

THE LIST

Hitting the target

ADVERTISING AGENCIES PUSHING USE OF MOBILE AD CAMPAIGNS

BY CASSIDY TROWBRIDGE

ctrowbridge@bizjournals.com
602-308-6518, @cassidykei

Mobile marketing is on the rise among advertising agencies as a way to bring in business.

With technologies such as beacons that send signals to bluetooth-enabled mobile phones and location-enabled apps, experts say mobile advertising is best for targeting audiences based on location or exhibiting certain behaviors.

"Clients are looking for targeted solutions," said Jason Wright, sales director at Larry John Wright Inc. in Mesa.

Adam Pierno, director of brand strategy and planning at Santy in Scottsdale, said the biggest opportunity for mobile marketing is pushing advertisements to potential customers with useful, relevant content.

Targeted ads can be useful for making consumers aware of a competitor, said Wright. For example, a car buyer could check their phone for pricing while on the lot. With geo-targeting, an ad could appear on the consumer's phone showing a competitive advertisement to try to lure the consumer to their dealership.

Matthew Owens, CEO at Phoenix agency Owens Harkey Advertising, said the mobile advertising space is crowded and obnoxious, with ads that are impersonal.

"Instead of buying thousands of impressions we can track buying behavior and eliminate the clutter," Owens said.

When it comes to implementing a mobile project, Owens said his company doesn't pitch a mobile app unless the company has a loyalty program that could benefit from downloads.

Pierno said companies looking into mobile solutions shouldn't be afraid of consumers turning off location tracking or bluetooth settings.

While many consumers opt-out of location tracking on apps, Pierno said the rate of mobile users turning them back on is increasing.

"I did the same thing," said Pierno. "I'm 40, and when I first got a smart phone I turned all of those settings off."

"But when I saw the value I opted back in," he said.

Pierno said many people are becoming comfortable with location tracking and bluetooth applications and features, once they find values in the product.

As for the future of mobile marketing, Pierno said he's looking forward to mobile marketing interacting with newer technology such as Apple Pay and Android Pay, where checking out at a terminal could provide opportunities for advertisements.

"I can't wait to see an explosion of new and unique ad experiences," Pierno said.

"People don't want to watch ads anymore," he said.

Pierno said many companies are trying to create ads that can't be blocked by ad-block extensions for web browsers.

"That doesn't work," he said. "You can't force people to watch ads with their eyes glued open."

With mobile advertising, local agencies said the future of marketing is in personalized and timely content, eliminating a barrage of useless ads.



INSIDE THE NUMBERS

WE ASKED THOSE ON THE LIST SEVERAL QUESTIONS ABOUT ADVERTISING. HERE'S SOME OF WHAT THEY HAD TO SAY:

Four agencies surveyed said broadcasting would be their most anticipated placement.

23 out of 29 agencies surveyed from the List said they anticipated online ads would be the most prevalent media in five years.

Only 2 agencies said print would be their most significant placement.

HOW MUCH ARE YOUR CLIENTS SPENDING ON AD CAMPAIGNS?

Of the 29 agencies on the List, 21 said their clients are spending \$50,000 and above on ad campaigns across all media.

The other eight agencies said their clients spend between \$10,000 and \$50,000 on campaigns.

SOURCE: BUSINESS JOURNAL RESEARCH

WHAT THEY SAID

DESCRIBE YOUR TARGET AUDIENCE FIVE YEARS FROM NOW:

"GEN X & Y."
TERI BOCKTING,
Blind Society

"MILLENNIALS."
BRIAN COLLING,
Colling Media

"ADULTS 25 TO 54."
STEPHANIE RILEY,
ReThink Advertising

BY THE NUMBERS

51%

Mobile digital media time in the U.S., surpassing desktop media at 42%.

SOURCE: SMARTINSIGHTS.COM

89%

Time of monthly phone usage is spent using mobile apps. The remaining 11% is spent through mobile Web browsing.

SOURCE: NIELSEN, THE CROSS-PLATFORM REPORT Q4 2013