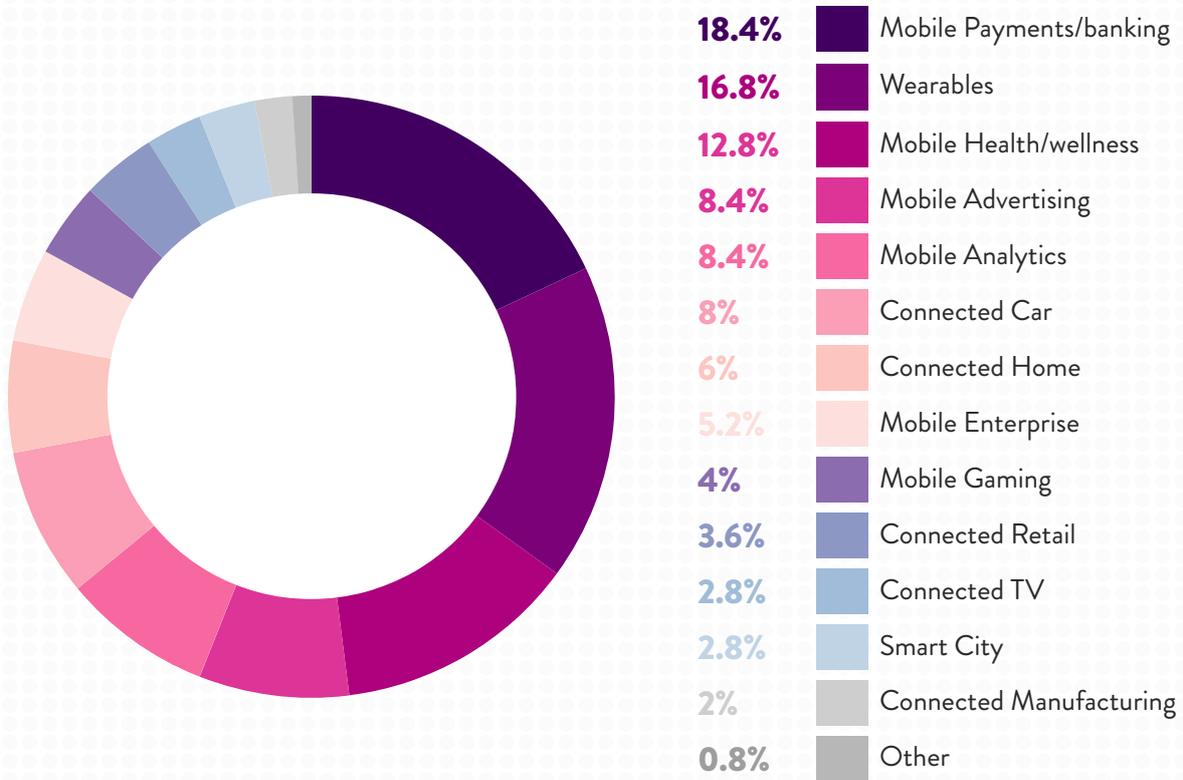


# HOW BRANDS ARE TACKLING MOBILE IN 2015

Mobile has changed how consumers engage with brands. Consumers expect to be served in the channel of their choice and increasingly this is mobile. Companies have the opportunity to create one-to-one relationships. But many companies are squandering this opportunity while others are damaging their brand by using mobile incorrectly.

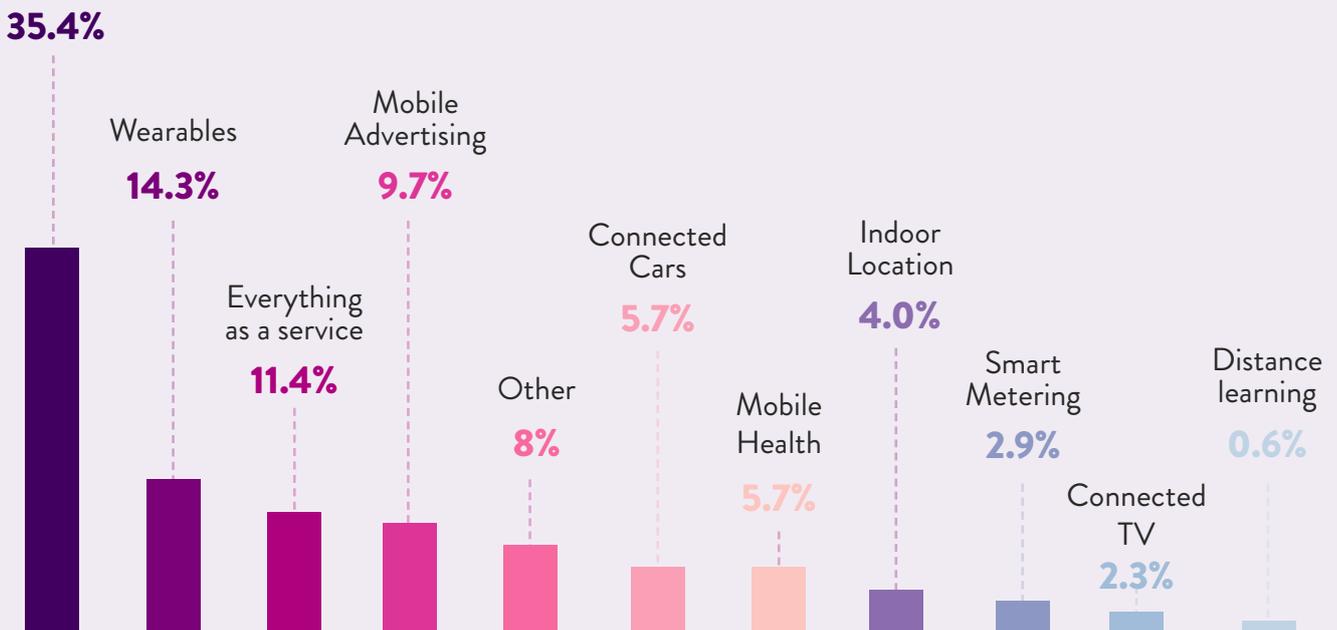
**We asked 100 senior executives from across the mobile industry (including brands, MNOs and device OEMs), about their big mobile challenges and what they see as the key trends for 2015.**

# 1. IN YOUR OPINION, WHERE DO YOU SEE THE MOST GROWTH IN MOBILE RIGHT NOW?

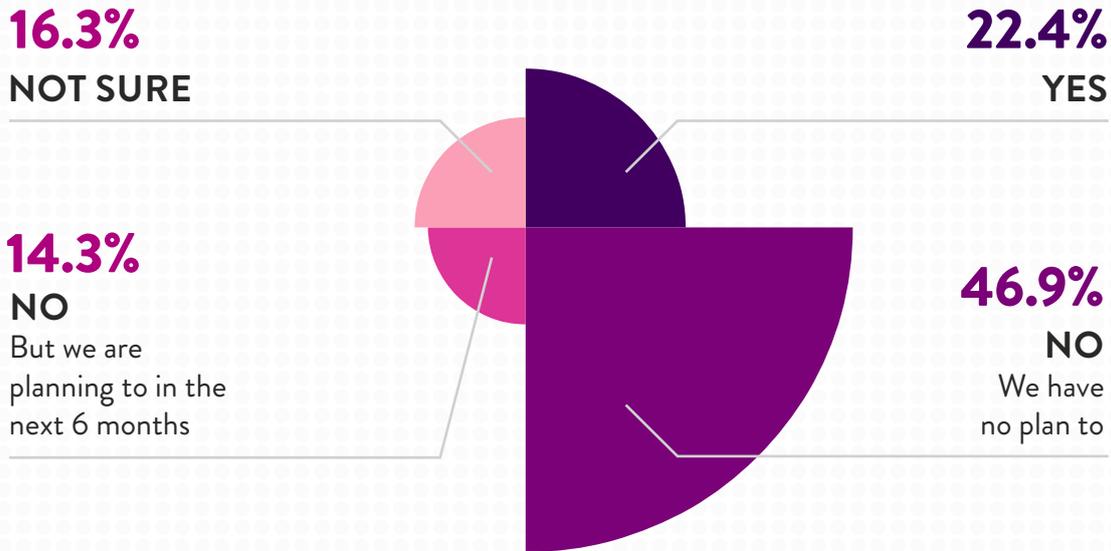


## WHAT DID THE COMMUNITY THINK IN 2014?

Mobile-wallet



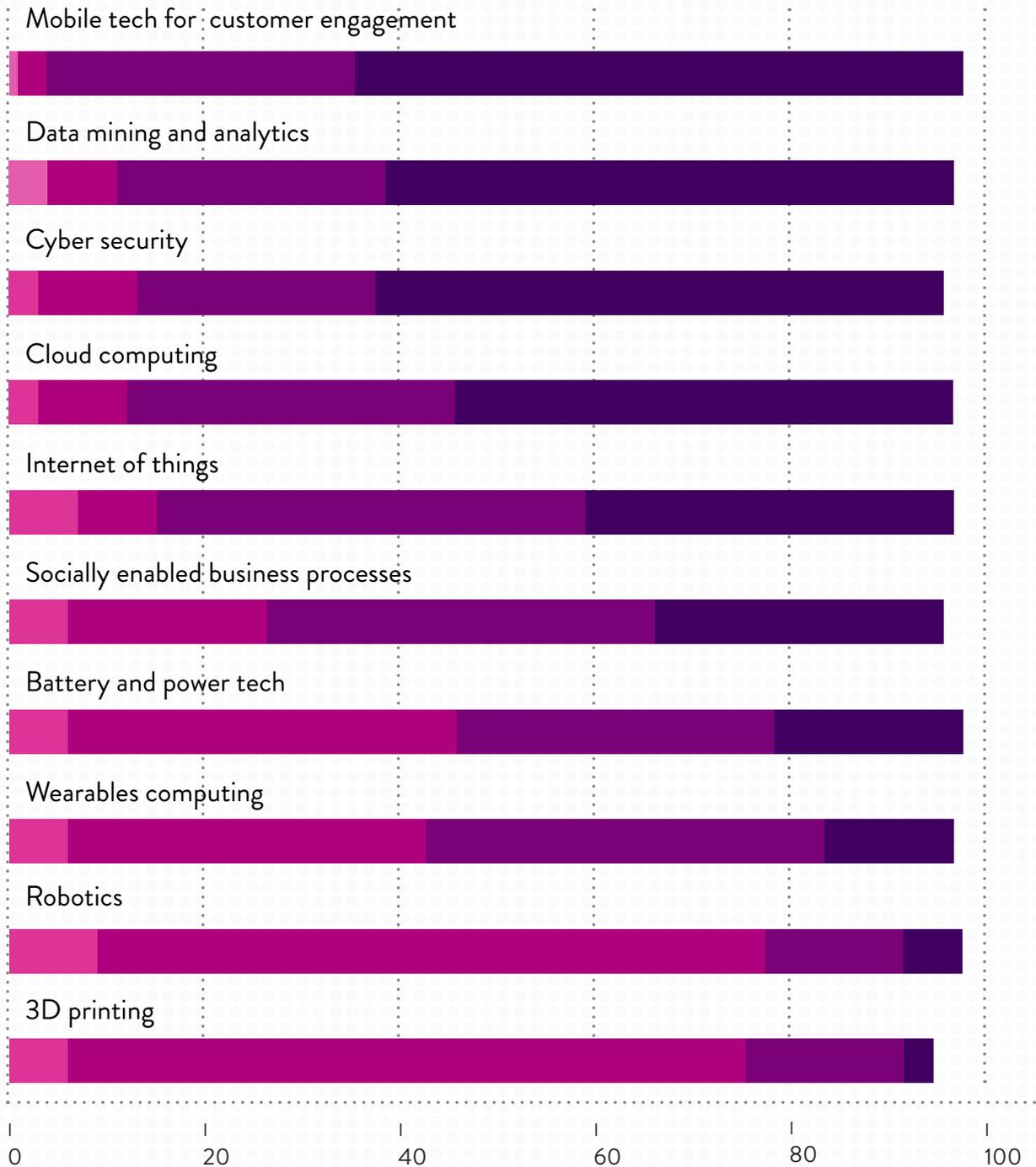
2. IS YOUR ORGANISATION CURRENTLY DEVELOPING ITS MOBILE PRODUCT FOR WEARABLE PLATFORMS?



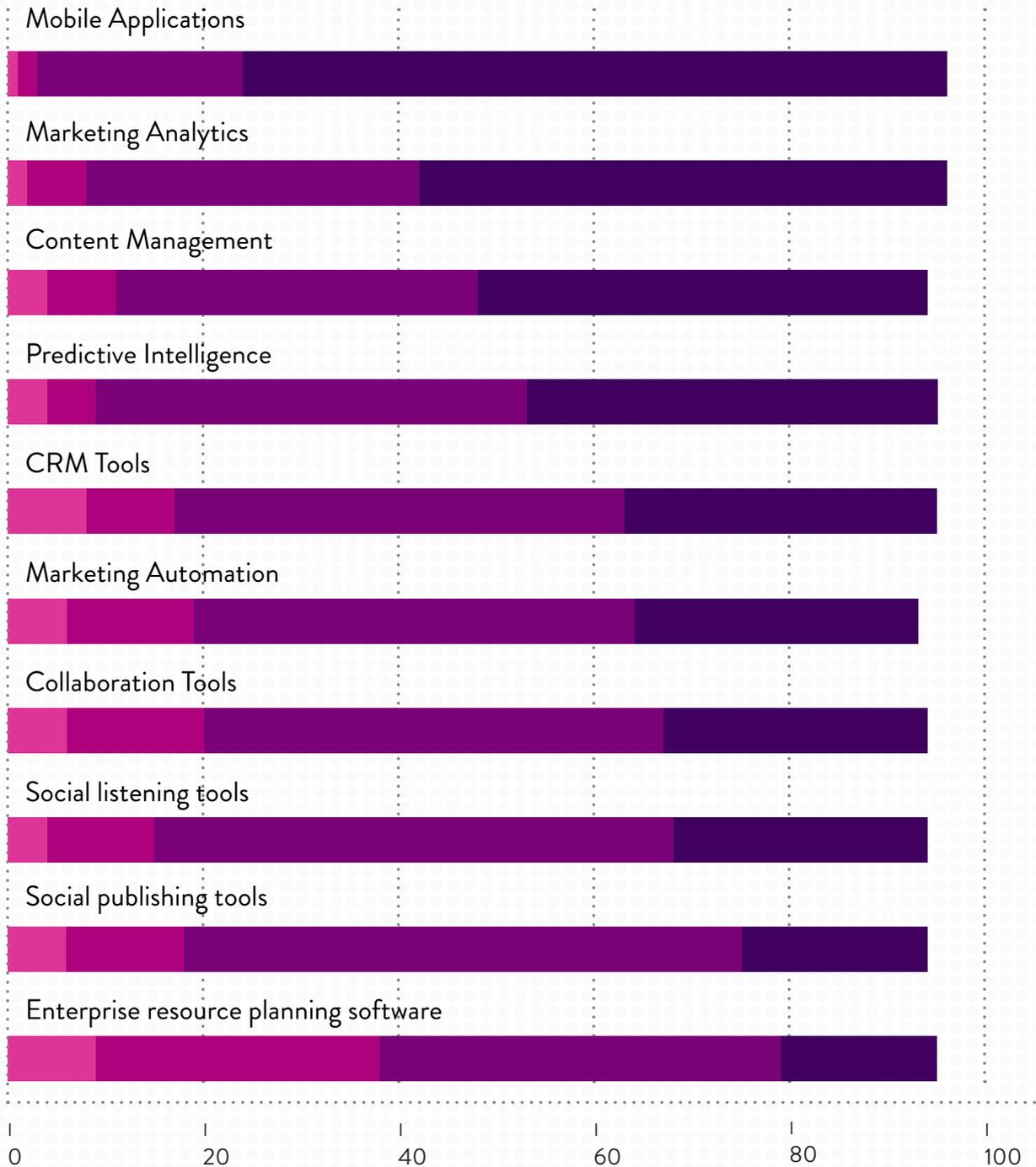
3. ARE YOU CURRENTLY DEVELOPING YOUR MOBILE APP FOR MARKETS OUTSIDE OF YOUR HOME COUNTRY?



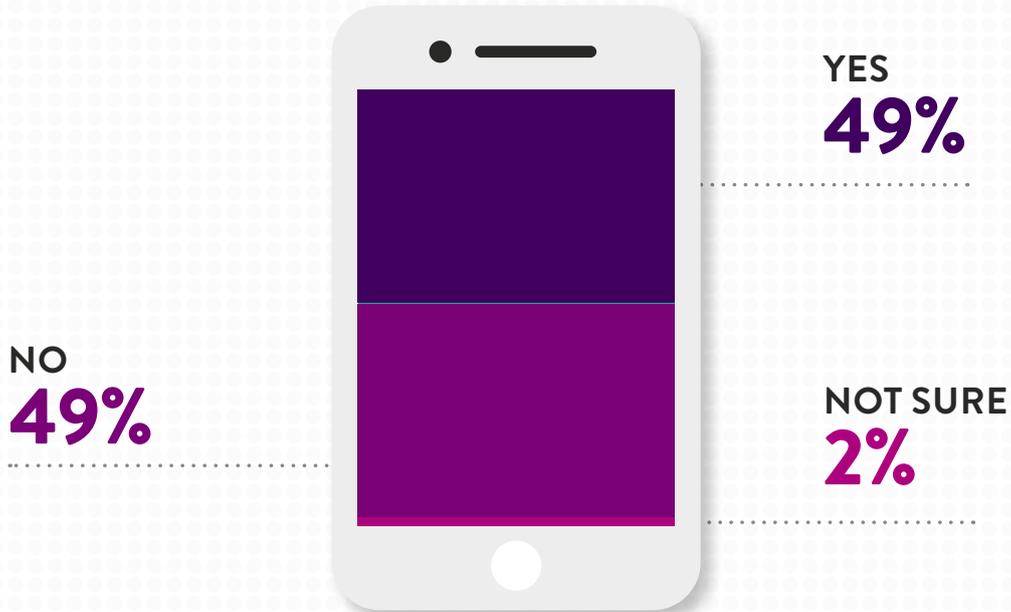
**4. HOW STRATEGICALLY IMPORTANT ARE THE FOLLOWING CATEGORIES OF DIGITAL TECHNOLOGIES FOR YOUR ORGANIZATION?**



**5. HOW CRITICAL WOULD YOU SAY THE FOLLOWING TECHNOLOGIES ARE AT CREATING A COHESIVE CUSTOMER JOURNEY?**



## 6. DO YOU HAVE A DEDICATED MOBILE MARKETING TEAM?



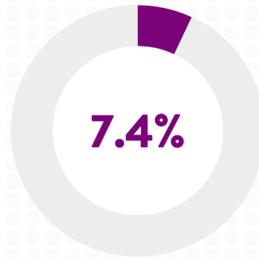
## 7. IF SO, HOW BIG IS IT?



**8. HOW WOULD YOU DESCRIBE THE APPROACH TO YOUR MOBILE ADVERTISING STRATEGY?**



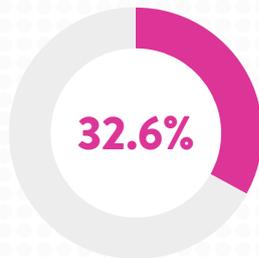
We use mobile advertising on an ad-hoc basis



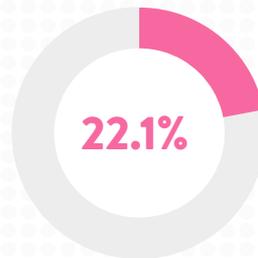
We use mobile campaigns as a standalone activity within our advertising strategy



Mobile is integrated with our other media campaigns (print, TV, online) in our overall advertising strategy

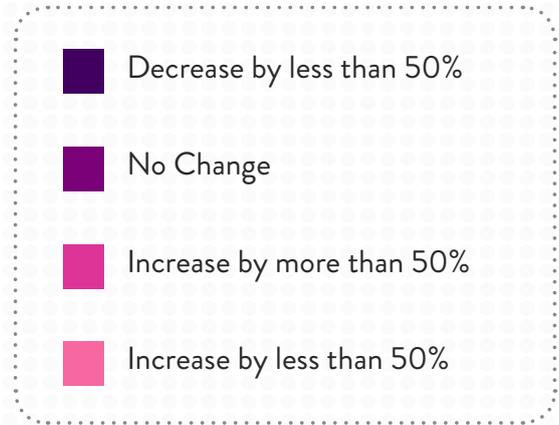
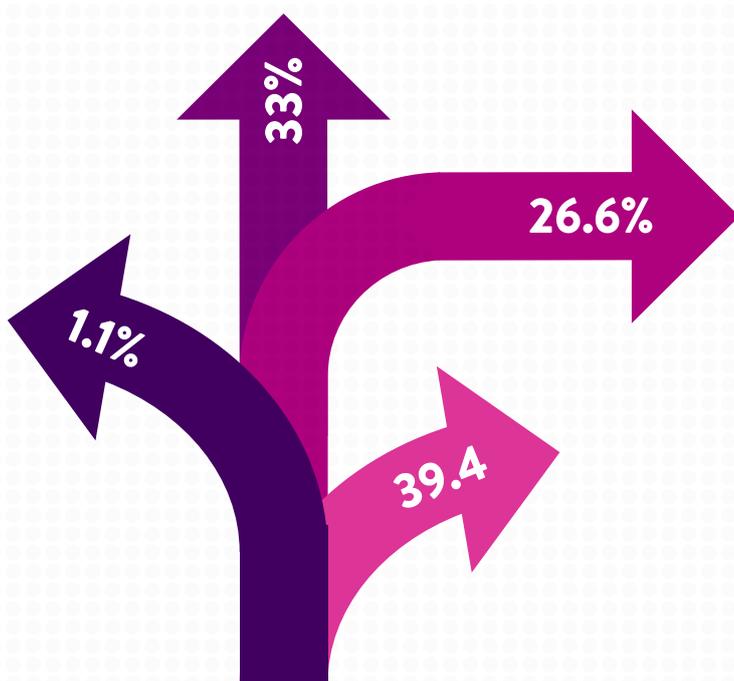


Experimental - It is early days and we are still learning with mobile advertising

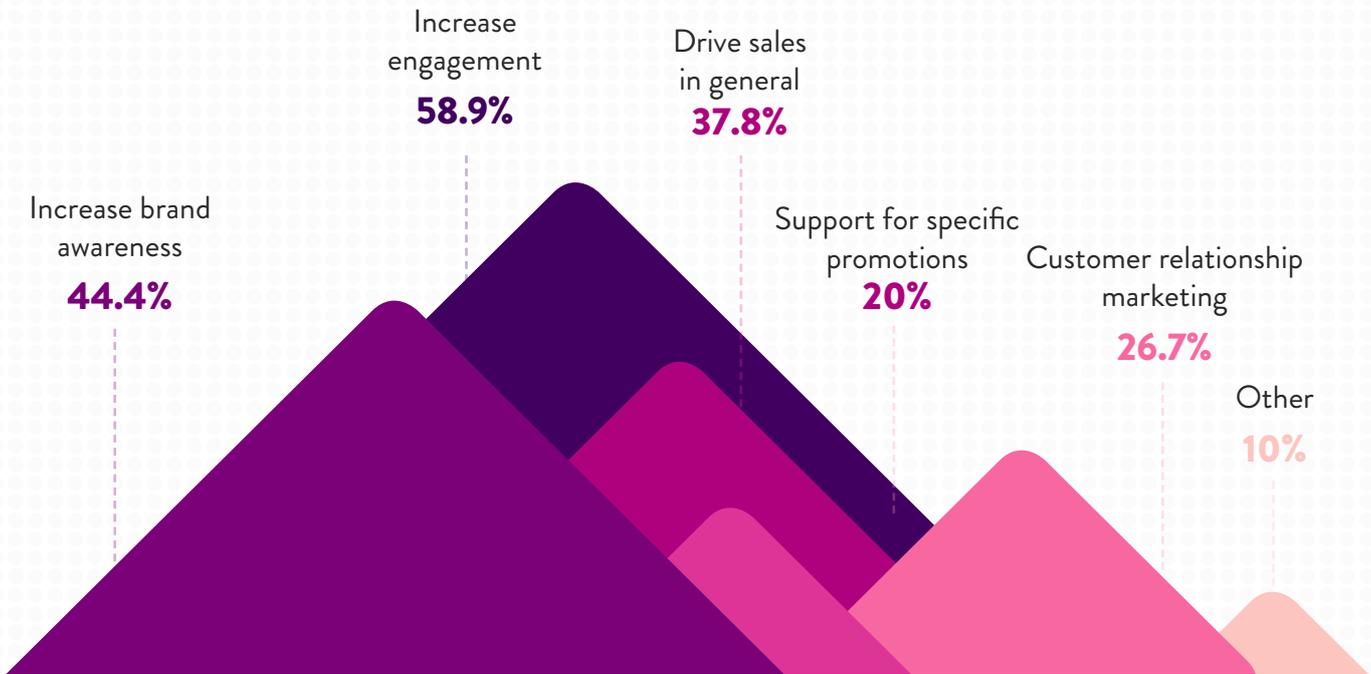


Not sure

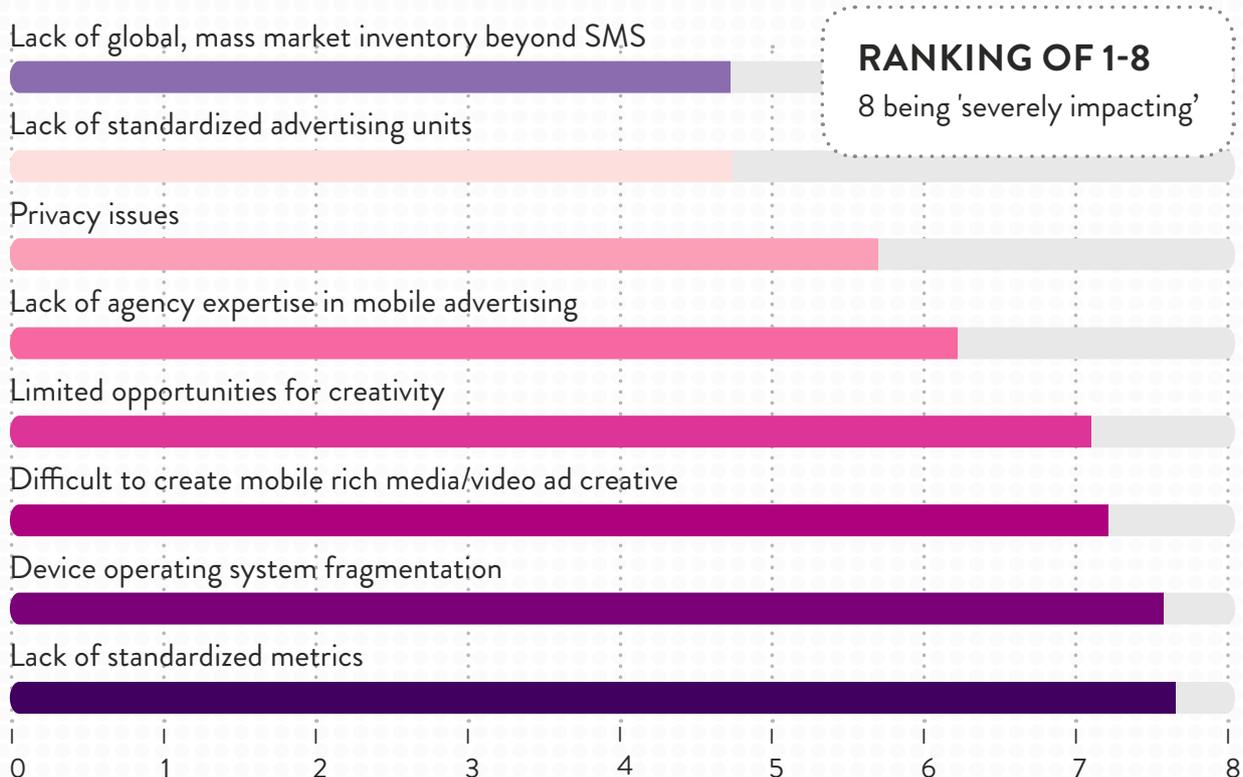
**9. HOW DO YOU EXPECT YOUR MOBILE ADVERTISING BUDGET TO CHANGE DURING THE NEXT TWO YEARS?**



## 10. WHAT HAVE BEEN THE OBJECTIVES OF YOUR MOBILE ADVERTISING ACTIVITIES TO DATE?



## 11. HOW ARE THE FOLLOWING CHALLENGES IN MOBILE ADVERTISING IMPACTING YOUR BUSINESS (FROM A BRAND/BUYER PERSPECTIVE)?



## 12. WHAT IS THE MOST IMPORTANT RECENT DEVELOPMENT IN MOBILE ADVERTISING?

