

Mobile Budgets to Rise Sharply as Brands Start Thinking Mobile: Industry Survey

90% of brands and agencies predict an increase in budgets for mobile marketing, shows survey conducted by Warc for the MMA in partnership with The Festival of Media Asia 2014

Singapore, 23 August 2013 – Mobile is a growing priority for marketers in Asia-Pacific, according to a recent study conducted by Warc for the Mobile Marketing Association in partnership with The Festival of Media Asia 2014. The results reveal that 90 per cent of brands and agencies predict a substantial rise in budgets for mobile marketing in the next 12 months.

The snap-shot survey, conducted from July to August 2013, consulted with 336 client-side advertisers and marketing services agencies across 13 markets in Asia-Pacific, on their attitudes and adoption of mobile marketing.

Findings showed that **brands are still struggling to develop formal mobile strategies, with only 10 per cent or less of marketing budgets currently being allocated to mobile.** However a huge **90 per cent of respondents predicted that budgets would increase in the next year**, with a third (34%) predicting an increase of up to 75 per cent.

“While brands today say they do not have a mobile strategy in play, there is a clear role that mobile plays at the centre of a well-integrated campaign. Marketers are therefore clear that more budgets need to be allocated to mobile as they experiment and figure out the most effective use for their customer engagement requirements,” said **Edward Pank**, Managing Director at **Warc** Asia Pacific.

“Over the last six months since the first iteration of the survey, we are seeing a shift in attitude away from tapping mobile execution tactically to a more strategic imperative. We expect to see substantial growth in budget allocations as mobile becomes a key part of the overall marketing mix,” said **Rohit Dadwal**, Managing Director, **Mobile Marketing Association** Asia Pacific.

The survey also showed that 42 per cent of marketers’ believe that consumer concern over privacy and security is the biggest barrier holding the industry back, followed closely by the lack of required skill-sets (38%), and insufficient budgets (30%).

Dadwal added, “The concerns of privacy and security highlighted by the survey should not be overlooked. It’s imperative that the ecosystem help educate consumers on how their information is being collected and used. With this, consumers will be more open to mobile advertising that is targeted and relevant. The MMA has established guidelines on privacy for its members, also acting as an advocacy group to lobby for consumer protection practices to be put in place.”

Among the study’s other findings:

- The most innovative markets for mobile are Japan (39%), Singapore (38%), and China (37%). Taiwan (3%), Thailand (3%), and Vietnam (2%) were believed to be the least innovative markets.
- 30% of survey respondents consider Samsung the most innovative brand using mobile, followed by Coca-Cola (16%), Nike (10%), and Unilever (8%).
- 40 per cent of mobile marketers believe retail is the most innovative industry with regards to mobile.



- Marketers said that in 2013/14 their most used channels would be app development and mobile display ads, but they predicted that in five years' time mobile based social marketing, app development and mobile based content would be their most used channels.
- The top three consumer behaviour trends fuelled by mobile were mobile payments (74%), multi-screening (67%), and show rooming (51%).
- While 33% intend to use SMS marketing in 2013/14, only 11% said they plan to use it in five years.

Detailed survey findings can be downloaded from: www.warc.com/mmasureyfindingspr

More information will be revealed during the **Mobile Marketing Association Forum 2013** Singapore. The Forum takes place at the Pan-Pacific Hotel from 22-23 August 2013.

The 2013 event brings together an outstanding line-up of speakers from different parts of the mobile marketing ecosystem and will culminate with the SMARTIES™ APAC 2013 Awards on the 23rd of August. More information about the MMA Forum 2013 is available here: <http://www.mmaglobal.com/events/forums/singapore2013/overview>

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About the Mobile Marketing Association (MMA)

The MMA is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organisation designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth and preserving privacy, and evangelise the use of the mobile channel. MMA includes more than 700 member companies, representing nearly 50 countries across the mobile marketing industry including hardware providers, marketers, software developers and more. MMA global headquarters are located in the U.S., with regional chapters in North America, Europe, Latin America and Asia Pacific. For more information, please visit www.mmaglobal.com

About Warc

Warc is the global provider of ideas and evidence to marketing people. Warc's premium online intelligence service, warc.com, includes more than 7,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups. Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We also host market leading conferences on key industry issues such as measuring advertising performance. For more information, please visit www.warc.com

About C Squared/ Festival of Media Asia 2014

C Squared is one of the fastest-growing specialist publishing, events and technology companies in Europe. Its mission is to help the media and marketing industry become more connected and better informed so that it is fully equipped to respond to the challenges and opportunities brought about by digital technology and globalization. The company first launched *Cream* magazine in 2005 to reflect the changes taking place in global media. Cream has now become the world's largest database of media innovation and its bespoke technology serves many of the leading global agency groups and multinational advertisers. C Squared launched the Festival of Media in Venice in 2007 and the brand now has 3 major Events across the world, attended by 4,000 senior delegates and receiving over 3,000 Awards entries. In 2009, C Squared acquired the leading brand M&M Global; plus the M&M Global Awards and the popular media training course, IMM. In 2011, C Squared created its "Original Events" unit, which has since created leading events for clients including Wired Magazine, Unilever and BeViacom. More information is available at: www.csquared.cc

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