

MOBILE MARKETING—ONE MORE LAYER TO CONNECT WITH YOUR TARGET MARKET

If you're trying to convince consumers to purchase your product rather than buy from your competitors, there's an app for that.

Sound familiar? Since the introduction of the iPhone, consumers are learning there is a lot more they can do on a wireless handset than simply talk on the phone. And advertisers are discovering a sophisticated new way to launch campaigns, promote events, build brands, track responses and make money.

WHICH BRANDS ARE EXPERIENCING SUCCESS?

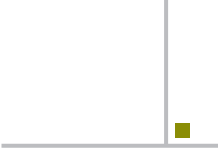
- Whole Foods offers a free iPhone app with more than 2,000 online recipes and a store locator.¹
- Pizza Hut has become the most-searched food/restaurant site on the Web—with an average of nearly four million visitors a month.¹
- Kraft allows users to create shopping lists based on the recipes they access from their smart-phones.²
- Tide offers an app that allows users to get answers before stains have a chance to set.⁴



A PROFILE OF THE MOBILE MARKETING CONSUMER

According to a new study by market research firm, Frank N. Magis Associations, more than half of mobile subscribers are accessing content on their phones on a weekly basis, and that's where the most progressive advertisers can reach their markets.

- 18 to 34 year olds get their content through mobile social networking, while 18 to 54 year olds primarily access the news.¹
- 72% of kids 12 to 17 access mobile content weekly and more than half buy mobile content regularly.¹

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- Households earning more than \$100,000 a year are more likely to use mobile content than those less affluent consumers.¹

MOBILE COUPONING IS GROWING AT A FAST CLIP

Many advertisers are delivering mobile coupons as an effective way to drive consumers in store. Although print coupons are still the most popular, virtual coupons in texts messages and emails are making major strides.

- 8.6 million or about 8% of households get coupons via text or email, while 7% get them from Websites.³
- Consumers who receive coupons via email or text messages tend to be young, affluent, educated and female.³
- By 2011, three billion coupons will be issued via text messaging, cell phone users will generate sales of almost \$87 billion.⁵

Yes, mobile marketing is not just here—it is becoming more widely accepted, more quickly used than any other marketing medium. Fast food restaurants know it, consumer brands believe it, and you too can get catch the wave of reaching your audience in a whole new way.

Make sure your marketing efforts are properly layered to maximize exposure, reach and ultimately ROI. Call to discuss your next marketing program.

Jay Zemke
Vice President, Strategic Development
jay@bardadv.com
952-345-8000

¹Mediapost News Online Media Daily, 2009

²CLICKZ.COM, May 14, 2009

³Scarborough Research Study

⁴Marketing Daily: Around the Net in Brand Marketing, November 13, 2009

⁵Jupiter Research

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