today.

Consumers respond to mobile ads that give them something back

- Offers with tangible value (coupons, games, useful information) can yield high impact
- Interactive elements (like social integration) can be more engaging in rich media

You always want to give something back to the individual so they feel it's a symbiotic relationship. I don't think that's specific to mobile, that's in any ad. Mobile is more time sensitive and somebody is usually looking to complete a specific task, so yes they are looking to get something back. A2

As you get to a more personal device, it's important to give something back. An offer, a deal, information they didn't know, perhaps more utilitarian than with other media. A1

With mobile you're in a need state - you want to acquire or find something. If I am looking for closest coffee shop to where I am standing, it is useful to get a coupon for the closest coffee shop to me. A1

By its nature mobile is the most interactive and real time of our devices. A mobile user is usually engaged in a community or conversation or trying to find my way someplace. That creates lots of ways to give back. A1

If I respond to an ad and I can see a trailer I can't see anywhere else, that's awesome. If you give me currency for an online game, wonderful. A new tool to use, teach me something, stimulate their intellectual or creative curiosity. A1

There are other kinds of value - it's not just interactive elements. Stuff like surprise & delight. Old Spice did a great job of that (interjecting delight into a video), the cleverness and surprise of the piece drew attention. A1

Creatives feel that context is a key ingredient for successful mobile creative today



“Context” is about the mobile medium, not explicitly about mobile display/banner ads. That said, almost all of the creatives indicated that context is a big aspect of how they think about and execute mobile today. Creatives define context as what a mobile phone user is doing or thinking in a particular time and place.

Especially for mobile, context is everything. If you knew I was sitting in Durham at American Tobacco arena, there's a way for a brand to leverage that in an interesting way. A1

A lot of success in mobile is making sure you have context and you know who you're dealing with. Context as to what I'm doing at the time. Is it 6PM at night and I'm looking up restaurants? If so I want to see stuff about dinner and locations. A1

Being contextually relevant to where someone is is increasingly helpful. If I'm GM, can I tell people where to go nearby to test drive a car? The beauty of mobile is this localized call to action. A1

We think a lot about what is a person doing when they're going to bump into this communication. Are they on a dealership lot? Or if it's a mobile ad, what is the person doing when I'm trying to steal their attention? A2

I define context simply as the consumer is happy to meet the brand when the 2 meet. This comes from understanding prior behavior, where you are, the situation of how you might use this site or product, and what people expect from the category. We need to bring all of those to bear. A2

Mobile devices have usurped wallet and car keys in terms of most important thing you carry around with you. People think of that device as a reflection of themselves like their clothes or home design. Brands have to do a delicate dance to do something meaningful within something that is so personal. Great advertising often doesn't work because consumers find it to be very interruptive for such a personal device. Unless you nail the context perfectly for where it's being shown, it's a losing game. A1

Creatives also say content and big idea/creativity are key ingredients for successful mobile creative today



Several creatives mentioned that content and the notion of creativity and the “big idea” are other key ingredients in successful mobile creative today.

Content

There's a movement in advertising today to embrace content as a vehicle. How do you use advertising to be more like editorial instead of using editorial to be more like advertising? All consumers would love it if advertising offered the same “audience exchange value” as editorial. Mobile is one of the elements driving that practice. Social is the other. A1

We're interested in how a brand becomes part of stream of content brands produce on mobile. Users on the mobile platform more than any other platform resent interruption. They are dipping into content for 3 minutes before going back into their day. Interrupting with a 30 sec pre roll is a major ask. How do you take the principles of journalism and apply to brands and content publishing? A1

Big idea/creativity

In this world we have become enamored with tactics and content and often forget the power of a big idea. A1

Our experience tells us you can use science and data and tools to cause action, but the more enriching approach is to engage people in ideas and delights and pull them into the brand, and not just give them something they are willing to buy but feel good about buying from you. A1

If I were doing a new thing online for Warby Parker (maker of eyewear), you could do a great piece of advertising where the type started out illegibly and then went to clear. This would be in opposition to the legibility principle. A1

Mobile creatives are passionately following the development of the channel - which offer rich creative possibilities



Mobile creatives are closely following a broad array of future developments in mobile - specifically, how the technology is evolving to allow deeper user engagement, brand integration and measurement. Location based technologies were mentioned by multiple creatives.

Location based technologies

Geolocation spatial awareness. Now we know where people are when the ad is happening. If you're a credit card company, how do you talk to them on mobile if you know they're at Wimbledon or SXSW. A1

Geofencing apps that are just for a certain physical area. When you enter the area the app is triggered. I would imagine there would be a lot of fun opportunities to play around with those. A2

What's going to be really interesting is brick and mortar integration with digital, and how you can personalize an experience and communicate with people in that context. A2

Mobile for acquisition

There are executional challenges that don't allow mobile yet to be the "down funnel" acquisition sales channel that we'd like it to be. On mobile you're not going to fill out a lengthy application. Am I going to send you to phone channel? That's expensive. Are we collecting your name and following up? That takes time, and clients don't like that. A2

User interface evolution

Mobile as a remote control for life. Having mobile be the "smart" controller talking to "dumb" things. For example, Wahoo trainer - control the bike by using the iPhone and Bluetooth. Unlock your phone but tie into car's diagnostic - text me when the oil needs to be changed. A1

The new idea of "zero interface" - no screens, just gestures. Think Kinect. You don't punch a thing, you look at a thing. Google glass is starting with that. Less about the screen and more about how do you strip away the artifice. A2.

Mobile creatives tell us that mobile is typically still downstream strategically - except in retail/acquisition marketing



Most creatives say it's normal for mobile to be thought of later rather than earlier...

...except in acquisition marketing or retail shopping marketing, where mobile is central

Sadly way too far toward the end. Ad campaigns for big brands are still driven by where the dollars are and media spend. Mobile is still a small bucket. Think about it at the same time as search. Bolt on to a campaign. Dollars will change that. Most people still think of as an unproven channel. Know exactly what to get out of digital ad unit. A1

For shopping, facilitating spend, we think about mobile at the beginning. Same for events. How do we make it so someone at an event can get something special if they check in via mobile? Mobile we think about differently based on purpose of the communication. A2

A decorative graphic on the left side of the slide consisting of several overlapping, glowing yellow lines that form a circular, abstract pattern.

THANK YOU!

For more information, please contact:

SHERRILL MANE

IAB

SVP Research, Analytics and Measurement

Sherrill@iab.net

SARA BEATY

Dynamic Logic, Millward Brown's Digital Practice

Director, Marketing and Communications

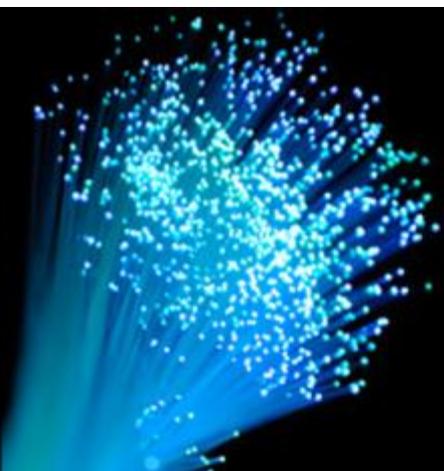
Sara.Beaty@dynamiclogic.com

www.fireflymb.com/us

274 Riverside Ave. Westport, CT 06880



▪ illumination ▪ inspiration ▪ impact



APPENDIX A - QUALITATIVE MATERIALS

Screener & Moderator Guide



Screener - list



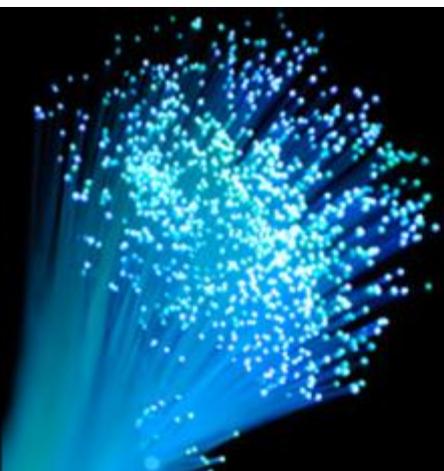
Screener - nonlist



Guide



Mobile OnePage



APPENDIX B - DYNAMIC LOGIC RESEARCH

Mobile Creative Best Practices

JUNE 2013



Mobile ads work! The average campaign has an impact on all 5 traditional brand metrics

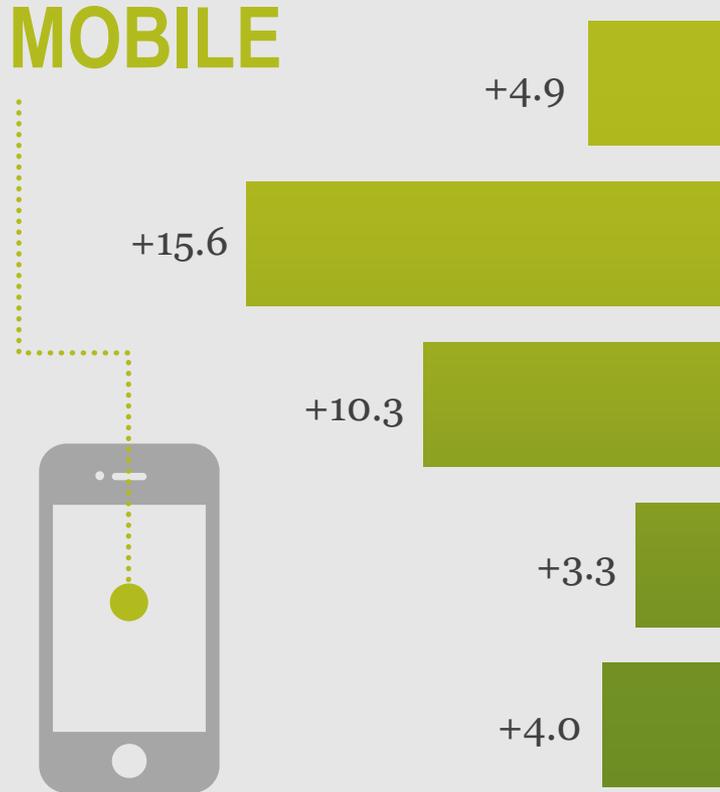
Percent Impacted: Delta (Δ)



Mobile Outpaces Online Ads

Average Brand Metric Deltas for Mobile and Online Campaigns

MOBILE



Aided Brand Awareness

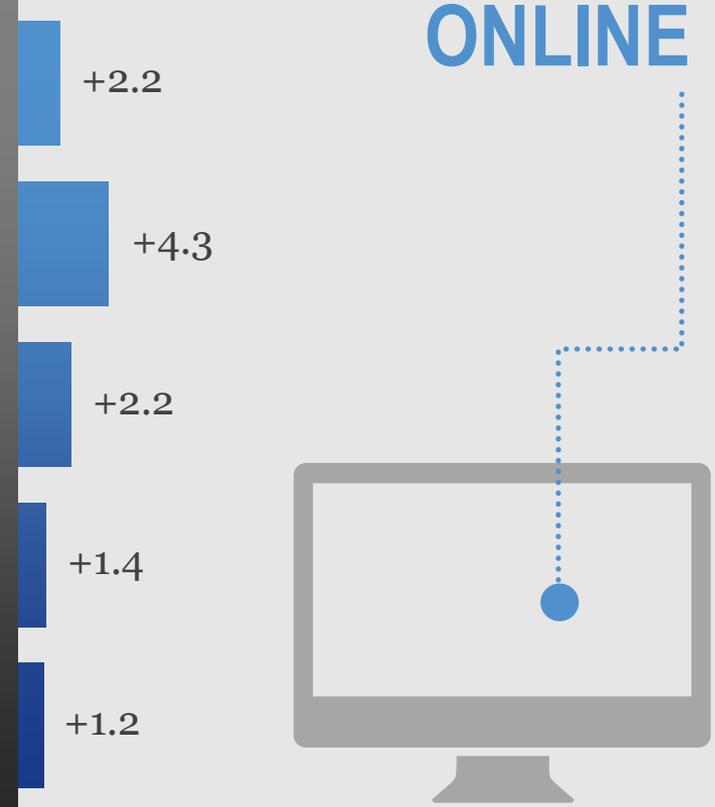
Ad Awareness

Message Association

Brand Favorability

Purchase Intent

ONLINE



+2.2

+4.3

+2.2

+1.4

+1.2

Source: Dynamic Logic MarketNorms for Online, last 3 years through Q4/2012, N=2,012 campaigns, n=2,324,781 respondents; Dynamic Logic's AdIndex for Mobile Norms through Q4/2012; Overall Mobile N=320, campaigns, n=221,548 respondents
Delta (Δ)=Exposed-Control

A few different factors contribute to mobile's effectiveness as a medium



THE SIZE OF THE AD COMPARED TO THE SIZE OF THE SCREEN



MORE FOCUSED AD COPY AND CONTENT DUE TO SIZE OR TECHNOLOGY CONSTRAINTS



CONSUMER ACCEPTANCE OF MOBILE ADVERTISING

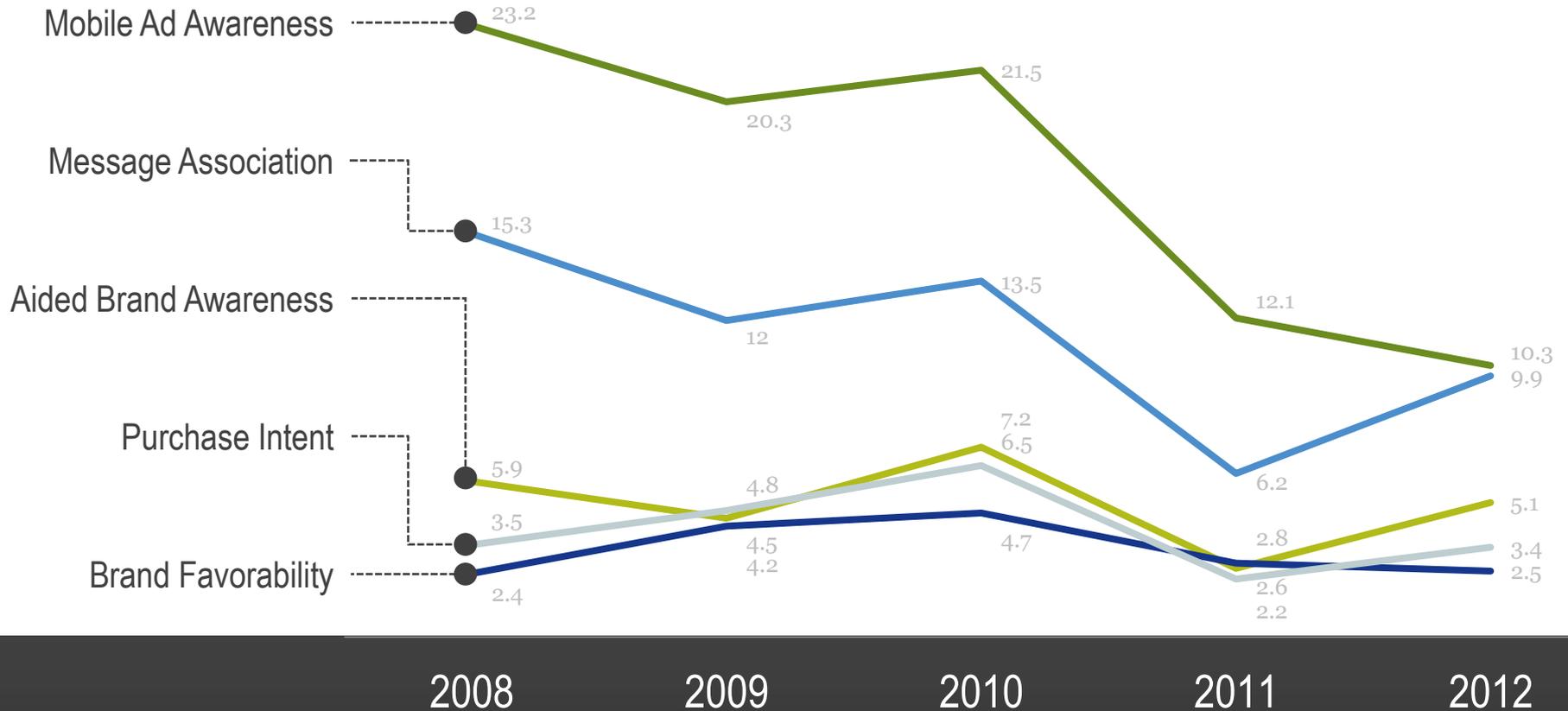


BETTER TARGETING



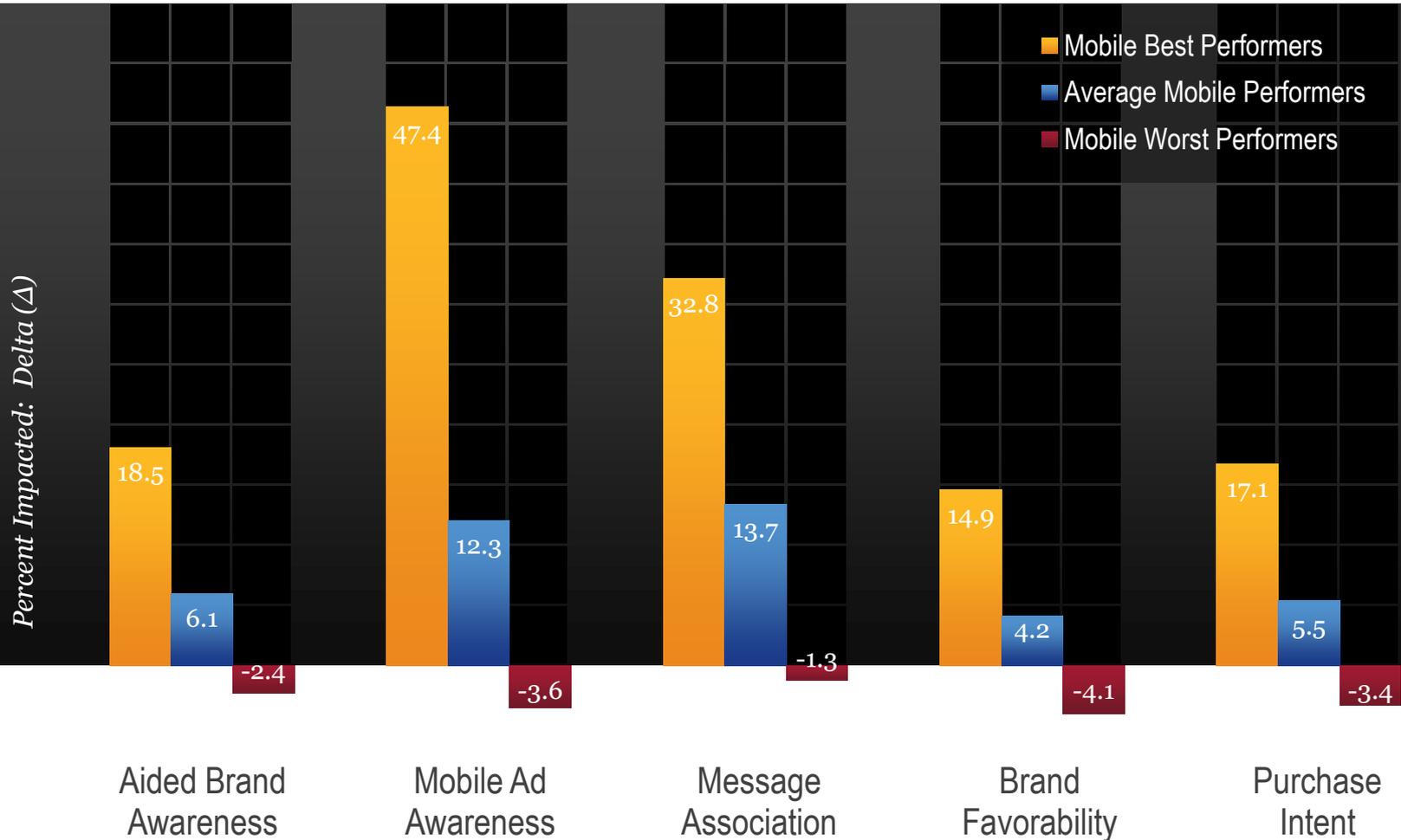
But the novelty factor has worn off: Mobile metrics are trending down

Percent Impacted: Delta (Δ)

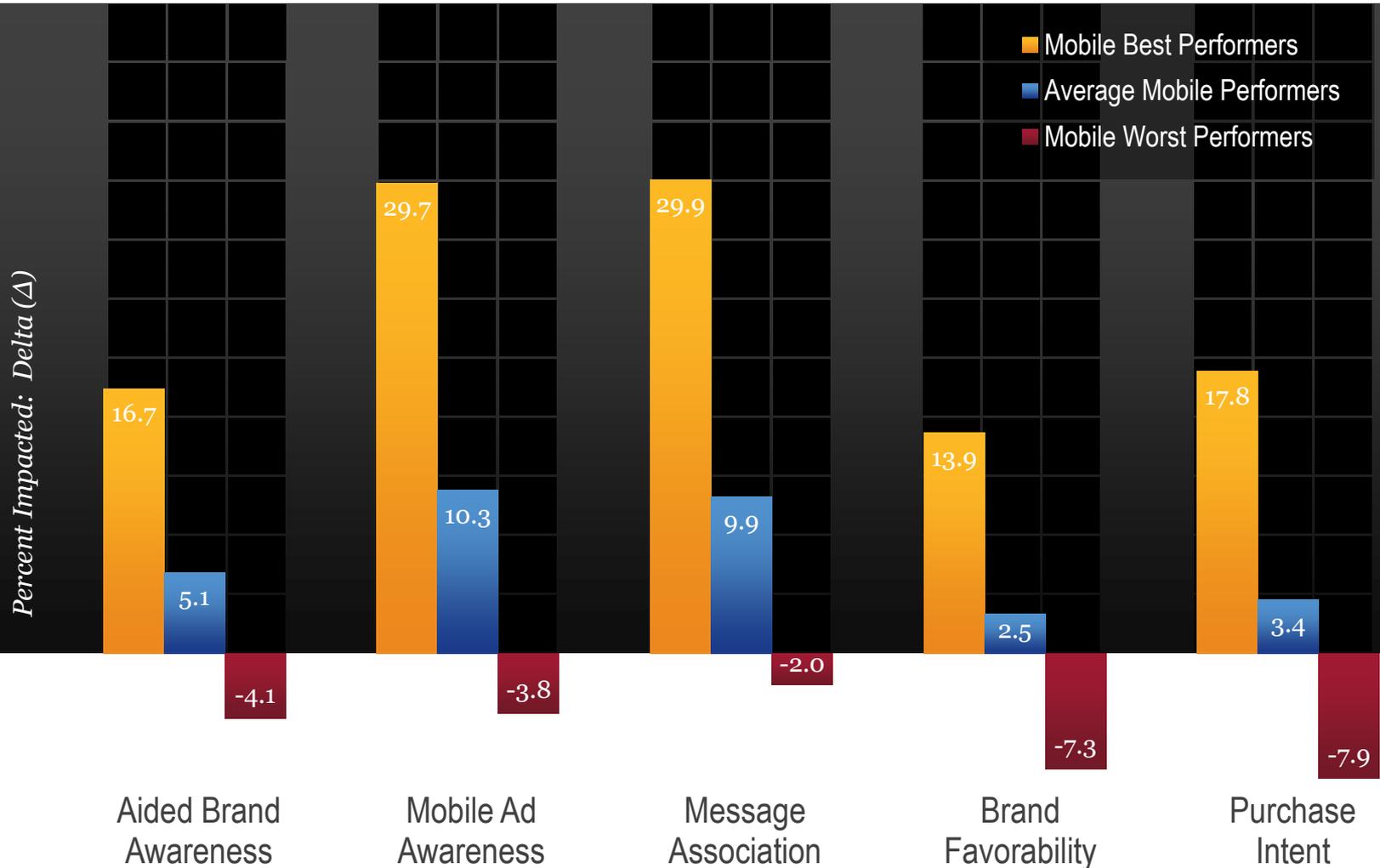


Source: Dynamic Logic, AdIndex for Mobile Norms through Q4/2012
 2008 N=22 campaigns, 2009 N=39 campaigns, 2010 N=65 campaigns, 2011 N=68, 2012 N=117
 Delta (Δ)=Exposed-Control

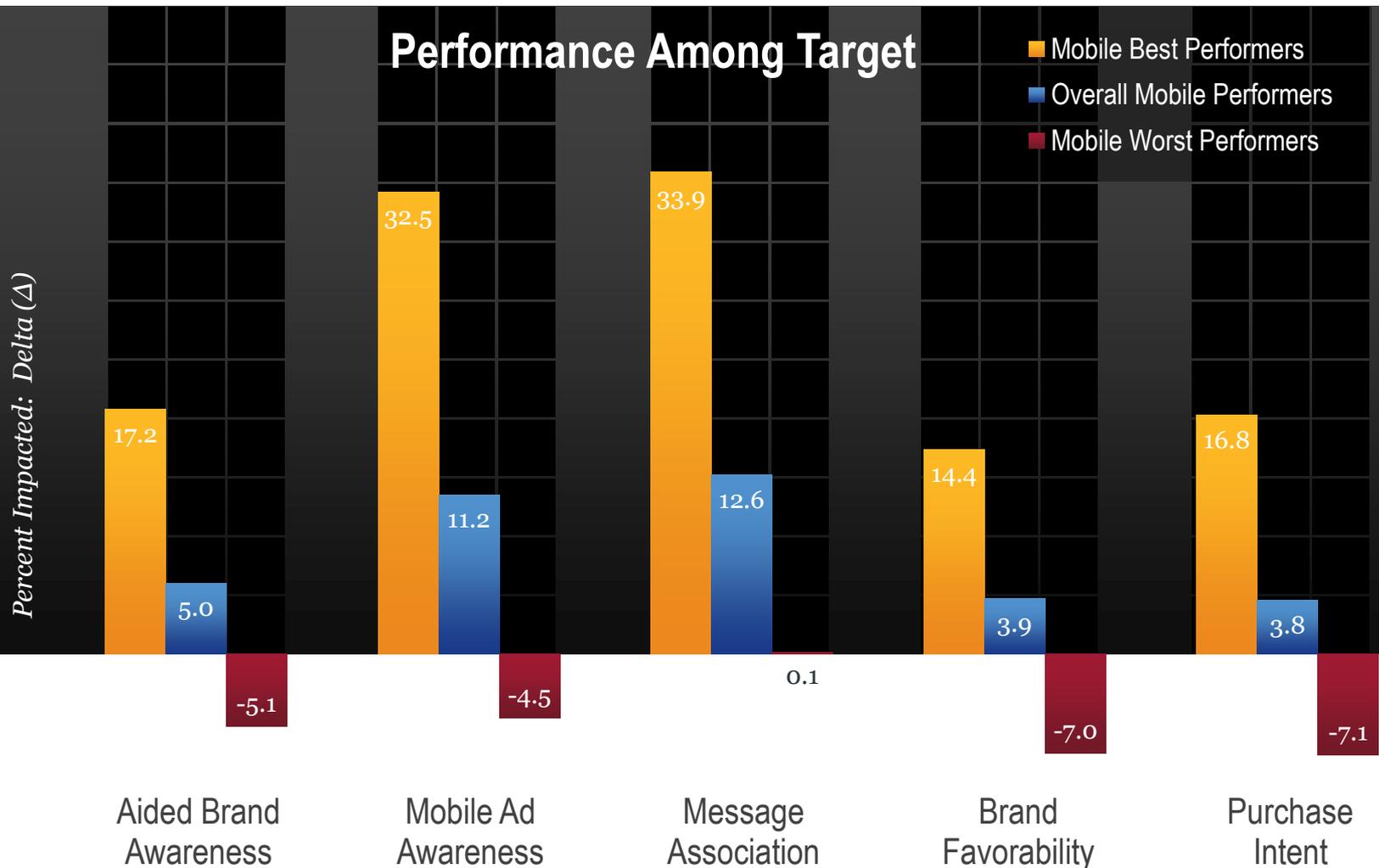
worst-performing campaigns could have a positive impact



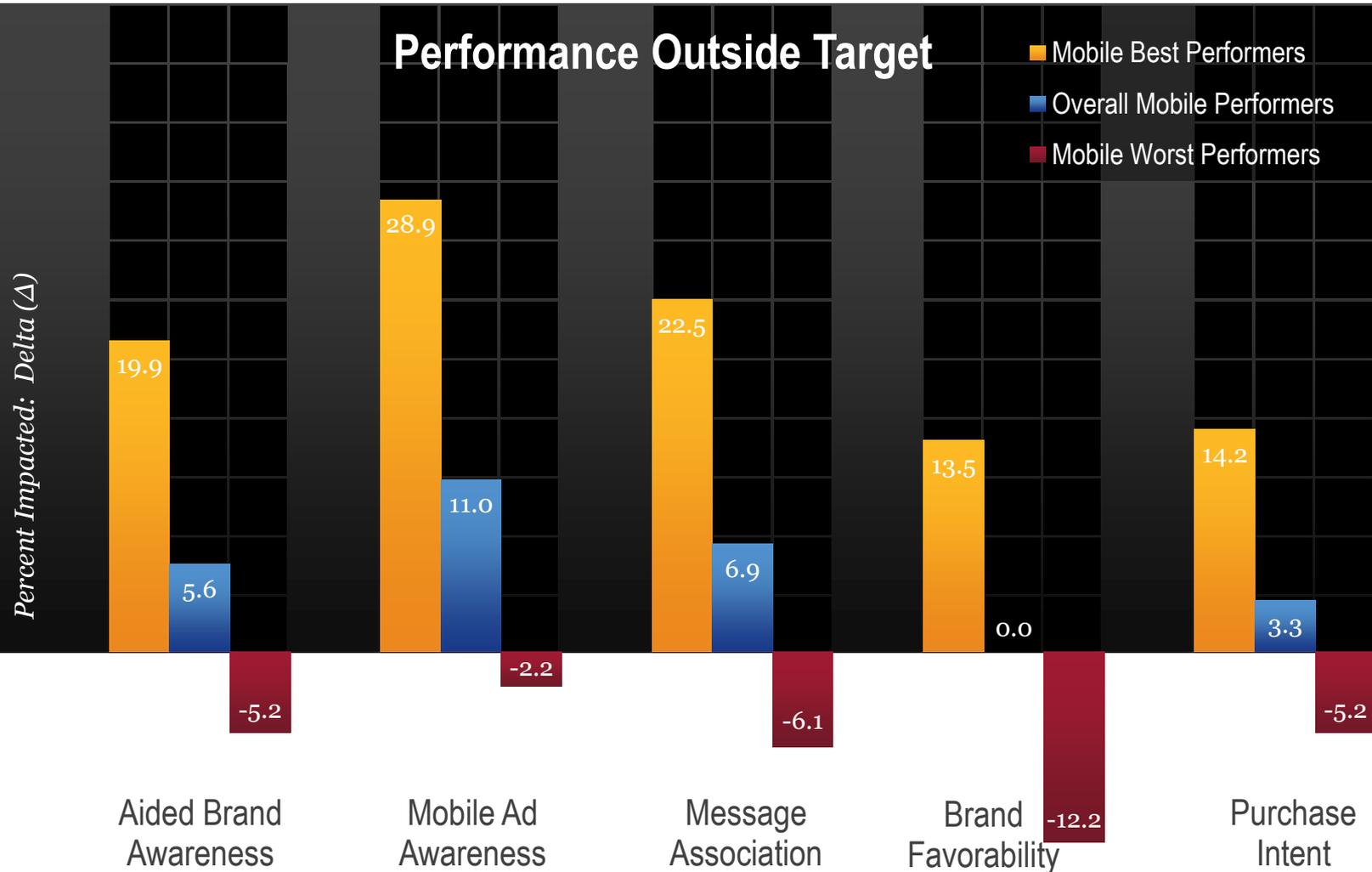
Creative matters more than ever: There's a large variation in the best and worst performing ads



Effective targeting can boost the performance of the best mobile campaigns, but it cannot compensate for poor creative



And, poor targeting can suppress the success of good campaigns and increase the detrimental impact of the worst campaigns



Clear and persistent branding is important for building brand awareness

- A full logo (with brand name) should be placed in the corner of every frame

A striking color palette can drive ad recall, but legibility is paramount

- Use at least one – but no more than two – bright colors
- It can be difficult to read text against a dark background; however, white backgrounds may blend into site content

MOBILE CREATIVE
BEST PRACTICES

Short, focused messaging plays well in mobile's small format

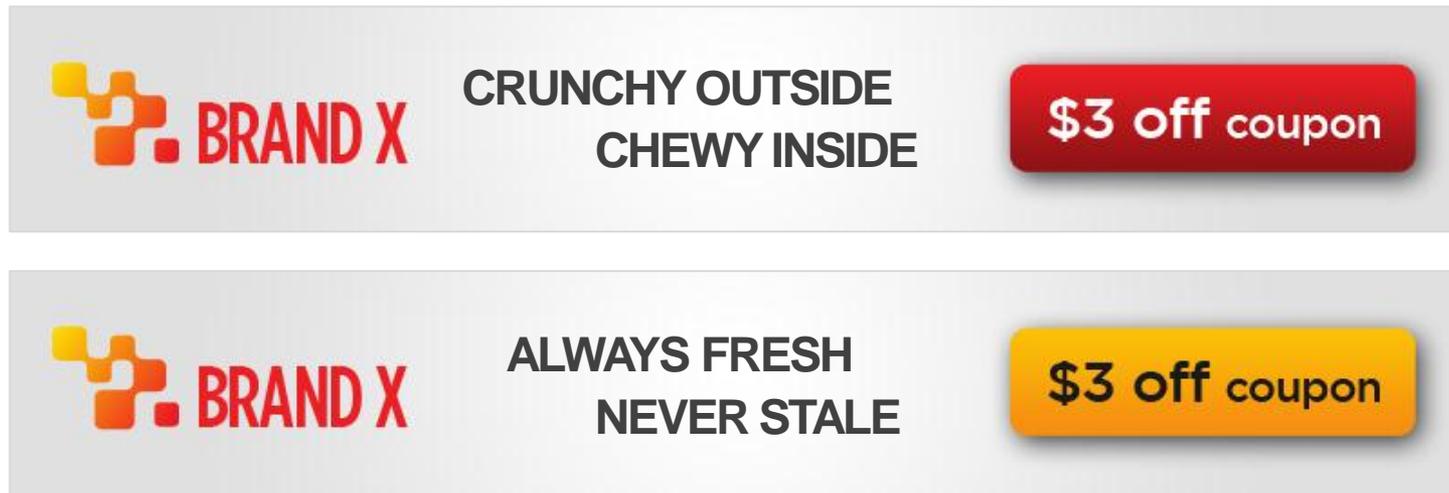
- Use no more than two messages – including the tagline
- Text should take up less than 50% of the layout

Consumers respond to mobile ads that give them something back

- Offers with tangible value (coupons, games, useful information) can yield high impact
- Interactive elements (like social integration) can be more engaging in rich media

The top-performing campaigns have clear and persistent branding

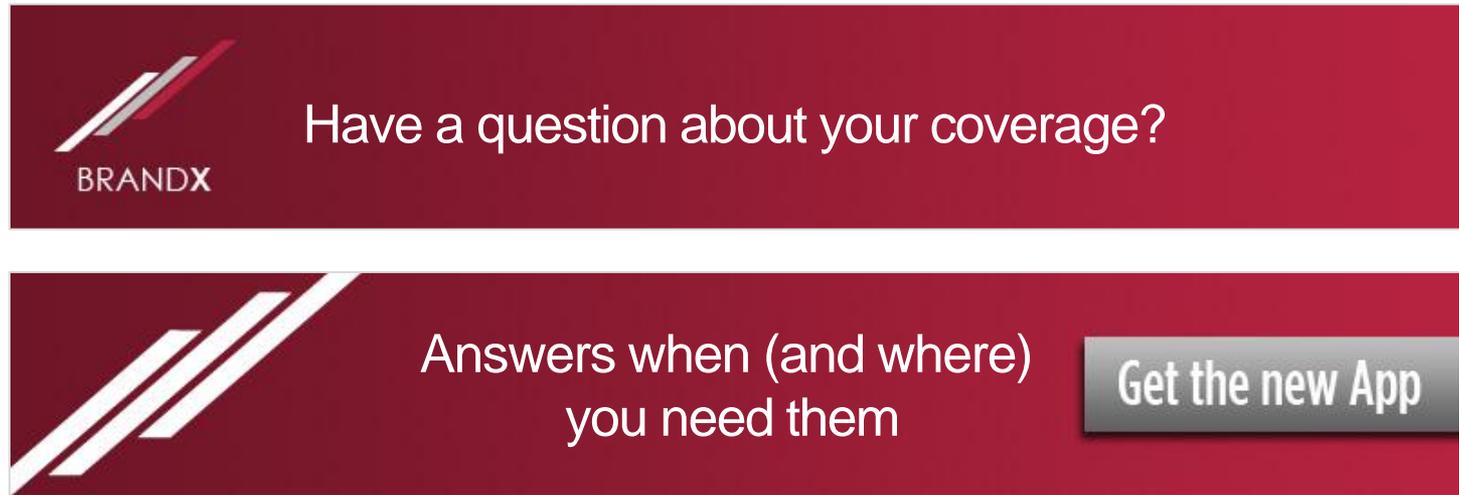
BEST



- *Place the logo in a corner of the frame*
- *Each frame should be able to stand independently*
- *In select cases, well-known branding cues can be effective as well*

Incomplete logos or absent brand names can hamper brand awareness

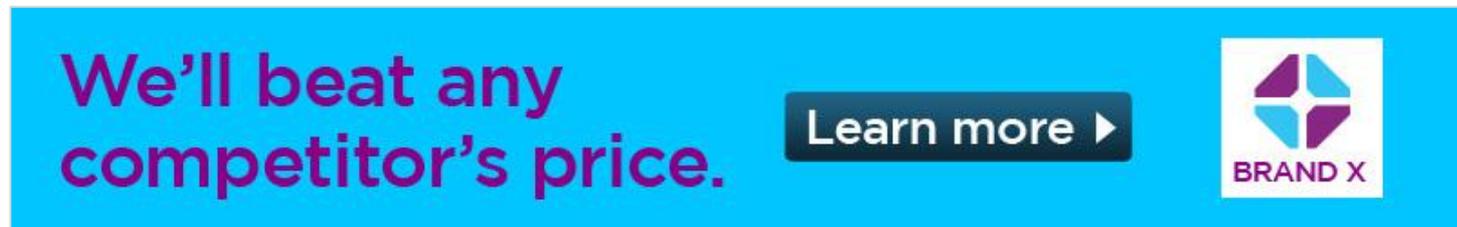
WORST



- *Do not rely on consumers to recognize a partial logo; they may not see all frames when scanning the mobile screen*

Striking creative is crucial for ad recall

BEST



- *Use at least one – but no more than two – bright colors*
- *CTAs in a distinct color can be eye-catching*

Legibility can limit ad effectiveness

WORST

Our all-new processor is 4x faster and uses 8x less energy. **Be more efficient with Brand X.**



more details



BRAND X

32 MPG* HWY & more cargo room than any competitor¹ at an affordable cost².

SED UT PERSPICIATIS UNDE OMNIS ISTE NATUS ERROR SIT VOLUPTATEM

FIND NEAREST DEALERSHIP

¹ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

² Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

- *Text should occupy no more than 50% of the frame*
- *White backgrounds and black text may blend against site content*
- *Text is more difficult to read against a dark background*

Focus on clear and concise messaging

BEST



Make your smile sparkle



BRANDX

Learn more

- *Short, snappy copy plays well in a small format*

Too many messages can lead to confusion

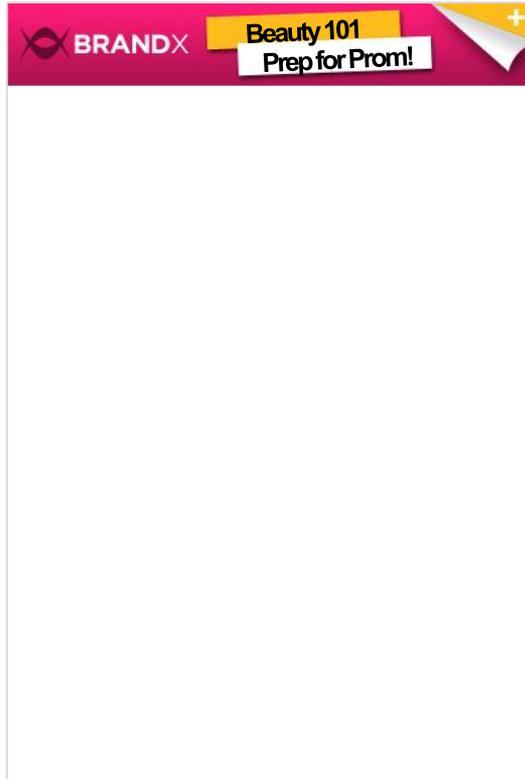
WORST



- *Limit your messages to two maximum – including the tagline*
- *To spur action and engagement, be direct*

To engage consumers, offer something back

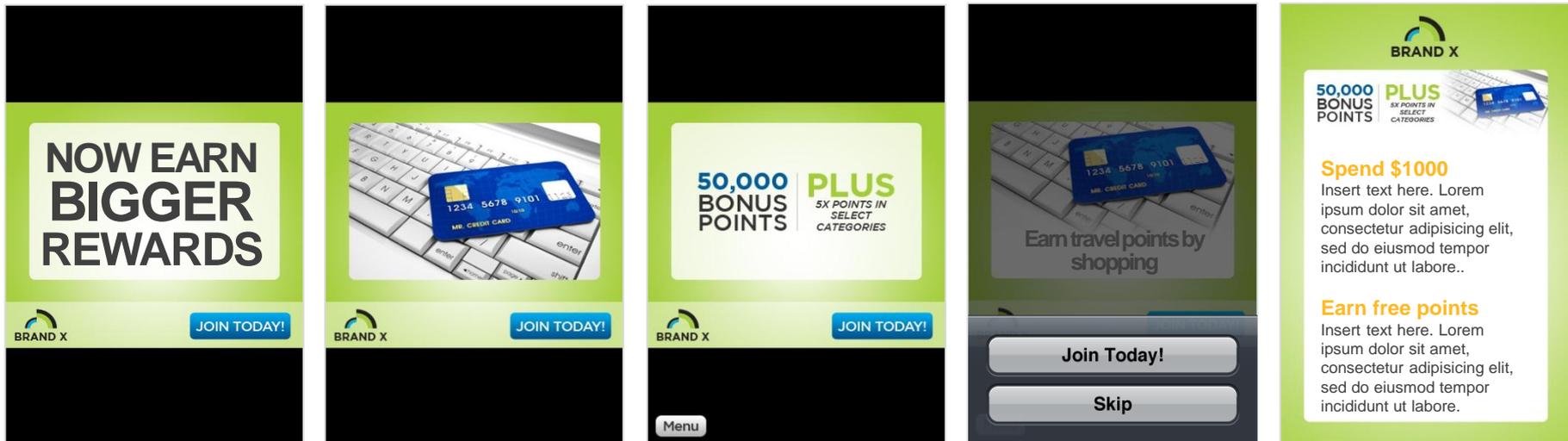
BEST



- *Offer tangible value – coupons, games, useful information*
- *Interactivity (like a social CTA) can be engaging in rich media*

But make sure your offer is useful and mobile-savvy

WORST



- *Respect consumers by avoiding complex processes that may drain battery, data, or time*

Mobile display ads need clear branding, crisp messaging, and compelling calls to action

What makes a good mobile display ad?

do:

- clearly brand your creative
- make sure your message is concise and compelling
- create engaging ads that offer something back

don't:

- use partial logos or creative assets
- make it difficult for consumers to read ad content
- expect consumers to engage without an exchange of value

Mobile Creative Best Practices

JUNE 2013

