

IAB NZ presents...

Your Guide to Mobile Marketing



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With a reported 200,000 smart phones in NZ, how do we engage with them?

- >> It's estimated that 3.6 million Kiwis have at least one mobile phone and 80% of those have it within arm's reach throughout the day
- >> Some say that within 5 years accessing the internet on mobile will overtake the PC
- >> A mobile presence is no longer a luxury, gain a competitive advantage and secure your seat now

These two afternoon series around mobile marketing in New Zealand have been designed to give attendees practical 'how to' advice with case studies and all the tools necessary to implement some smartly executed, successful mobile marketing campaigns.

Speakers

Session One – 20th Oct

Overview

Braden Turner, Mobile Marketing Manager, Vodafone

When to use Mobile

Mark Michel, Integration Manager, The Hyperfactory

Planning, briefing & buying Mobile

Emily Dunsmore, Digital Media Strategist, Draft FCB

Session Two – 27th Oct

Using Mobile to engage consumers

Richard Thompson, GM Digital, VivaKi Exchange NZ

Mobile search

Adon Byron, Sales Manager, Google

Mobile growth, measurement & examples from Australia

Graham Christie, Commercial Director, Big Mobile - Australia

How to successfully integrate your mobile marketing campaign with other more traditional Marketing channels: The "Where's Wally?" story

Roxanne Salton, Senior Mobile Portal & Commercial Manager Mobile Products, Retail, Telecom

Case study: Reservoir Hill

Justin Boersma, Founder/Director Sales, Run the Red

Date: Runs over 2 sessions: Weds 20th and Weds 27th October, 2010

Time: Register 2.45pm, Starts 3.00 – 6.00pm followed by networking drinks

Venue: Microsoft Building, Level 5, 22 The Viaduct, Auckland



Tickets: IAB members \$99 + GST (\$113.85 incl.) | non members \$140 + GST (\$161 incl.) Includes both sessions


Purchase online @ www.iab.org.nz

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Programme - Weds 20th Oct

Time	Session	Speaker
2.45 – 2.55pm	Guests register	
3.00 – 3.10	Welcome	Chair: Gareth Breton, Sales Strategy Manager Y!X
3.10 – 3.40	<p>Overview of Mobile Marketing</p> <ul style="list-style-type: none"> > Where we're at > Smartphone penetration NZ > Expected growth over the next few years > What are the barriers for marketers? > How much time are consumers spending on mobile devices, NZ vs. international <p><u>Background check:</u> Braden has been with Vodafone NZ for more than 10 years. Since joining Vodafone Braden has held a number of positions within Sales and Marketing and is now a Mobile Marketing and Innovations Specialist. Braden's current role is to work with Vodafone's top Corporate & Government clients helping them to understand how they can effectively use the mobile device, innovative technology and mobile networks to communicate with consumers.</p>	 <p>Braden Turner, Mobile Marketing Manager, Vodafone</p>
3.40 – 3.45	Questions	Chair
3.45 – 4.15	<p>When to use Mobile</p> <p>If you are not considering Mobile in your mix, then you are not harnessing the opportunity to offer your brand, and your clients the results they deserve. Mobile Marketing as an afterthought is irrelevant at best and can sully a brands' good name at worst. Most of us know it should be in the mix, but when and in turn how, is it pivotal in assuring 'success.'</p> <ul style="list-style-type: none"> > Mobile as the First Screen > The Technology Curve > User Mapping > Relevance > Integration <p><u>Background check:</u> Mark heads up growth and direction in NZ. Mark has the ability to understand clients' needs, translating them seamlessly into engaging and effective campaigns - understanding the importance of value and relevance from a user perspective. Joining the team in 2007, he previously partnered with The Hyperfactory as their preferred content specialist, a world authority in this space since 2005.</p>	 <p>Mark Michel, Integration Manager, The Hyperfactory</p>
4.15 – 4.20	Questions	Chair

4.20 – 5.00	<p>Planning, briefing & buying Mobile</p> <p>Planning and buying a mobile advertising campaign follows the same principals as other media channels, but it does have unique attributes based on how mobile technology is used by different consumers. Mobile phones are used for everything from voice and text communications to web browsing, video, gaming, and applications – opening up a myriad of advertising opportunities.</p> <p>Who are you trying to reach and what are the business objectives of your campaign? Are you looking to raise awareness on a mass scale, drive a response, or engage customers with a service application? Plan through this before you brief to ensure you select the right mobile advertising tactic to achieve your business goals.</p> <p><u>Background check:</u> Emily transferred from the New York City branch of DraftFCB to the Auckland agency in 2007. She has 5+ years Digital Media experience and her strengths include digital channel planning & execution management, social media, and online database/lead generation. She has worked on a wide range of B2B and consumer strategies, and is very passionate about keeping up with interactive marketing’s dynamic landscape.</p>	 <p>Emily Dunsmore, Digital Media Strategist, Draft FCB</p>
5.00 – 5.10	Wrap up/Questions	Chair
5.10 – 6.00pm	Networking drinks	

Programme - Weds 27th Oct

Time	Session	Speaker
2.45 – 2.55pm	Guests register	
3.00 – 3.10	Welcome	Chair: Bridget Gallen, Vodafone IAB Board
3.10 – 3.40	<p>Using mobile to engage consumers</p> <p>The traditional realms of mobile and online are merging. Users should be able to engage with brands via multiple devices and media placements, unaware of any restrictions. This is why it is imperative to have a dedicated mobile user journey that is both engaging and enjoyable.</p> <p><u>Background check:</u> Richard has been involved in the digital industry since 1998, holding numerous senior digital roles in the UK & Europe prior to coming to NZ including:</p> <ul style="list-style-type: none"> >> European Digital Strategy Director, Universal McCann: where he won a European Effie for Intel's social media work, led MSN & Xbox's European digital media strategy & produced Bacardi's global digital media strategy. >> Head of Digital Marketing, Endemol: The UK's leading TV producer where he was responsible for the digital commercialisation of television properties such "Big Brother", "Deal or no Deal" & "Ready Steady Cook". >> Interactive Media Strategist, British Telecom: responsible for the digital media strategy & spend of the UK's largest single advertiser. <p>Since moving to New Zealand just over three years ago, Richard held the position as General Manager of Total Media prior to joining Vivaki as GM of Digital last year. Richard is currently responsible for the digital media product of the Vivaki group in NZ and works across all clients of Starcom & Zenith Optimedia including the newly created Vivaki Search Hub.</p>	 <p>Richard Thompson, GM Digital, VivaKi Exchange NZ</p>
3.40 – 3.45	Questions	Chair
3.45 – 4.15	<p>Mobile search</p> <p>The number of people using their mobile phones to access the web is growing. Internationally, Google have seen mobile web search traffic multiply five times over the past two years so there is a fantastic opportunity now to stake your claim in this dynamic space. This new decade brings exciting developments in the world of smartphones which will have a long-standing impact on the industry. Thanks to full internet browsers on today's phones, the gap is closing between desktop and mobile search. Every week, tens of millions of people search on Google from their mobile phones and generate hundreds of millions of searches. Adon will cover:</p> <ul style="list-style-type: none"> > Growth in Mobile Search NZ vs. International > How brands can be "found" > Targeting > Examples of best performing mobile advertisers 	 <p>Adon Byron, Sales Mgr Google</p> <p>Adon has been with Google for over 3 1/2 years, helping establish the NZ Google office, and leads Google's online advertising offerings to NZ customers via our Agency partners. Prior to joining Google, Adon held senior sales positions with Oracle and Vodafone and has extensive experience working across the NZ & IT&T and Advertising industries.</p>

4.15 – 4.20	Questions	Chair
4.20 – 5.00	<p>Mobile growth, measurement & examples from Australia</p> <ul style="list-style-type: none"> > Factors influencing the growth of the Mobile Channel > What Marketers, Publishers, Telcos and Agencies are looking for including metrics > Overview of Market verticals > Case studies from Australia <p><u>Background check:</u> Graham’s career straddles senior Marketing and Mobile roles in UK and, for over a decade, in Australia. He joined Big Mobile from Vodafone where he ran the Global Propositions Group, and launched the telcos Mobile Media and Entertainment content portal Vodafone live! He then developed and led the Prepaid Segments team, before acting as the Head Of Strategy for Vodafone’s market leading Mobile Advertising team. Graham, now a Partner at Big Mobile, has spear-headed the companies dramatic growth over the last 18 months, to its domination of the Mobile Media and Solutions sector, and its expansion into the U.S.</p>	 <p>Graham Christie, Commercial Director, Big Mobile - Australia</p>
5.00 – 5.05	Questions	Chair
5.05 – 5.30	<p>How to successfully integrate your mobile marketing campaign with more traditional marketing channels: The “Where’s Wally?” story.</p> <p>The “Where’s Wally?” campaign used a mix of traditional and new media, below the line, and over achieved against all mobile marketing expectations. Understanding how customers use their mobiles phones and how they respond to the message in different environments was crucial to ensuring the success of this campaign.</p> <p><u>Background check:</u> Currently Snr. Mobile Portal & Commercial Manager at Telecom New Zealand. Roxanne looks after the Y!X and Y!7 mobile relationships as well as Business Development and Emerging Business opportunities for Telecom’s XT Mobile Network. Prior to Telecom NZ, Roxanne was in the Digital Media Publishing Industry looking after online advertising sales for companies like; Yellow Pages, ACP Media and Digital Partners. Roxanne launched the first “over the page ad” in NZ with Ford back in the day and has been an active Online Advertising advocate. Now focusing on Mobile Internet, Roxanne has launched this year the Telecom App. Store and “Y!X TWorld” a world first integrated mobile portal and is now working on a number of exciting mobile internet projects that will help enable the development of the Mobile Web in NZ.</p>	 <p>Roxanne Salton, Senior Mobile Portal & Commercial Manager Mobile Products, Retail, Telecom</p>
5.30 – 5.35	Questions	Chair
5.35 – 6.00	<p>Case study: Reservoir Hill</p> <p>Reservoir Hill is a revolutionary show, which allows viewers to interact with the main character and influence the storyline via SMS. Since first airing in October 2009, Reservoir Hill has won a number of prestigious awards including New Zealand’s first International Emmy Award, a TUANZ Innovation Award and a much coveted Qantas Film and Television Award for Best Children’s/Youth Programme</p> <p><u>Background check:</u> Justin is a founding partner of Run The Red and has forged key partnership and client relationships for the company. Developing mobile campaigns, services and software that deliver world class user experience and ROI for clients has been his passion for over a decade.</p>	 <p>Justin Boersma, Founder/ Director Sales, Run the Red</p>
6.00 – 6.30	Wrap up/Questions/Networking drinks	