Great potential for marketing

The view from the advertising industry
The most famous quotation in advertising

“I know that 50% of my advertising is not working

– but I don’t know which 50%”
QR Codes in Japan

> Click to respond to the ad
  » Immediate response
  » Wherever the ad is seen
  » Straight to relevant web page

> Click for
  » More information
  » Enter a competition
  » Request samples

> Standard set by DoCoMo
Why is marketing interested?

> Increased response from customers

> More accountable
  » On-line: you can measure the effect of every element of a website or advertising campaign
  » But it only accounts for 15% of my budget

> Press, outdoor and TV/Cinema are not so measurable - yet
  » Account for 85% of advertising budget
  » Spend on research to measure the advertising performance
It is easy for marketing + opt-in for customers

<table>
<thead>
<tr>
<th>Technology</th>
<th>How easy is it?</th>
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<tbody>
<tr>
<td>IR</td>
<td>- Requires source to submit signal:</td>
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<tr>
<td></td>
<td>- Customer must “receive”</td>
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<tr>
<td></td>
<td>![X]</td>
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<tr>
<td>Bluetooth</td>
<td>- Requires source to submit signal</td>
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<td></td>
<td>- Customer must “receive”</td>
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<td>![X] ![X]</td>
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<tr>
<td>RFID</td>
<td>- High cost</td>
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<tr>
<td></td>
<td>- Customer must aim and activate</td>
</tr>
<tr>
<td></td>
<td>![X] ![✓]</td>
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<tr>
<td>2D barcode</td>
<td>- Simple print</td>
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<tr>
<td></td>
<td>- Customer must aim and activate</td>
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<td>![✓] ![✓]</td>
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Rare potential for win-win-win-win-win

**Increase measurable response**

**Consumers**
- Instant, easy response to from anywhere:
  - Contact
  - Incentive/sample
  - Product
  - Information
  - Entertainment
  - Even buy

**Marketing**
- Response from almost any marketing surface:
  - Makes print interactive
  - Measurement
  - Reduces marketing costs
  - Increases customer satisfaction

**Revenue opportunities**

- Makes mobile internet more rewarding
  - Easier
  - Supported by marketing

- Gives me a reason to upgrade a handset
But marketing won’t adopt it unless people use it.
In the balance - now

> Incompatible reader technologies prevent growth

> Few will download software onto phone

> No reason to use it – or learn to use it
It’s time to break out of Catch 22

Marketing will not use it unless people use it

Why would the mobile industry build the technology into handsets if people have no need for it?

People won’t use it unless there is a reason (marketing)
Liberate the enthusiasm

- Consumers will benefit
- Technology providers are already active
- Marketing will adopt it
But first….

Agree the standards

To release the potential of the mobile internet to the marketing industry.