

MOBILE ADVERTISING

ANYTIME

ANYWHERE

ALWAYS ON

ALWAYS AVAILABLE

WAS IST MOBILE ADVERTISING?

- WERBUNG, PRODUKTPLATZIERUNG, UND NUTZERORIENTIERTE FUNKTIONEN MIT/DURCH MOBILE ENDGERÄTE (SMARTPHONE & TABLET)
- STARK WACHSENDER BEREICH: BIETET MARKEN, AGENTUREN & VERMARKTERN MÖGLICHKEIT KUNDEN DIREKT ÜBER IHR HANDY ANZUSPRECHEN
> z.B. BANNERWERBUNG AUF MOBILEN PORTALEN, APPS, SPIELE, VIDEOS, ...
- SINKENDE PREISE FÜR DATENFLATRATES UND STEIGENDE VERBREITUNG VON SMARTPHONES > MOBILES INTERNET WIRD ZUM MASSENMARKT + BIETET GROßE ANZAHL AN ATTRAKTIVEN WERBEFLÄCHEN UND REICHWEITE
- <http://www.youtube.com/watch?v=hYHXIC37tr0>

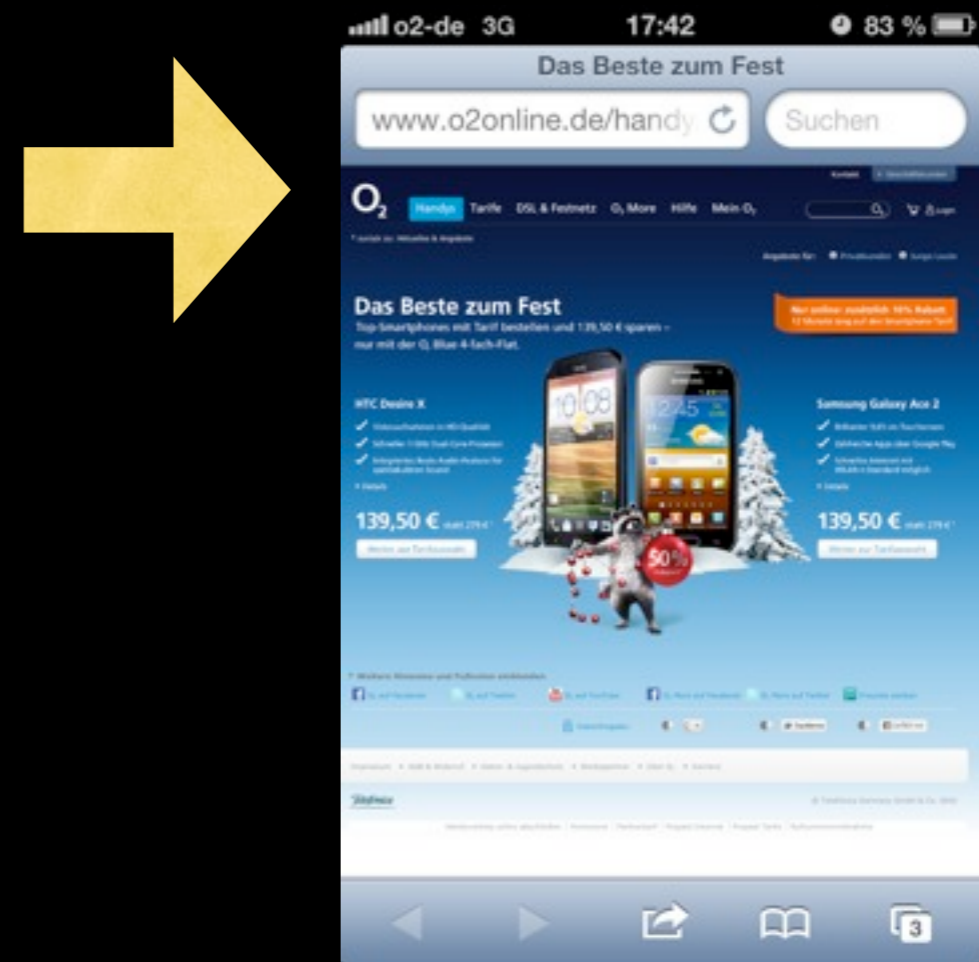
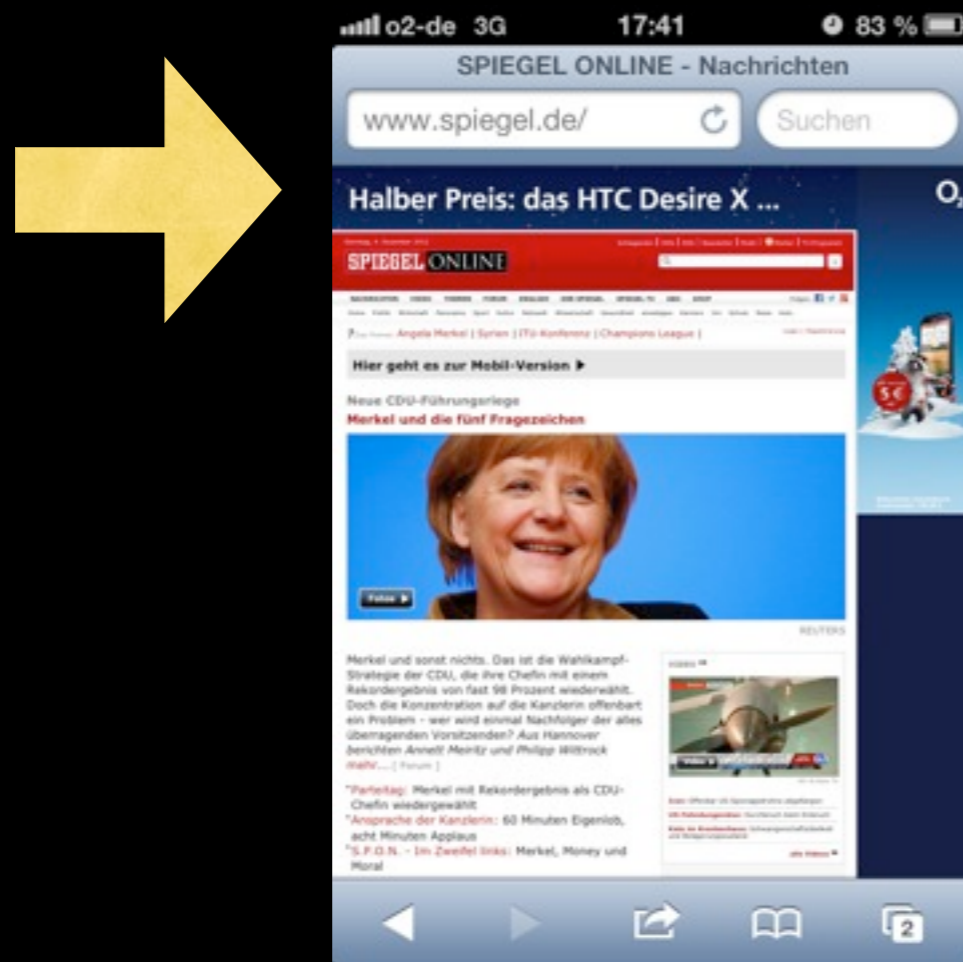
WO BEGINNT MOBILE ADVERTISING?

- MOBILE SITE MUSS SICH VON DER WEBSITE UNTERSCHIEDEN - EINFACHERE BEDIENUNG + BESCHRÄNKT AUF HAUPTFUNKTIONEN
- ANGEPASST AN KLEINEREN BILDSCHIRM UND UMGEBUNG IN DER SIE AUFGERUFEN WIRD
- MOBILE OPTIMIZED WEBSITE :
 - 57%** DER NUTZER SAGEN SIE WÜRDEN KEIN BUSINESS MIT EINER SCHLECHT GESTALTETEN MOBILE SITE WEITEREMPFEHLEN
 - 40%** HABEN NACH EINER SCHLECHTEN ERFAHRUNG MIT EINER MOBILE SITE ZU EINEM KONKURRENZ UNTERNEHMEN GEWECHSELT

BEISPIELE

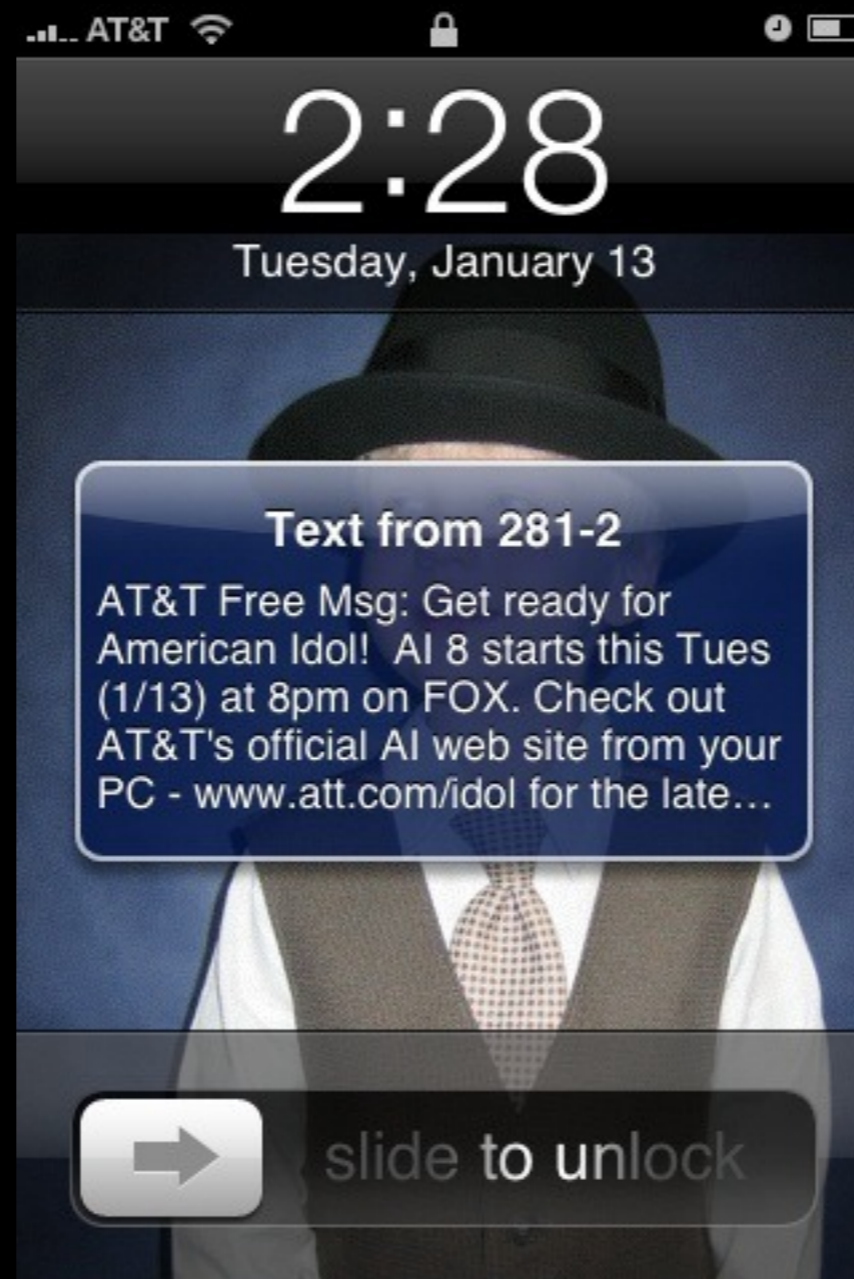
- MOBILE WEB:

TEXT TAGLINE ADS, MOBILE WEB BANNER ADS, WAP I.0 BANNER ADS, RICH MEDIA MOBILE ADS



- MULTIMEDIA + TEXT MESSAGING SERVICE:

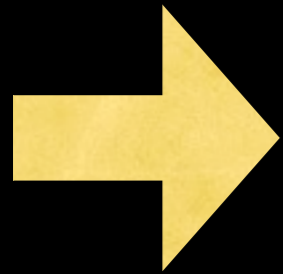
SMS ADS, SHORT TEXT ADS, LONG TEXT ADS, PUSH NOTIFICATIONS, RECTANGLE ADS, **AUDIO ADS**, VIDEO ADS, FULL ADS





- MOBILE VIDEO AND TV ADVERTISING UNITS:

TEXT AD BREAKS, LINEAR AD BREAKS, NONLINEAR AD BREAKS, **INTERACTIVE MOBILE VIDEO AND TV AD**



The image shows a mobile video player interface for tv.com. At the top, the status bar shows AT&T, Wi-Fi, and 6:30 PM. The tv.com logo and a search bar labeled 'Videos' are visible. Below the search bar is a video player showing a woman's face. Below the video player are two buttons: 'TAKE THE QUIZ' and 'FIND A STORE'. At the bottom, there is a navigation bar with icons for 'Featured', 'Shows', 'My TV', 'Popular', and 'More'. The text 'VICTORIA'S SECRET BODY BY VICTORIA A BODY FOR EVERY BODY' is displayed at the bottom of the video player area.

The image shows a mobile advertisement for Body by Victoria. At the top, the status bar shows AT&T, Wi-Fi, and 6:30 PM. The navigation bar includes 'Shopping Bag', 'Stores', 'Offers', and 'PINK'. The main content area features the text 'BODY BY VICTORIA A BODY FOR EVERY BODY' and 'Six styles, so many colors, lace or smooth... but first thing's first. WHERE ARE YOU WEARING IT?'. Below this are two buttons: 'ANYWHERE & EVERYWHERE' and 'A CERTAIN SOMEWHERE'. At the bottom, there is a 'Close' button.

- MOBILE APPLICATIONS:

IN-APP DISPLAY ADVERTISING UNITS, INTEGRATED ADS, **BRANDED MOBILE APPLICATIONS, SPONSORED MOBILE APPLICATIONS**



- <http://www.youtube.com/watch?v=45Z-GevoYB8>

BESONDERHEITEN & UNTERSCHIEDE

NÜTZLICH

HP

HP preferred to offer utility over entertainment.¹⁸ Their ePrint app enables consumers to print from their phones to an HP printer. This app drives revenue for HP because it encourages printing and ink usage, and it's also very convenient when travelling.



PRAKTISCH

DOMINO'S

Domino's mobile app lets customers order "more than 1.8 billion pizza combinations" from anywhere, and follow their order's step-by-step progress with the Domino's Live Pizza Tracker.¹⁹



INNOVATIV

DELTA

Airlines including Alaska, United and Delta let passengers forgo those crumpled boarding passes and instead scan their smartphones directly as they board - a feature that, by streamlining the boarding process, helps flights stay on time, and keeps tech-savvy business travelers loyal.



UNTERHALTSAM

COKE

Coke's simple but surprisingly entertaining app lets users simulate drinking a Coke.





MAREN BUSCH 3SEM MD