

# Welcome



## Mobile Marketing

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Proximus - Jan Van Wijnendaele

# Agenda

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- Vision
- Value proposition of Mobile
- Cases
- Proximus' offer
- Conclusion

# Vision

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*Mobile marketing is the most powerful facilitator  
for entering into a personal dialogue with today's  
consumers*

# Value proposition of Mobile

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# Channel selection

Socio-Demographics?

Customer reach

How many customers?

Creativity potential?

Call to action?

Richness of medium

Interactivity potential

Customer experience?

Message content possibilities?

Customer intimacy

Personalisation?

Customer dialogue?

# Channel comparison



Customer reach  
Richness medium  
Interactivity potential  
Customer intimacy

TV/Radio

High

High

Low

Low

Internet

Medium

High

High

Medium

Mobile

High

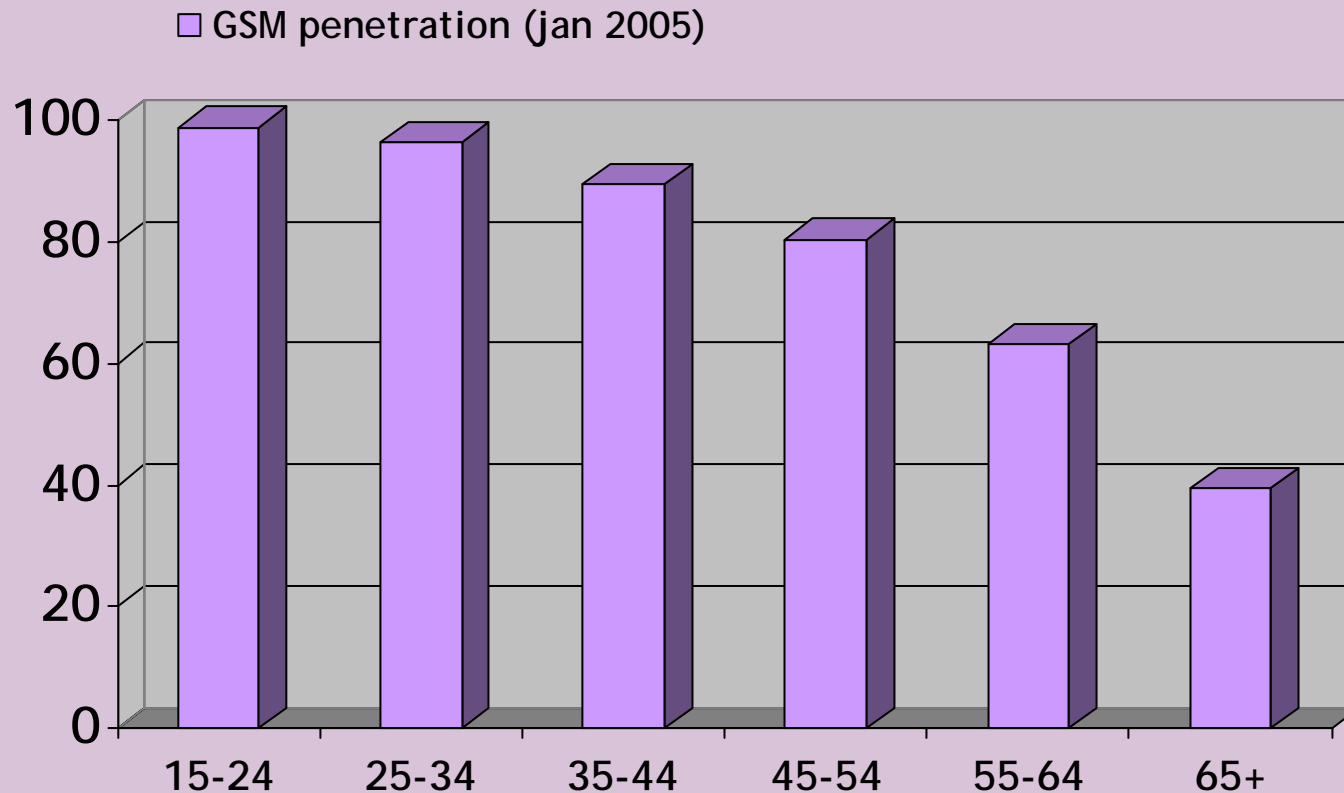
Low

High

High

# Value proposition - Customer reach

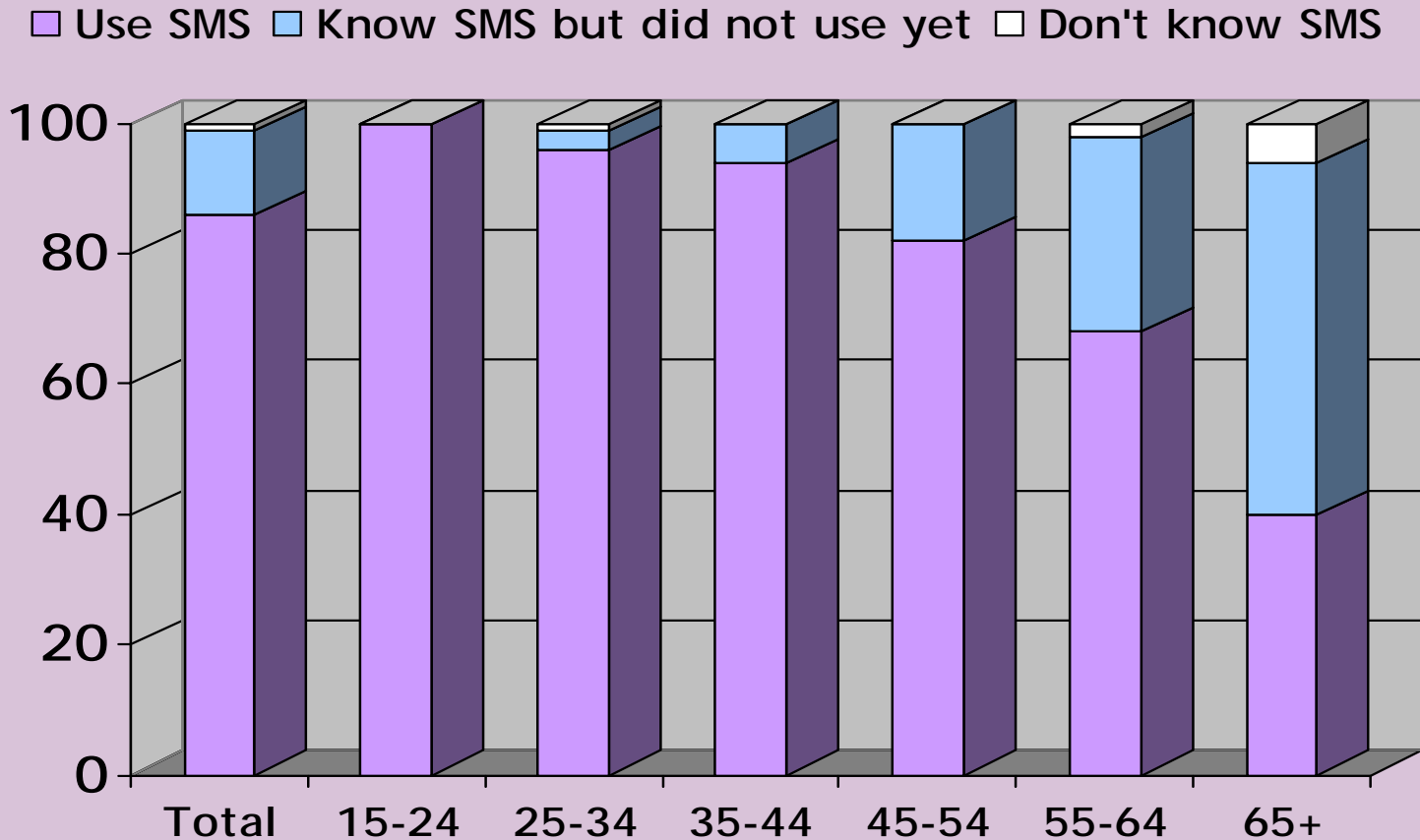
- Mobile = Everybody
  - GSM penetration Belgian market



Source: Proximus (jan 2005)

# Value proposition - Customer reach

- Mobile = Reach everybody
  - SMS usage Belgian market



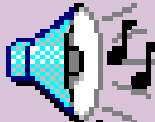
# Value proposition - Richness medium

- SMS: 160 characters only but
  - 10 million sms are sent every day in Belgium
  - Sms language **THNQ** **RU OK** **NVM** **#)**
  - Sometimes even a "JA" or a "OUI" is enough
    - 955.000 times 'Ja' or 'Oui' for Tsunami

- MMS:
  - Adding picture
  - Adding sound
  - Adding video



# Value proposition - Richness medium

- WAP is **no longer** crap
  - Wap portal rebranding (0-world, Vodafone live!)
  - 73 % of sold phones have color WAP (feb 2005)
- New media:
  - Video streaming
  - Mobile Interactive TV
  - Hello Tones 
  - Mobile music downloads



# Value proposition - Interactivity potential

- Proven success of interactive TV shows
  - RTL, VRT, VTM ,...
  - One of the top programs 2004:
    - SMS rate versus viewers: 56%
- Bi-directional channel fit for dialogue
  - Coca-Cola GoGoGo action 2002



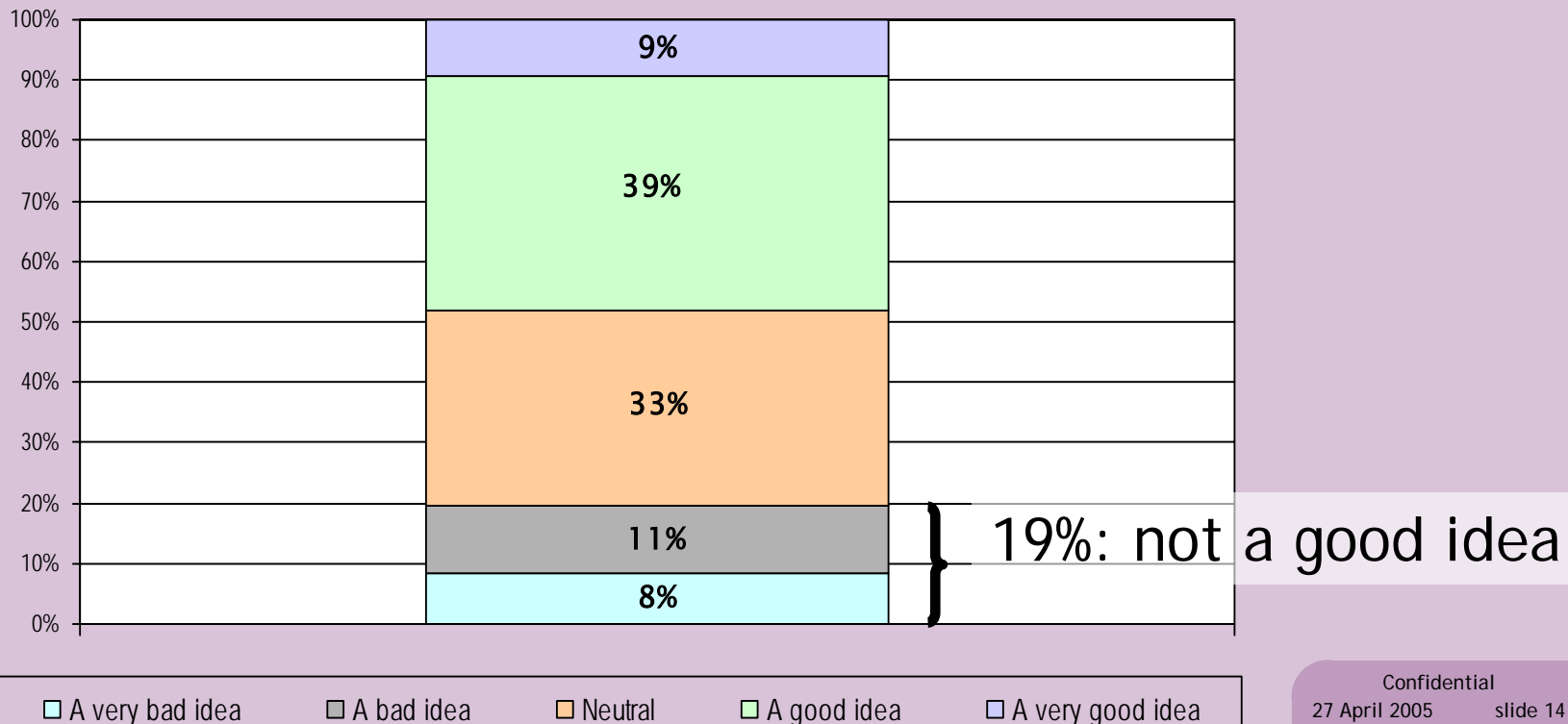
- Capable to deal with high volumes in short time frame
  - peak sec: 600 SMS/sec
  - peak min: 32.585 SMS/min

- Customer intimacy
  - GSM is personal (\*)
    - Forgot wallet or phone at home - 38% go back for phone
    - Lend a phone to a friend - 63% doesn't want to
    - Answer phone during sex - 14% takes phone
  - Close to the hart

# Value proposition - Customer intimacy

- Customer intimacy - Response - Intrusiveness

Proximus investigates the possibility to exchange commercial information via GSM.  
To what extent do you think this a good idea ?



- Customer intimacy - Response - Intrusiveness

Why do you think this a bad/very bad idea?  
(Spontaneous answers)

- I would receive commercial messages too often
- I am not interested
- Other ways to obtain commercial info
- There is already too much advertisement
- Mobile phone is private
- I want to have the choice to register for it

# Cases

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# Mobile Marketing cases



- Create call to action
- Let customer show interest in your product
- Get customer contact

# Mobile Marketing cases – MMS & WAP



- P Weekly preview coverbabe via MMS

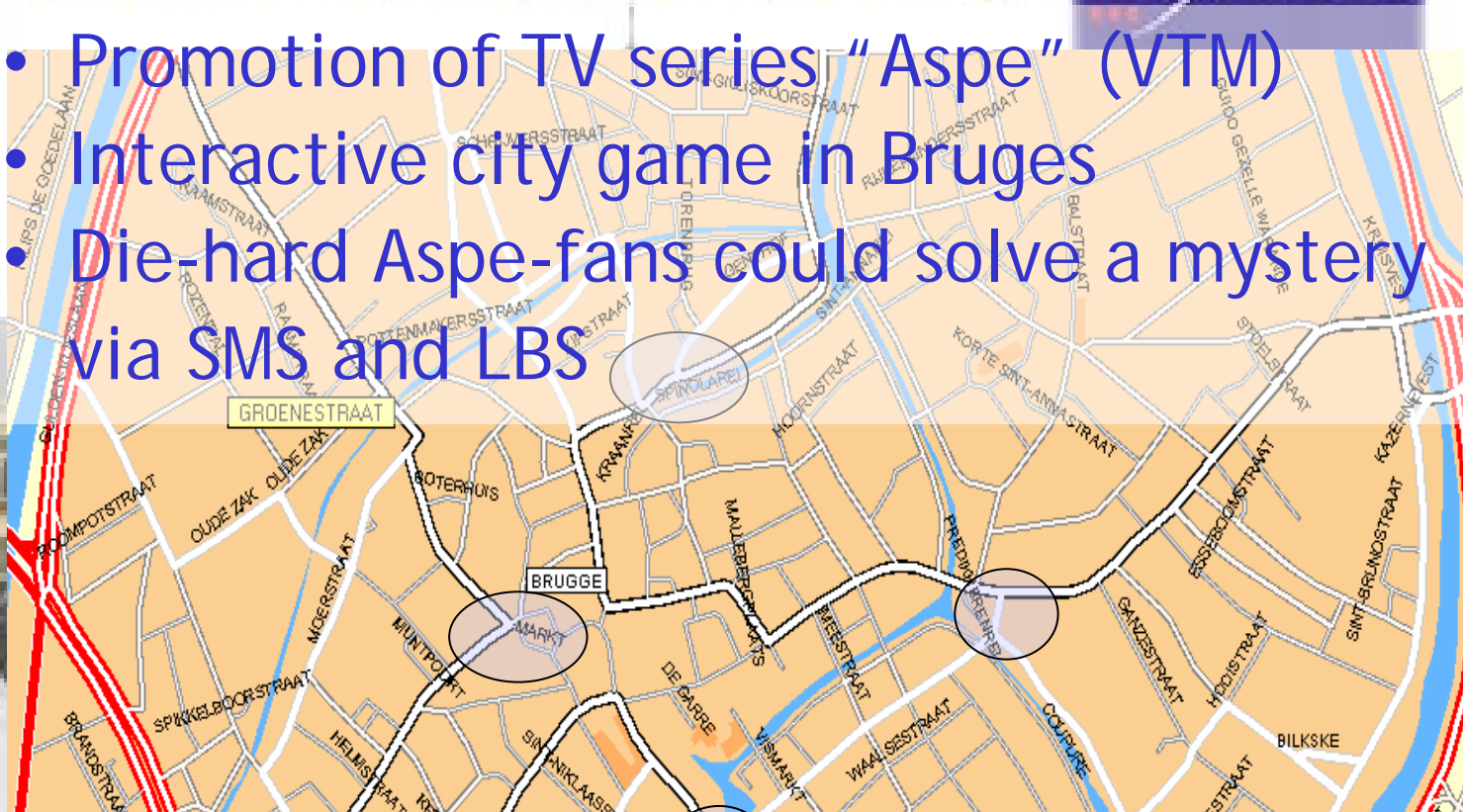
- Mobile Interactivity fully integrated in campaign
- Generating revenues via MMS and Vodafone live!
- Driving customers via MMS and WAP to buy magazine

# Mobile Marketing cases

Spel het meeslepend **ASPE** LBS spel in Brugge



- Promotion of TV series “Aspe” (VTM)
- Interactive city game in Bruges
- Die-hard Aspe-fans could solve a mystery via SMS and LBS



- Mobile enabling the community aspect
- Creating brand connection through interactivity

# Proximus' offer

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# Proximus' offer

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- Mobile expertise
  - Technology insights
  - Customer data insights
- Mobile solutions
  - Value Added Network&Services
    - SMS
    - MMS
    - LBS
    - WAP
  - SMS2Mail



brengt mensen dichterbij

Optimale relatie met uw klanten,  
dankzij SMS2Mail

Meer info: stuur SMS2Mail naar 3730



# Conclusion

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- Customer reach
  - Reach everybody: Market is more than ready for mobile marketing
- Richness medium
  - Mobile channel has proven it's potential and is continuously evolving
- Interactivity
  - Mobile permits to get into dialogue with today's customer
- Customer intimacy
  - Mobile enables a personalised customer experience

Thank you!

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