velti

Mobile Marketing and Advertising



ADdiction

ФОРУМ 13 Асоциация на Анонимните Рекламохолици

March 26, 2009



1 Who is Velti?

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Velti is the leading global technology platform and services provider in enabling mobile marketing, advertising, content and value-added services for Mobile Operators, Advertising Agencies, Media Groups and Enterprises



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Overview of Velti

- Over 250 corporate clients worldwide
- HQs in London, offices in New York, Boston, San Francisco, Madrid, Athens, Sofia, Nicosia, Moscow, New Delhi, Mumbai, Dubai, Beijing, Shanghai
- Operations in 25 countries, reaching 1.4 billion consumers
- Publicly traded on the London Stock Exchange. Profitable and well capitalised
- Listed in UK's Top Software Companies for 2008 by PWC
- Won Frost & Sullivan's 2008 European Award for Growth Strategy Leadership in the Mobile Advertising Market for achieving 100% year-on-year growth since 2000'



FROST & SULLIVAN

2008 BEST PRACTICES AWARD

European Mobile Advertising Growth Strategy Leadership Award

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Velti has delivered projects for major brands worldwide



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Velti's unique proposition



1 Deep market understanding and proven expertise

Strong market expertise

strong and long-standing relationships with some of the biggest Operators, Advertising Agencies, Brands and Media Companies

2 Innovative, state of the art technology

Unique technology and innovation capabilities

unique, innovative software providing unparalleled access to unlimited number of mobile marketing executions

3 Flexibility and capability to execute campaigns globally

Capability to execute globally

one of the few financially sound and profitable companies with international reach

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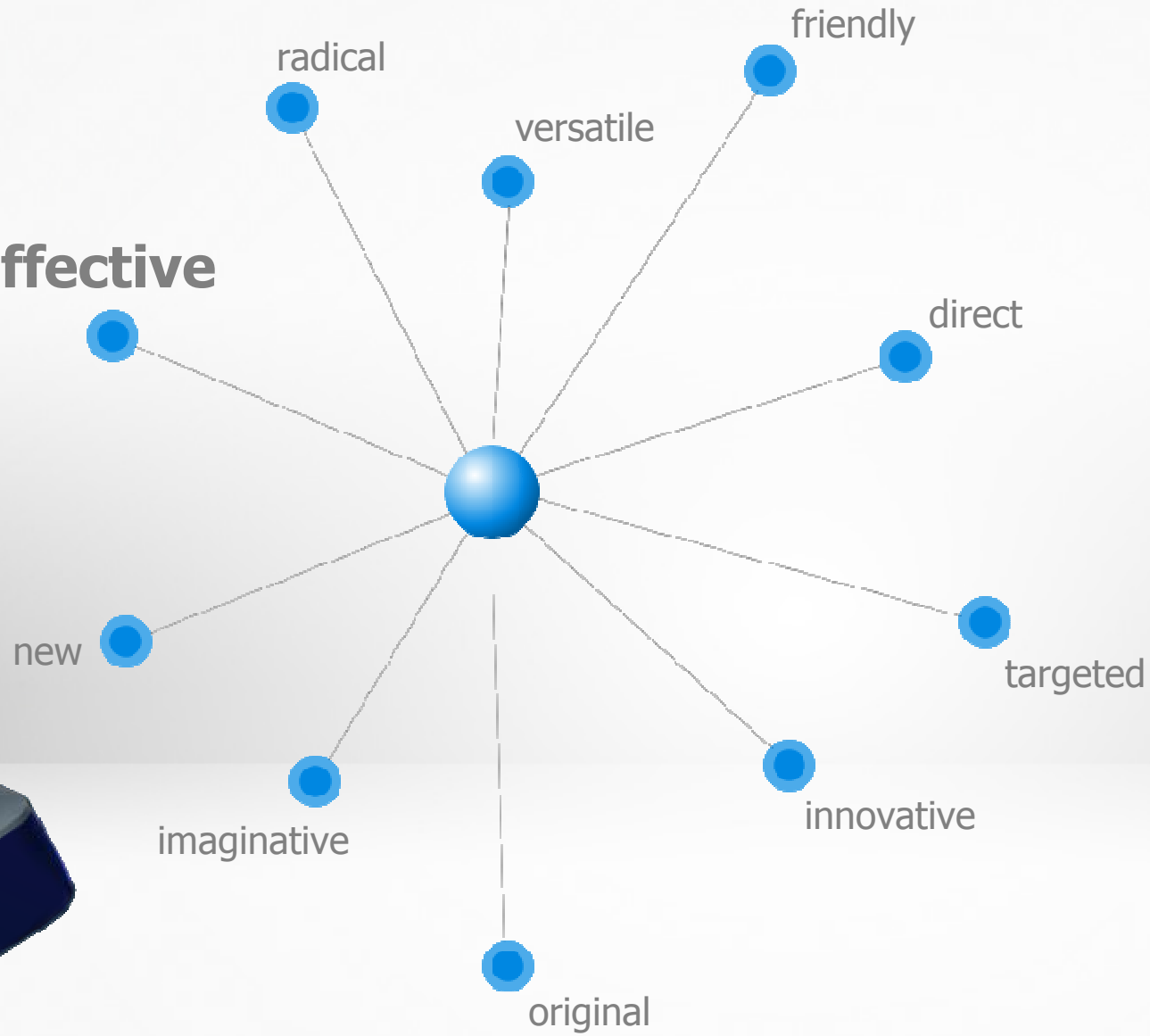


2. Mobile Marketing and Advertising is the natural next step

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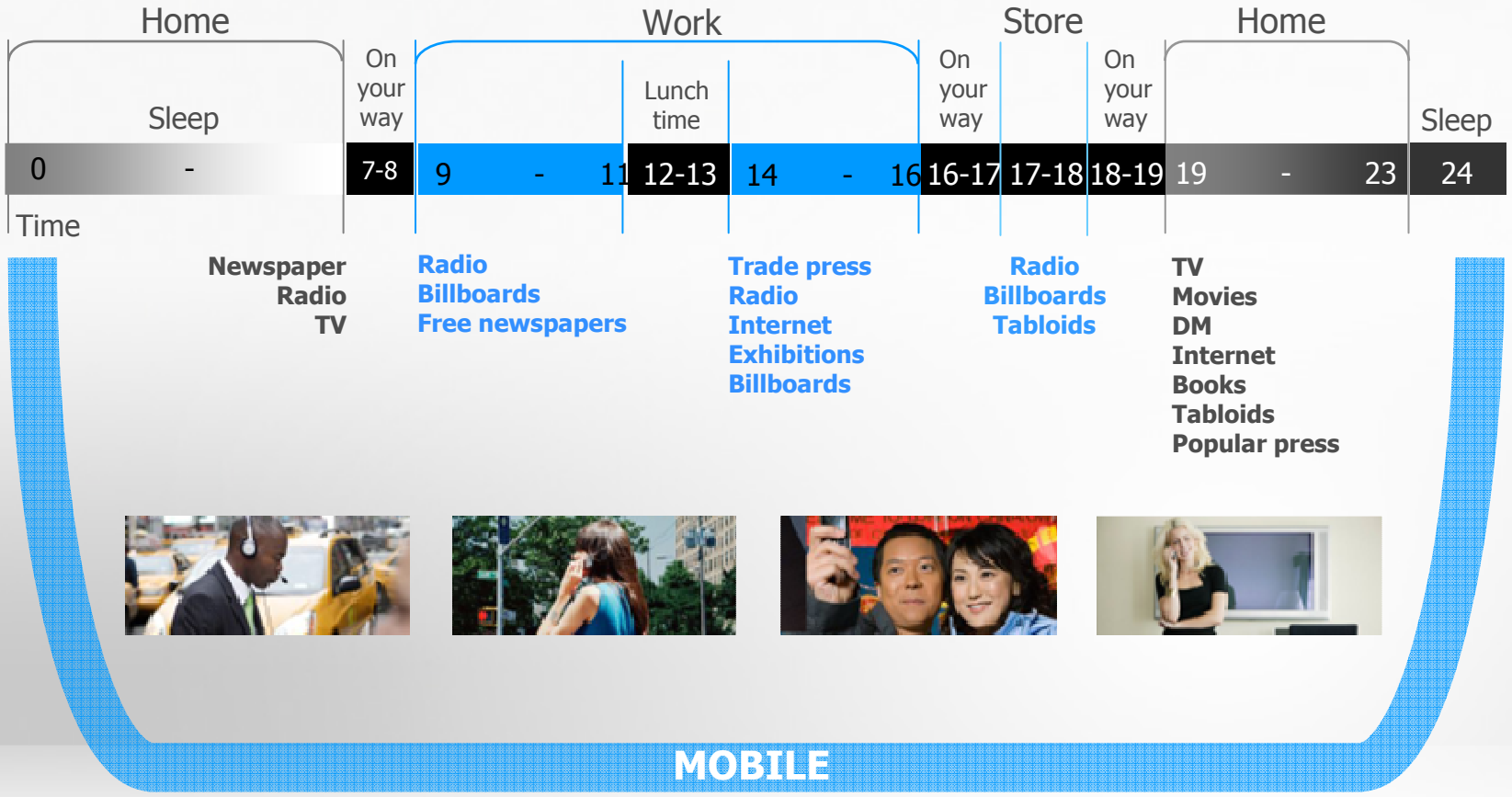
Times are tough – mobile is the cost effective solution!





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Mobile: 24/7, ubiquitous, engaging, measurable



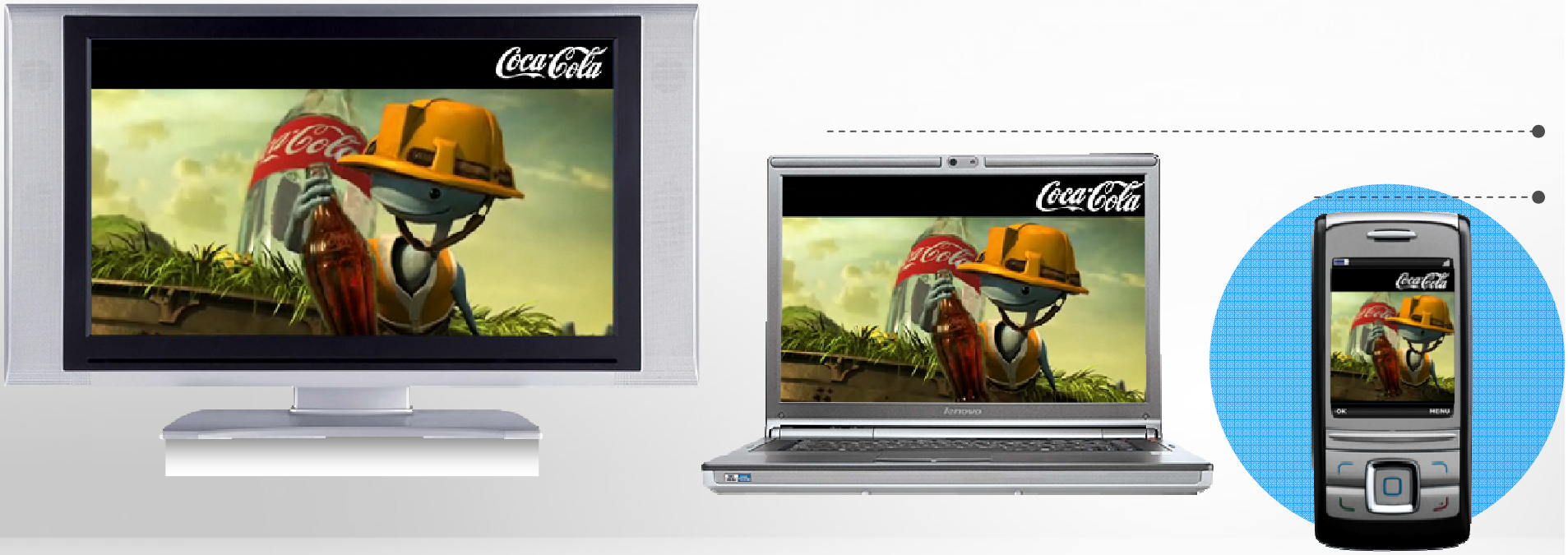
(1) Visiongain, 2006

60% of mobile phone owners take the phone to bed with them!

(BBDO global survey 2005)

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Moving from traditional media to digital media: The mobile is the 3rd screen!



ABIresearch predicts that the market for mobile marketing and advertising will reach $19 billion by 2011

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It compliments and works in synergy with other media



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3 Our offering

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Brands always explore new ways to engage their consumers…via innovation



State of the art, innovative technologies and solutions enable brands to differentiate

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For Velti mobile marketing is not just SMS contests

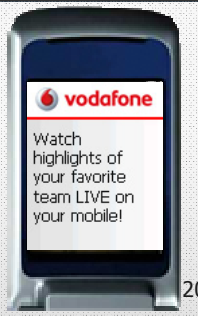


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We help brands reach audiences through multiple mobile campaigns and services

Mobile Marketing Activities

Mobile Messaging



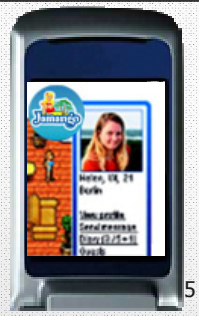
20 templates

On-pack promotions



17 templates

Mobile Blogging/ User Generated Content



5 templates

M-commerce



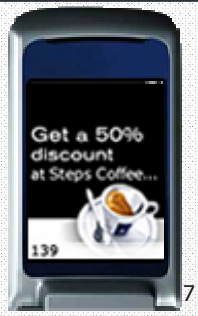
5 templates

Loyalty Clubs



3 templates

Location Based / Proximity



7 templates

Mobile Advertising Activities

WAP Banner Ads



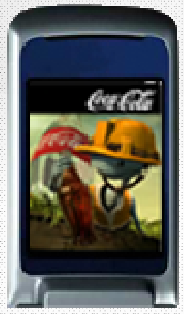
1 template

Mobile Search Advertising



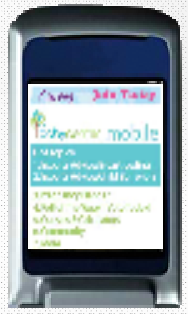
2 templates

Mobile TV Ads/ Sponsored Video



1 template

Branded WAP sites & Ad-funded Content



10 templates

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We focus on innovation to help our clients differentiate

User generated content



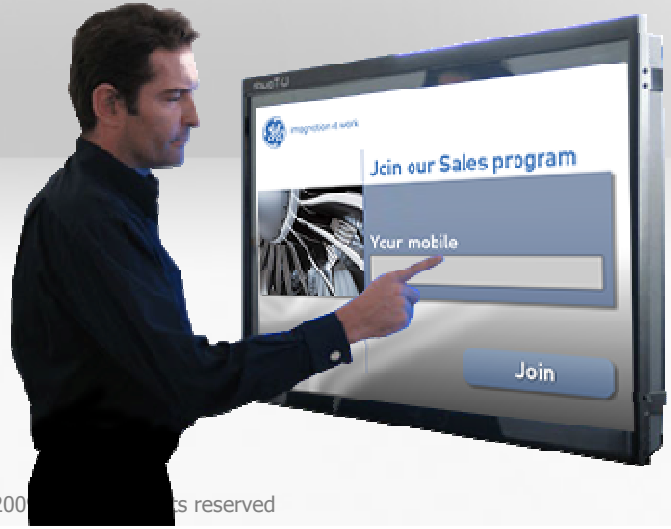
Widgets



Bluetooth broadcasting



Interactive screens



Virtual worlds



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We develop a mobile campaign from a-z

Everything is in-house

Concept ➔ Application development ➔ Operations ➔ Monitoring ➔ Reporting

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4 Some of our case studies

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Johnson & Johnson decided to expand the popular "Babycenter" web site into the mobile channel with the help of Velti

Objective

To further strengthen its brand awareness and engage its customers, J&J created a comprehensive "Babycenter" mobile promotional package.



Solution

The campaign includes:

Mobile communities through which "Babycenter" visitors can receive news and updates on J&J products

Two Sponsored alerts services delivering weekly or monthly messages to consumers with relevant "Babycenter" information

WAP site enabling mobile users to have access to all "Babycenter" web site information on their mobile devices

The service is available in English and Spanish





Results

The mobile campaign was launched in August 2007 and is still active. It enabled J&J to create a mobile community willing to receive additional tips on new and current products. Mothers-to-be and new mothers were also able to use the community to network socially and share personalized experiences. Alerts average growth per month: 263%, 94% of users that registered for alerts remained registered after 1 year. 93% of users that registered for mobile club remain registered.

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Orange UK: "gigsandtours"

Objectives

Orange gigsandtours mobile application offers subscribers music and ticket priority notification and mobile ticketing services for their favorite bands and artists. The campaign is rewarding Orange subscribers loyalty providing them with a very useful service.

Solution

Velti developed a mobile SMS notification system for new gigs of selected bands and artists based on users' profile and preferences. The system sends designated ticket allocation to subscribers, who can reserve their tickets though this service before tickets go on sale to the general public.

The campaign started in May 2007 and it is still going on with great results.

There has been a **33% increase** in registered users from 2007 to 2008.



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MTEL Bulgaria
'88 days 88 Cars' SMS Promotion

Objectives

To stimulate consumer interaction with the brand, promote the brand and strengthen brand loyalty.



Solution

MTEL subscribers sent a unique code to a short code to enter the competition and answer the questions of a knowledge quiz. Consumers collected bonus points for each correct answer. If they answered incorrectly they were awarded with base (less) points.
All participants entered draws with their accumulated points each day for winning a VW Golf. The more points a participant had, the more were his chances to win.

The campaign started in October 2007 and lasted till January 2008.



Results

16% Penetration rate
19 average interactions per user
Over 12.5 million SMS were sent during the promotion making it the most successful SMS activity in Bulgaria until today

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VIVAGATE WAP Portal for VIVATEL

Objective

VIVATEL Bulgaria partnered with Velti for the development of the VIVAGATE WAP portal in an effort to:

- maximize revenue from content sales
- achieve round the clock smooth operation
- assure a positive customer experience
- lessen the workload and cost for the operator
- allow for continuous contend updating

Solution

An SMS competition was developed in order to popularize the WAP site that was just launched.

VivaTel subscribers had to send blank SMS to a dedicated short code, so as to receive free summer theme content (ringtones and wallpapers).

With every SMS that was sent, participants increased the chance to win one from the daily, weekly or big prizes.



Results

The campaign was mainly advertised through bulk messages sent to VIVATEL subscribers, who responded with enthusiasm.

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Globul Bulgaria: 'The 50 biggest MADONNA's fans'

Objective

Globul Bulgaria, the second-largest Bulgarian operator, which is 100% owned by the Greek telecommunications corporation Cosmote, partnered with Velti in order to:

- increase brand loyalty
- promote the value-added services
- generate consumer interaction
- and create buzz.

Solution

To enter the competition, participants had to send a blank SMS to a short code in order to receive the questions of the quiz related to Madonna with two optional answers. By answering via SMS, participants collected points; Every day two lucky participants had the chance to win tickets and a free trip to Athens to attend Madonna's concert.

Results

The campaign lasted 25 days, from mid August to mid September 2008, and was hugely promoted via TV commercial, radio spots, print ads, and bulk SMS sent to Globul subscribers database.



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Diema TV EURO 2008

Objective

Diema TV engaged with Velti in an SMS campaign in an effort to promote the brand, boost brand loyalty, and create excitement and interaction with the customers on the occasion of EURO 2008.

Solution

Diema TV viewers had to send an SMS with the text EURO to a short code in order to participate to the SMS quiz. Participants received questions related to match results, football players & teams, Euro Championship history, etc. and for every correct answer they were awarded with 10 points.
The SMS quiz consisted of 3 stages as the EURO 2008: Stage 1 prizes were Euro 2008 tokens, such as T-Shirts, and football balls, Stage 2 prize was a Plasma TV and Stage 3 big prize was a Hyundai car!

Results

The SMS competition was a instant hit and created a buzz amongst football fans during the EURO 2008 period.



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Chio Chips – 'Chio Hawaiian Style'

Objective

Chio Chips through its ad agency teamed up with Velti in order to develop an on-pack promotion aiming at: increasing the sales volume, promoting the brand, reinforcing brand loyalty and creating a customer database.

Solution

A unique code was printed inside of every Chio pack, which should be sent via SMS to a short code in order for the participant to collect points.

The participant that had accumulated the most points would win the big prize - holidays to an exotic destination.

Instant win was also offered to participants with the respective codes.

An additional element of the mobile promotion included the chance to win extra points with answering bonus questions with marketing and demographic content every week.



Results

The on pack mobile promotion was very well received, and Chio Chips consumers were eager to participate with the chance to win great prizes.

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Strata Advertising Agency for Unilever Bulgaria
'Dove invites you and your friends to Venice'

Objective

Dove partnered with Velti to create a campaign that aimed to engage consumers, strengthen brand awareness and boost sales.

Solution

The campaign included web and viral mobile activities. To participate, consumers had to buy two DOVE products and text the data from their receipt to a dedicated short code.
With every SMS sent, participants could register two of their friends on the promotional website www.gofresh.com, who in turn would receive virally an SMS invitation to participate in the campaign by buying two DOVE products, as well.
If one member of the team won, the other two friends were automatically invited to join her/his trip to Venice.
The campaign ran from October to November 2008.



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‘Seeme with Becks’ – 2d smartcode campaign

Objective

Becks through its ad agency teamed up with Velti to implement a 2d smartcode campaign in an effort to boost sales, promote the brand, and associate it with a fun and interactive experience, and strengthen brand loyalty.

Solution

During special events/parties, sponsored by the brand as exclusive beer; consumers received a printed mobile coupon with a 2d barcode with every purchase of Beck’s beer.

Promotion staff with special mobile scanners scanned on the spot the mobile coupon to see if the consumer had won any of the prizes.
Consumers instantly won special prizes provided for event.



Results

The 2d barcode promotional campaign was the first of its kind that took place in Bulgaria during April-Sep. 2008, and as expected was a huge success.

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J&B 'Start a Party Tour'

Objective

J&B Bulgaria through its ad agency 'A Team' engaged with Velti in a 2d barcode campaign in an effort to promote the brand, boost sales, build a strong link with the brand, and create excitement in a series of 66 J&B events that are taking place from Feb-May 2009.

Solution

The participants attending a J&B party, for every J&B drink they get, they will receive, in turn, a unique 2d barcode.
Promotion girls will scan the 2d barcodes, and the gifts that participants have won, will appear on the mobile screen.
This can be repeated as many times as participants would like, provided that they keep drinking J&B.



Results

The campaign is running from end of Feb.– May 2009

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Mobile Marketing is here to stay!

Velti guarantees highly creative and engaging mobile campaigns through its state-of-the-art

Mobile Marketing Platform

We invest in the future!

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