

THE  
**MOBILE MARKETING**  
**ASSOCIATION OF SOUTH AFRICA'S**  
ANNUAL DIGEST 2015

Ten years ago  
Kenneth was  
waiting tables. **Today you'll  
wait two weeks  
to get a table at  
his restaurant.**

Never stop moving forward.



#neverstop

**Standard Bank Moving Forward™**  
Also trading as Stanbic Bank



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## FOREWORD

Welcome to the MMA Digest 2015.

It has been a phenomenal year for mobile media and marketing in South Africa.

We would like to thank Nicolle Harding for her awesome contribution to growing the industry and we are looking forward to working with her as Chair Emeritus and part of the operations team.

We would also like to thank Kim Risi for being the pillar of the MMA. As the only full-time employee of the association, her dedication and support has been invaluable.

To the rest of the board and support team who volunteer their time and have contributed, we show our gratitude, as we know how difficult it is to balance your day job with your contribution to the association.

I am excited to be working with Sarah Utermark from Opera Mediaworks who is rejoining the MMA Board as Vice Chair. Sarah and I are committed to providing clear focus and adding value to our members.

At the Mobile Marketing Association, we have recognised the personal relationship consumers have with their mobile devices and believe that we therefore have to offer personalised marketing and communication.

For marketers, we have seen mobile positively impact ROI and increase the value of every Rand spent within media budgets.

The global MMA position on mobile marketing is “nothing gets marketers closer to consumers than mobile” and even more so in a mobile-first country like South Africa, where mobile has the highest reach with over 120% mobile penetration – by far the most powerful channel for customer engagement and customer insight.

There is no longer a question of “why mobile?” but an acknowledgement that mobile will empower marketers to connect with consumers to drive awareness, advocacy and transactions on behalf of brands.

We are committed to creating standards, best practices and definitions for current and future mobile trends, so we can engage in more constructive dialogue on how to advance the mobile ecosystem and keep pace with consumer behaviour in South Africa.

We have some exciting initiatives planned for this year in education and measurement of mobile marketing spend in South Africa.

The MMA is here to promote, advance and support all mobile marketing and to strengthen mobile media and marketing as a practice.

Mobile is the future of all media, and it is a bright future for our industry.

We look forward to attracting business leaders across the industry to work together and advance the mobile marketing industry in South Africa.

Please feel free to contact me should you have any suggestions or would like to work with the MMA.

Yaron Assabi - Chairman of the Mobile Marketing Association



# EXCERPT FROM MOBILE THE GREAT CONNECTOR VOLUME 2

By **Chris Babayode**  
Managing Director, MMA EMEA

The power of mobile is not just in its ability to reach and influence consumers at every step of the journey, mobile also bridges the digital and physical worlds. In this new role, mobile gives an entirely new dimension to people's experiences and enables marketers to achieve new levels of continuous customer touch and engagement. In *Mobile: The Great Connector Volume 2*, we draw from our own survey of mobile consumers in the UK, Germany and France (conducted by GMI Lightspeed Research) and exclusive interviews with brands and key players in the mobile ecosystem. The aim is to identify the key components and approaches marketers must embrace in order to drive real results and benefit from mobile's unique ability to bridge the physical and digital worlds. We also explore the opportunities at the intersection of content and context to show the ways marketers can orchestrate their capabilities to segment and sequence customer outreach and engagement based on a variety of digital signals and data, such as location, past behaviour and known preferences. Finally, we present and map the 'Path to Action', showing how architecting brand interactions on the channels users prefer (mobile, app, web) in the sequence they appreciate can influence customers on their journey and ultimately encourage loyalty. We invite you to read how mobile is transforming business, transcending barriers and creating new opportunities for you to reach your brand objectives with a strategy that makes every minute truly mobile.

## INTRODUCTION

At first, marketers saw mobile as a way to deliver marketing. Fast-forward and brands are just beginning to recognise that the real power and value of mobile increasingly lies in what it enables, namely holistic experiences that connect people with other digital screens or the real world around them – or both. This excerpt from this soon-to-be-published book walks you through the themes and topics covered in-depth in Volume 2 of this comprehensive guide. In each section you will find actionable insights, equipping you to develop and execute a comprehensive and winning strategy to create contextual relevance and real value in your interactions with your target audience.

## SECTION 1: MOBILE IS INTERACTION

From market figures to user behaviour trends based on a survey of mobile consumers in EMEA, this section provides an overview of the results and research you need to help you understand your audience and the evolving role of mobile in their daily journey.

### Topics we cover include:

- Essential EMEA market stats.
- Mobile and multichannel trends you need to watch.
- Compelling case studies showing how mobile now defines and links the personal and digital worlds of consumers with the real world around them.

## SECTION 2: MOBILE IS PERSONALISATION

Driven by customer demand for brand interactions entirely on their terms, the burden is on marketers to determine appropriate channels and approaches that will satisfy the growing requirement for personalised and relevant brand communications.

### Topics we cover include:

- Strategies to re-imagine and 'hyper-personalise' the customer experience.
- How communications and offers linked to personal context and enabled by smartphone capabilities can influence consumer behaviour and improve loyalty programmes.
- How leaders in the travel sector including *Hotels.com* and *ebookers.com* are pursuing strategies to match personalised and relevant communications and offers to deliver value, increase bookings and reward engagement.

## SECTION 3: MOBILE IS LOCATION

Effective advertising doesn't just target the right audience; it targets their 'location context'. It's this capabilities combination that equips brands and companies to deliver marketing that is appreciated and valuable because it is inextricably linked to the world around us and related to our lives and what we are doing at precisely that point in time.

### Topics we cover include:

- The rise of models and mechanisms, such as programmatic mobile advertising, that tap location context to help brands get more mileage (and less wastage) out of their spend.
- Ways that brands and businesses can harness location to select and segment their target audience.
- How Unilever is leveraging and layering location to understand consumer intent and initiate brand interaction at prime moments in the Path to Purchase.

## CHAPTER 4: MOBILE IS TRANSACTION

Mobile is not just having an impact on ecommerce, it's also increasing the pressure on brands to deliver an experience that harnesses mobile to reduce friction, increase convenience and in some cases, amaze our senses.

### Topics we cover include:

- Mobile and retail 'readiness' trends and top-line numbers across EMEA.
- The rise of the 'smart store' and the impact of indoor technology to reach and engage customers at every step of the journey – even at aisle level.
- How IKEA is connecting with customers in-store and on mobile.

## CHAPTER 5: MOBILE IS TRANSFORMATION

Data-driven marketing delivers insights that improve products, super-charge services and transform the customer experience and relationships. Why (and how) digital connections foster deeper human connections is the focus of this section, which also sheds important light on how the Internet of Things (IoT) fits into the customer-brand paradigm to potentially close the gap between the digital and physical worlds.

### Topics we cover include:

- How creating and monitoring sensor-based touch points in the offline world can provide brands and marketers empirical, customer-driven insights.
- Tools and capabilities necessary to listen, learn and measure what customers are telling brands through their behaviour and feedback.

## KEY FINDINGS

Effective Measure surveyed over 11,000 Internet users in South Africa on their online shopping habits and uncovered the following key insights:

### EFFECTIVE MEASURE ONLINE SHOPPING DATA DEC 2014

- 1** Kalahari.com is the top shopping site with 2.28m unique audience for the month of December, 2014. Amazon.com and takealot.com ranked second and third with unique audiences of 1.99m and 1.74m respectively.
- 2** Females were the more prominent visitors to shopping websites, making up 55.0% of all visitors.
- 3** 25-29 year olds were the most active on shopping websites making up 15.8% of total South African visitors to online shopping sites. 30-34 years olds were the second most active age group with 14.4%.
- 4** 72.0% of people visiting online shopping websites had some sort of tertiary qualification.
- 5** Johannesburg and Cape Town had the most active visitors of online shopping sites with 24.4% and 20.3% respectively.
- 6** Books (22.1%), airline tickets (20.1%) and music (17.1%) are the most popular products that have been purchased online. The majority of shoppers (64.8%) chose to make their purchases from South African based businesses.
- 7** 7.8% of online shoppers were making a purchase at least once a week. This was an increase of 94.0% from 2013 (4.0%).
- 8** The two leading causes of people choosing not to purchase online are the fact that they don't trust online payment systems (32.4%) and that they would like to touch and feel the product before making a purchase (48.1%).
- 9** Credit cards are the most widely used (35.1%) and preferred (28.5%) method of online payment, with Visa being the most widely used credit card at 51.9%.
- 10** 28.8% of online shoppers are willing to spend less than R250 on an online shopping event. 16.1% are willing to spend R500, while around 15.0% are willing to spend around R1000.
- 11** Trustable payment method (40.1%), competitive prices (33.5%) and quality products (29.7%) are the three main factors that would drive people to make more online purchases.
- 12** The most well-known online retailers are Kalahari (71.2%), Pick n Pay (55.3%) and Amazon (51.0%).
- 13** 20.4% of online shoppers are members of daily deal sites like Groupon and Ubuntudeal, representing a drop of 38% from 2013. 21.8% are members of catalogues such as Pick n Pay and Woolworths.
- 14** There is a dramatic shift to using mobile phones for online shopping - increasing to 46.5% (from 23.1% in 2013). Desktop use for online shopping has dropped from 94.7% (2013) to 63.6% in 2014. Tablet use remains steady at around 23.0%.
- 15** 52.5% of online shoppers are interested in prepaid credit cards for themselves or their family. This is an increase of 26.0% from the 2013 figure of 41.7%.
- 16** 65.2% of respondents perform some form of online banking. 47.8% use their mobile phone for online banking (up from 38.5% in 2013).



# LONGER-FORM VIDEO IS CAPTURING ATTENTION ON MOBILE SCREENS ACROSS THE GLOBE

## ACCORDING TO MAJOR INTERNATIONAL STUDY FROM IAB

**Survey of mobile video viewers in 24 countries shows 1 in 5 regularly stream video on smartphones while watching traditional TV. Majority surveyed in each country favours tailoring of mobile video advertising.**

NEW YORK (8 June 2015) – Contrary to popular opinion, mobile screens are regularly being tapped for streaming longer-form video, according to “Mobile Video Usage: A Global Perspective,” a new comprehensive survey of consumers from 24 countries around the world who watch smartphone video, published today by the Interactive Advertising Bureau (IAB). Thirty-six percent of total respondents said they watch videos that are five minutes or longer on their phones daily or more frequently. Smartphone video viewers in Turkey, Finland, China, Russia and Singapore are particularly frequent viewers of such videos. Even longer programming, such as movies and full-length television show episodes, are also viewed by audiences on mobile devices, with Chinese viewers being the most inclined to watch both films and TV shows on their mobile screens.

Whether short or long or in-between, substantial numbers of video viewers report their video consumption on smartphones has increased year on year in all of the study’s participating nations, with the most prominent upticks being seen in the US (50%), Canada (42%), New Zealand (42%), South Africa (42%) and the UK (40%). This trend is also impacting traditional television viewing across the board, with consumers in China (37%) and Singapore (35%) reporting the highest incidence of watching less TV due to streaming more on mobile.

When mobile video viewers do watch traditional television, however, 22% are regularly doing so while watching video simultaneously on their phones. This video dual-screening tendency is evident across all markets measured, with the exception of Japan.

“The popularity of digital video is evident across small screens the world over,” said Anna Bager, Senior Vice President Mobile and Video, IAB, and General Manager of the IAB Digital Video and Mobile Marketing Centers of Excellence. “The fact that people are not only watching short snippets of programming, but committing to longer form content on their phones, opens doors for brands to be part of this impressive mobile engagement. However, the finding that viewers around the world are now video dual screening while watching TV, points to an emerging challenge for marketers: How do you grab a viewer’s attention when it’s divided between two simultaneous video feeds?”

Across the 24 countries in the survey, there are several common ways that mobile video viewers discover digital video to view on their phones, including:

- YouTube (62%)
- Social media platforms (33%)
- Search results (20%)
- Advertising (14%)

When looking for mobile video to watch, advertising has even more influence in the US (22%) and Canada (18%).

Apps are indisputably the main method for viewing mobile video in each of the markets studied. Nearly half of respondents overall (48%) said that they “only” or “mostly” leverage mobile apps to stream video on their phones, with the UK (63%), Brazil (60%) and Turkey (58%) leading the trend. By contrast, across the survey sample only 18% said they “only” or “mostly” use mobile websites to view video.

More than a quarter (28%) of viewers across the participating countries said that they often see ads on mobile video that they’ve already seen on TV. Numbers climb higher in France (38%), Turkey (36%), Finland (35%) and the US (35%). But marketers might be missing out with this approach – since 80% or more of consumers in most markets expressed interest in any kind of tailored ad versus “I prefer no tailoring of ads at all.” The findings point to the importance of ads being relevant to the content of the video being watched, but also show viewing history being a significant factor, especially in the US and Canada.

***“Audiences around the world are overwhelmingly open to mobile video advertisements that relate to their context and viewing patterns,” said Joe Laszlo, Senior Director, IAB Mobile Marketing Center of Excellence. “Clearly, this is a real boon to global marketers that want to ensure they reach the audience segments most likely to be interested in their products or services.”***

In addition to advertising, the study shows that there is potential for mobile video monetisation through subscription and pay-on-demand models. In several markets viewers already demonstrate a willingness to pay for video content that is streamed to phones:

- China (33%)
- UK (25%)
- Canada (23%)
- US (23%)
- Australia (21%)

Still, there are barriers to overcome for further success in pay-for models – and much need to grow mobile video advertising revenue. Seventy-eight percent of respondents overall stated that they would rather have free mobile video supported by ads. To download the complete IAB “Mobile Video Usage: A Global Perspective” report, go to [www.iab.net/mobilevideousage](http://www.iab.net/mobilevideousage).

### Methodology

A 20-question survey was designed and fielded from April 14 – May 11, 2015 in 24 countries – Argentina, Australia, Austria, Brazil, Canada, China, Colombia, Denmark, Finland, France, Italy, Japan, Mexico, New Zealand, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, the UK and the US – by On Device Research. Two hundred consumers, who were 16+, owned a smartphone and watched either short or long mobile videos, were polled in each of the markets. All respondents were asked the same questions – frequency of watching, genres of mobile video watched, where they watch mobile videos, when they watch them, how they watch mobile videos, do they share mobile videos and whether they see any ads while watching mobile videos.



# WASPA has published an updated version of its Code of Conduct

By Alan Haarhoff

Business Development Manager and MMA Advisory Board Member

The Wireless Application Service Providers' Association (WASPA) has updated and published version 14 of its Code of Conduct with a few minor changes.

There is a minor amendment to clause 8.10 which prevents a customer from being able to request communication in a different language not supported by a member.

In section 20 – “Contact and Dating Services” – they have added a clause which is intended to limit the chance of accidentally marketing adult services to a child. Recycling mobile phones and SIM cards is common in South Africa and it is a reasonable addition to the Code of Conduct:

“Marketing messages for a contact and/or dating service may not be sent to a customer of that service if that customer has not made use of the service during the preceding three months. This is to prevent the accidental marketing of such services to children as a result of a recycled telephone number.”

## WASPA CODE OF CONDUCT 13.6

### Unpacking the Changes to the WASPA Code

The Wireless Application Service Providers Association (WASPA) Code of Conduct was updated in February 2015. With compliance to the Code now mandatory, it is advisable that all industry members are made aware of what the new updates entail.

The primary objective of the WASPA Code of Conduct is to ensure that members of the public can use mobile services with confidence, assured that they will be provided with accurate information about all services and the pricing associated with those services.

While WASPA is a voluntary self-regulating body, key industry operators such as Telkom Mobile, Cell C, MTN and Vodacom consider the Code mandatory for all WASPs. Non-compliance with the Code can have serious ramifications. The recent amendments focus specifically on ‘ad-hoc transactions’, ‘subscription services’ and ‘adult content’.

Sharing his thoughts on the WASPA Code update, MMA Advisory Board Member Alan Haarhoff said: “While at a first glance the new updates appear to be fairly minor, what is interesting is that there are two bigger stories beyond these changes.

“The amendments relating to ‘ad hoc transactions’ and ‘subscription services’ are very significant. They are aimed at closing loopholes on disguised costs. Over the past few years, network operators implemented ‘double opt in’ requirements on ad hoc transactions and subscription services, this is now further enforced under the Code. This is certainly a much needed step to ensure that consumers are given a fair deal.”

Section 22 states that adult content cannot be offered if it is likely to be classified as X18. “This could be a first step to regulate online and mobile content as per the Film and Publication Board’s 2014 Strategic Plan. The ability to regulate and enforce this will be practically impossible, but could become a challenge for the content industry,” concluded Haarhoff.

As the mobile industry continues to evolve, it is likely that more amendments will be made to the Code in the coming years. Central to these is ensuring that consumers are treated fairly.

### WASPA Code – Updates at a glance

The following are the key updates within the Code.

#### Section 4: General provisions: Lawful conduct

**4.3** Members must conduct themselves lawfully at all times and must cooperate with law enforcement authorities where there is a legal obligation to do so.

#### Section 14: Ad hoc transactions: Confirmation step

**14.2** For all ad hoc transactions that are service-provider initiated, there must be an additional specific confirmation step before the customer is billed. This confirmation step must be provided in one of two ways: (i) The customer’s mobile carrier may implement the confirmation step. (ii) The member can present the customer with a confirmation step.

**14.3** The confirmation step for any ad hoc transaction must require an explicit response from the customer of that service. The confirmation step may not be performed in an automated manner in such a way that the process is hidden from the customer.

#### Section 15: General requirements

**15.9** The confirmation step for any subscription service must require an explicit response from the customer of that service. The confirmation step may not be performed in an automated manner in such a way that the process is hidden from the customer.

**15.23** Any instructions for terminating a subscription or notification service must not be phrased in such a manner as to result in the customer inadvertently terminating services offered by any other service provider.

#### Section 22: Prohibited practices (adult services)

**22.10** Members may not offer adult content which is classified as XX or X18 by the Film and Publication Board, or which has not yet been classified but which would likely be classified as XX or X18.

**22.11** Marketing material for any adult services may not make use of material which is classified as XX or X18 by the Film and Publication Board, or which has not yet been classified but which would likely be classified as XX or X18. Section 24: Appeal procedure

**24.59** An appeals panel may ask WASPA to request that the complainant, the member, or both, furnish additional information relating to the complaint. A party requested to provide additional information must provide that information within five working days. If the party so requests, an extension to this time period may be given at the discretion of WASPA.

## THE YEAR OF MOBILE

Social media advertising and social media marketing are leading the way

By Yaron Assabi

Founder, Digital Solutions Group; Chair, MMA SA

This is the Year of Mobile. Consider this: global mobile app usage will account for more internet traffic in 2015 than desktop and mobile web combined. Drill down into Sub-Saharan Africa and a similar story is forecast. Sub-Saharan Africa is currently witnessing one of the strongest increases in mobile data usage in the world. Experts predicted that internet traffic across Africa would double between 2014 and 2015, with a 20-fold increase forecast for the end of the decade. Mobile penetration and uptake is due in part to better connectivity, a burgeoning middle class and access to more affordable, customised smartphones. With 50 million mobile phones in South Africa, the incredible size of the mobile market is difficult to ignore.

Mobile is a key marketing channel; it is making headway and will be the most formidable media platform in South Africa. Mobile is omnipresent; it has the power to enable great customer experience. Salesforce's 2015 State of Marketing concluded that the Year of Mobile has arrived. Surveying 5 000 global marketers, it highlighted social media advertising and social media marketing as top areas for increased spending, followed closely by social media engagement, location-based mobile tracking and mobile applications. Technologies considered most critical to creating a cohesive customer journey are mobile applications, marketing analytics and CRM tools.

Marketers are spoilt for choice with a record number of technologies, channels and marketing tactics to choose from. Finding focus and delivering measurable return on investment is key. This is the time to re-imagine marketing, putting mobile at its core. It is an exciting channel with the highest reach; mobile offers the richest interface highly suitable to advertising. It has the ability to deliver brand advertising where the consumer is, and on any mobile device. From basic SMS marketing campaigns to 3D advertising, the options are endless.

In South Africa, with the exception of cinema and radio advertising, there is a small, yet growing migration of advertising spend from traditional categories to mobile advertising. While at this stage it is not a huge shift, with the total advertising spend at R61 billion, it is still significant. Global trends show that a larger proportion of the marketing budget is increasingly being allocated to mobile. Marketers are seeing mobile as a way to make products and services more affordable and relevant to low income customers, and as a way to retain them. But it is imperative that brand advertising must work in tandem with its social media presence; it should refrain from being overtly promotional and it needs to be relevant and available across multiple touch points of the consumer's online journey.

Right now there is no denying that this is the time for mobile to take centre stage in the marketing mix. Mobile is a critical enabler of a relevant, personalised cross-channel experience that consumers expect today. Digital marketing as we know it is changing – it is no longer simply a category within the marketing mix; all marketing is now part of the digital world and mobile is the key enabler of this.

## EXPLORING CROSS-PLATFORM MOBILE ENGAGEMENT

By Daniel Courtenay

CEO, MaxAxiom

We've come a long way from blind ad networks being the default choice for mobile marketing and from click-through rates (CTR) being the metric status quo for the success of a mobile campaign – these days, there are many more options to choose from and it can be tough to decide which platforms to go with. It depends on the brand you're promoting, who you're trying to reach and what you're trying to achieve. Nowadays we have the ability to tailor mobile campaigns across various touch-points based on what our campaign KPIs are, such as lead generation, competitions, customer surveys, test drives etc.

What's exciting is that on the back of ever-evolving technology, coupled with traditional media channels we now have a full spectrum of mobile marketing options to choose from, so let's explore some of the options we have available.

### SMS / USSD / PCM notifications

We live in a region where feature phone penetration still continues to exceed that of smartphone penetration and using SMS/USSD gives us an opportunity to reach the feature phone end of the market. These ad units are still relatively affordable and this channel is generally a great complement to a campaign seeking to reach a wider market.

### Programmatic buying

With programmatic media buying we have the ability to reach targeted audiences through automated buying, while being able to optimise on the fly. The power of programmatic lies in the realisation that audiences accessing specific sites/apps (for example travel sites) may still be interested in other products (for example music and fashion) and the technology optimises performance and eliminates media wastage based on audience engagement.

### Premium

Premium mobile advertising offers us the ability to target a specific demographic accessing a premium publisher site or application. The choice to go with premium advertising often arises when marketers feel familiar and confident about where their segments spend time browsing. Buying premium is generally a more direct media buy. In comparison to programmatic buying, premium options are very good at achieving rapid results, but can be considerably more expensive.



### Native Advertising

Native advertising offers advertisers the opportunity to market products in a contextual space, essentially eliminating a vast majority of audience and media wastage (for example, promoting your café on a foodie review application). With conversion and completed view rates never seen before, native advertising has in most cases become the must-have addition to any mobile campaign.

### Rich Media

Rich media ad formats – where banner ads are able to flip out and expand with animations and interactive components – are also becoming increasingly popular. With the ability to get much more creative and incorporate more traditional elements such as video into your mobile marketing strategy, this is the perfect addition to a marketing campaign that wishes to fully engross the mobile consumer.

### Innovation

Over and above what we've just mentioned, there are various other platforms out there today offering you the ability to engage with your audience in innovative ways. For instance, MTN Steppa is a low-cost smartphone device with a locally developed operating system, allowing advertisers to reach the end user by means of pushing the banner directly onto a handset home screen, with no airtime or data needed. Another example is Money4Jam, a 'microjobbing' platform that offers the end user monetary reward for completed tasks, such as filling out a survey, rating a product or sending them feedback on a particular product launch.

### Pulling this together with mobile enablement

As exciting as it is to have all of the above options at our disposal, they really all mean nothing without having somewhere to drive the end user in order to close the conversion loop and complete whatever the campaign's call to action is. There are a few options currently out there; familiarise yourself with these before making the decision about what best suits you and your brand.

In conclusion, it's important for us to know the options we have in terms of mobile marketing and, depending on your objectives, you should match your choices with those specific goals in mind. In most cases a combined approach is more beneficial than sticking to just one platform. If you are undecided, it always makes sense to experiment a bit with a portion of your budget and find out exactly what works best for your brand. From that point it is all about monitoring conversion and continual optimisation of your marketing strategy – the results should follow.

# AFRICAN MOBILE OPERATORS ARE MISSING AN OPPORTUNITY

By Rick Joubert  
CEO, Yonder Media

The mobile medium has moved beyond hype and early adoption stage, and is touching the mainstream consciousness in advertising and media.

### Here are a few examples:

- Thought leaders like Brian Solis making a radical argument for a "Mobile as the only screen" paradigm in design.
- Mark Zuckerberg repeatedly proclaiming Facebook as a "mobile company" (and proving it recently when it became evident from a quarterly financial results report that Facebook's mobile advertising revenue now accounts for 69% of revenue).
- Google executives pronouncing "mobile has won".
- Leading e-commerce processors reporting that transactions concluded on mobile already account for over 25% of all online purchases.
- Leading researchers reporting that on-the-fly consumer research using mobile phones can make or break the fortunes of South African retailers.
- Mobile already accounts for over 15% of total media spend in some (northern hemisphere) markets, for example in the UK market mobile ad spend is already larger than newspaper spend and is forecast to overtake total print ad spend in 2015.

Marketing managers at the world's leading brands finally understand that mobile needs to be an important part of their overall strategy – and this has sent ad agencies scrambling to ensure that they are able to meet client expectations. It is now unusual to not see a mobile strategy in an agency pitch or even a standard media plan (although execution still remains a problem due to the scarcity of experienced mobile marketing resources).

To date it is the so-called OTT (over the top) players – not the mobile operators – who are dominating the mobile media landscape. Companies like Opera, Twitter, Facebook, Google and countless other applications and services – all relying on the internet – access infrastructure provided by the mobile telcos and public Wi-Fi services to enable delivery.

In most African markets we are still seeing low smartphone (less than 20% overall) and mobile internet services uptake (yes these are growing at an incredible rate but feature phone usage remains dominant).

This gives mobile operators in Africa an opportunity no longer available in most other parts of the world: to position themselves to capture a significant share of the value that is being created by the emergence of mobile media and not cede all such value to the OTTs.

African operators should start by “fishing where the fish are” and prioritise development of media opportunities around basic access (voice, SMS, USSD, mobile web) – leveraging their existing media assets, especially those that already have large audiences and simply require media monetisation.

The monetisation of assets like hundreds of millions of existing text notifications (via ad-tags to these), which fly around the network daily is a no-brainer, and some operators have woken up to this. Very few, if any, are attempting media monetisation of the millions of calls being made daily – and more importantly not being made (because people can’t afford to make them but might if some were ad-funded). Are ad-sponsored calls for the emerging African consumer a bad idea? Why are no African operators monetising the call-back real estate when a caller is waiting for a call to be answered? Why are no African operators expanding consumer access to the web through brand sponsorship i.e. enabling free or cheap access supported by ads? At an even more fundamental level there is the issue of basic enabling services. The “meat and potatoes” stuff that makes mobile marketing work with above-the-line media. Why is it still so difficult to get a universal SMS short code (a single short code for all operators in a country) provisioned in many African markets? Why do so few operators offer reverse billing for SMS, allowing brands to fund consumer engagement? Why do so few African operators offer ready-to-go USSD application service access for brands (other than banks)?

Even when the above services are offered, their value is often greatly diminished if they are offered by a single operator in isolation within a country. African operators should collaborate to make services available to marketers with a view to creating a valuable mobile marketing ecosystem; it serves no purpose to be competing in a market which has not yet been created!

Even though African mobile operator data service access and revenues are growing at a blistering pace, prices are falling and data margins are tight. Data revenue is therefore far from a panacea for African operators, as recently evidenced by some of the more mature African operators’ results. Operators should (and indeed are) looking for new revenue streams in order to keep growing and many have experienced significant commercial success outside of their core telecommunications platform by aggressively inserting themselves into the financial services and payments value chain (mobile money). The opportunity to create value in this space exists because of the relative weaknesses of the banking systems in these markets.

African operators have a similar opportunity in mobile media: the ecosystem is still weak, the large mobile media players (OTTs) have not yet established a dominant foothold due to the relative immaturity of mobile data, internet services and smart device ownership.

The window of opportunity is closing quickly.

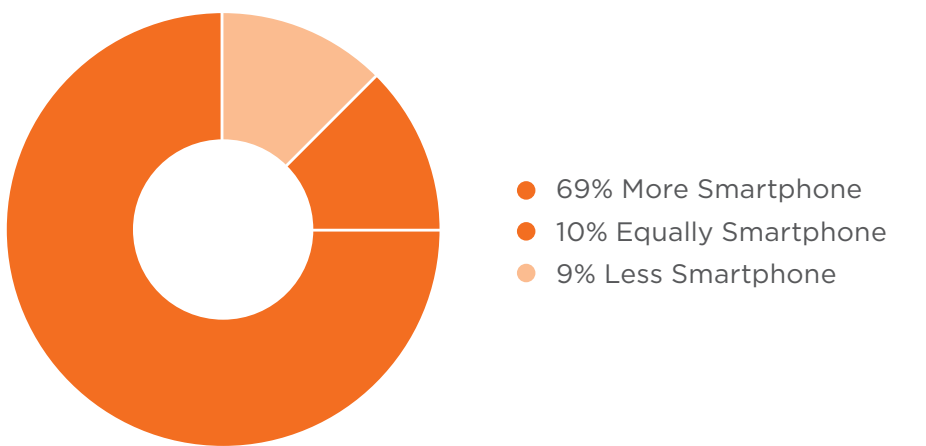
# DELIGHT USERS & DRIVE CONVERSIONS ON MOBILE

By **Bryan Nelson**  
Industry Head, Google South Africa

South Africa is in the midst of a mobile internet explosion. According to Canalys research there will be nearly 20 million active smartphones in South Africa in 2015. This is a far cry from a few short years ago when smartphones were struggling to gain traction in the country against a strongly entrenched feature phone base. Businesses looking to deliver mobile services to consumers could not rely on the smartphone revolution sweeping through the rest of the world to scale locally and needed to focus development and marketing efforts on feature phones.

Fast-forward to today and the mobile landscape in South Africa is very different. Operators are offering low-cost, highly capable smartphones, which consumers in the millions are enthusiastically buying. Consumers who have had smartphones for a while have come to understand the value of the internet in their pockets and are developing an insatiable appetite for more mobile internet, quickly catching up with consumer smartphone behaviour globally. By example, Vodacom’s 2015 annual results show 63% growth in data traffic year on year on 30% year on year smart device growth.

South Africa finds itself in a new kind of mobile-first world now, lead by the ubiquitous modern smartphone. For most internet users in South Africa today, internet access is smartphone centric. At the top end of the market, traditional desktop internet users are migrating more and more time to their high-end, large-screen smartphones, and at the lower end of the market, new users are discovering the internet for the first time through affordable smartphones (and will likely never use a desktop). The 2015 Consumer Barometer study by Google and TNS shows that 69% of South African internet users report using their smartphone more than any other device to use the internet for personal reasons.



It is clear that there has never been a more important time for South African businesses to focus attention on developing successful smartphone experiences to engage and delight their customers. Smartphone users who eagerly use the best apps and mobile websites the world has to offer set the bar for mobile excellence very high, and they have an expectation that their favourite local companies will deliver an equally refined smartphone experience. The challenge for South African businesses is to build mobile websites, apps and end-to-end mobile experiences that meet these customers' lofty expectations. The rewards for success are high – even small increases in engagement or conversion rates on mobile channels can have a large impact on business performance. Mobile innovation can drive new kinds of customer interaction models and vastly change business economics or customer satisfaction levels.

The exciting news for South African businesses that choose to invest in developing a modern mobile presence is that there are many companies internationally and locally who are getting it right. Google has compiled a number of resources from our experience working with customers to help any business build better mobile websites and apps.

The first resource is The Principles of Mobile Site Design at [google.com/think/multiscreen](https://google.com/think/multiscreen) conducted last year by Google and AnswerLab. The study is focused on increasing the rate of conversion for tasks like making a purchase or booking a travel reservation using a mobile website. The study uncovered 25 mobile site design principles with insights, best-in-class examples and key takeaways to apply to your own design in the areas of:

- Homepage & Site Navigation
- Site Search
- Commerce & Conversions
- Form Entry
- Usability & Form Factor

The common thread in all sections is that mobile users tend to be very goal-oriented. They expect to be able to get what they need from a mobile site easily, immediately and on their own terms.

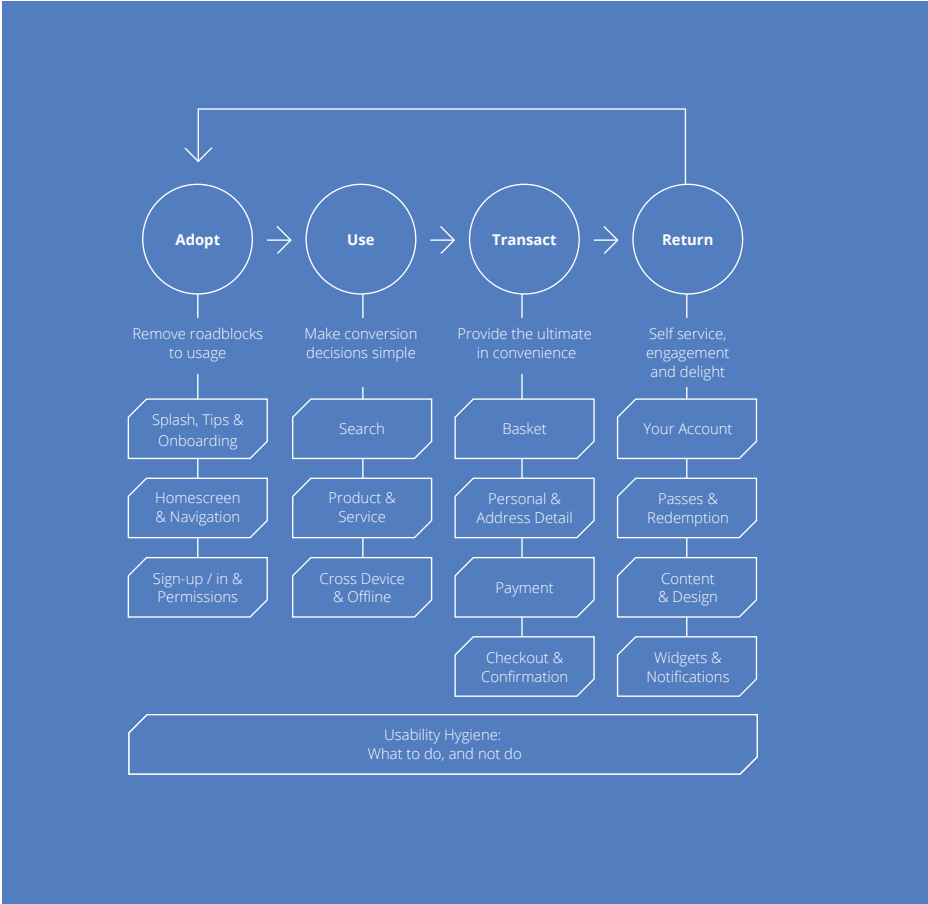
Great design is only part of a mobile site's success. It's important to get the technical side right as well. This is especially important in a developing market where consumers use a very wide range of devices of varying capability and are very conscious of data usage.

Here are a few tips to avoid common pitfalls:

- Minimise downloads to ensure a smooth experience. Consolidate and preload your mobile web content for larger but fewer downloads.
- Test on a range of devices. Test your site in multiple browsers and on various devices to ensure maximum performance.
- Make sure your page content loads in a logical order. Consider your page as a user would to proactively identify possible issues.
- Implement analytics and conversion tracking across your mobile site. Ensure mobile conversions are tracked alongside desktop conversions.
- Make sure your mobile ads are configured to take users to the mobile site. Incorrect

configurations might result in your mobile ads pointing towards the desktop site.

The second resource is the Mobile App UX Principles report published on Think with Google earlier this year (<https://goo.gl/XsRGSt>). It defines the key considerations when assessing apps, in order to identify how to improve the user experience (UX), optimise conversions and measure performance. It covers the whole customer journey, conversion points at each stage and usability hygiene.



These two resources are focused on helping businesses move from simply having a mobile web or app presence to using their mobile presence to directly drive business results through the smartphones where the majority of South Africans are spending most of their personal internet time. Many of the recommendations are simple and easy to implement but can have a surprisingly large impact.

Sign up to the Think with Google newsletter at [internet.thinkwithgoogle.com/](https://internet.thinkwithgoogle.com/) to stay informed.



# MOBILE ADVERTISING TRENDS IN SOUTH AFRICA 2015

By Velly Bosega  
GM, AdClick Africa

Mobile advertising, as we know, has evolved throughout the years. Mobile devices have outnumbered people. Ad revenues, once cemented in TV and print, are now shifting into our handhelds by the billions. Mobile web traffic now even surpasses that of desktops globally. According to Internet World Stats, South Africa had 2.4 million internet users in 2000 and this had increased to 24.9 million in 2014; the internet penetration of the entire population is 51.5%. Internet usage in South Africa accounts for 8.4% of the total internet usage on the African continent. Research conducted by PWC predicts that mobile will see its share of internet advertising increase from 16% last year to 26% in 2017.

A lot of talk has been made around cheaper smartphones in the marketing community and it looks like 2015 will be the year we finally see growth in smartphone penetration come to fruition. A key factor that will have an impact on how this shapes out are data prices which seem to be going lower as competition intensifies this year. This will open up to a more connected South Africa. The Alliance for Affordable Internet (A4AI) has predicted that availability of low-cost smartphones will increase in 2015.

Here are the Top 5 trends to look out for in 2015.

## Free Wi-Fi

Government and the private sector's drive to bring free internet access to the masses will have a huge impact on how marketers will reach these new consumers, whether it's through customised content portals or multimedia content through these mobile touch points. Content companies are now starting to partner with the government and Wi-Fi providers in the taxi industry and townships to provide content relevant to these audiences. Marketers should take advantage of this opportunity and build relevant communication messages centred around this market.

## Sponsored calls

A few new local players have already started to show up in this new sector as marketers find new ways to connect with lower LSM consumers in the mobile space. This

is a unique way for brands to aid in human communication without being disruptors. Sponsored calls also open a path for direct communication with consumers as well as conversion measurement all the way up to purchase.

Facebook also launched what it called "missed call ads" in Africa last year. When links for an ad on Facebook are clicked, the advertiser calls the user's phone and plays an audio ad and then takes on the cost of that call.

## Mobile Video

There is no doubt that video advertising has a higher engagement rate than normal banner ads. According to findings from information and insight source IHS and video analytics company Vidiro, global advertising revenue from online video doubled to \$11.2 billion between 2011 and 2014, and will jump to \$13.8 billion in 2015. As the data price slows down we will experience a lot of video consumption in South Africa this year. It is important that marketers get as much knowledge as they can on this medium to learn how they can use mobile video to effectively market their companies.

## Programmatic Buying

Programmatic advertising helps automate the decision-making process of media buying by targeting specific audiences and demographics. Programmatic ads are placed using artificial intelligence (AI) and real-time bidding (RTB) for online display, social media advertising, mobile and video campaigns – and are now expanding to traditional TV advertising marketplaces. South African publishers and advertisers are already taking advantage of this opportunity to buy and sell media programmatically. As more publishers open up their data to advertisers, we will see more marketers increasing their mobile advertising spend using available RTB buying tools like DSPs which are used to buy media in a programmatic manner.

# MOBILE NOW

because it is the most pervasive channel in South Africa with the highest reach as well as the most rich and contextual customer experience

## Yaron Assabi

Founder, Digital Solutions Group; Chair, MMA SA

### Highest reach

South Africa's vibrant mobile market has seen rapid growth. By early 2015 SIM card penetration was above 150%, driven by the popularity of multiple card use, often for business and personal use but also for having separate subscriptions for voice and mobile broadband services.

As a mobile-first economy, often the mobile phone is the only communication device and fits multiple uses such as camera, GPS, music and video streaming, and even functions as a wallet.

### Smart communication

The advent of low-cost but powerful smartphones is also driving internet usage and finally seeing adoption rates growing at phenomenal speed. It is estimated that this year over 50% of South Africans will own a smartphone. The feature phone pricing gap is closing and we estimate that within the next few years all phones will be smart, as demonstrated by Safaricom's early move two years ago to offer only smartphones in their retail outlets.

Mobile apps offer location-based technology which is a critical component to offer contextual and relevant offers, considering 81% of consumers perform searches on their smartphones after seeing an offline ad. App notifications are a cost-effective and non-intrusive way to communicate with customers. If you can remind customers about specific events that relate to their relationship with your brand, automatically and subtly via in-app notifications, it can stimulate greater customer loyalty because customers who use apps really enjoy this form of communication.

### Most rich channel

Mobile advertising provides marketers with an accountable medium with which to understand consumer behaviour and gain deep insight into consumer needs and desires. This targeting capability, combined with creative choice as well as the incorporation of social, video and interactive experiences, makes the advert more engaging and therefore more viral, encouraging users to become advocates of the product or service.

### Consumer engagement

Brands that wish to engage with consumers on the most relevant and personalised channel should shift a significant amount of their advertising and marketing budgets to mobile. The first investment a brand needs to make is in a company that can deliver all forms of mobile advertising across different channels based on customer segments, with guaranteed and measurable results.

The industry is noticing a move away from standard banner ads to interactive 3D experiences. Consumers love driving the interactive experience as opposed to the old forms of advertising which try to capture attention and are quite disruptive.

Using smartphone features such as Accelerometer with Parallax movement to provide true 360° view interaction and realistic texture mapping, as well as features such as embedded videos and social interactivity produces a creative solution that delivers compelling, realistic ad experiences with advanced interactivity, resulting in a longer dwell time.

It gives customers full navigation and customisation capabilities within the ad unit, resulting in unprecedented levels of engagement and brand lift.

### Mobile ID & loyalty

Mobile provides new opportunities for unique customer ID and customer loyalty, due to its reach and effectiveness throughout the entire purchase cycle and post-purchase.

Mobile devices are rapidly becoming our generation's most ubiquitous payment mechanism. This due to the fact that mobile is a personal device that is always with the consumer and it makes sense that instead of a plastic card, the identification of a customer would be done via their mobile. It is only a matter of time before plastic cards completely make way for apps and rewards programmes which are integrated into social media.

We can avoid 'app apathy' by making sure the mobile loyalty programme offers real value through integration with the point of sale, the mobile wallet can be used in real time to redeem relevant offers at the point of purchase via NFC or QR Code redemption.

Social Local Mobile has become part of the marketing lexicon and provides a shorter customer journey and path to purchase whereby you view the ad, click and pay.

### Ad supported services via "freemium" model

Many services for consumers are now offered on a trial basis or free, in view of ad supported revenue or what is commonly known as a "freemium" model.

This type of model implies that ad revenue subsidises the cost of services or that the customer subsequently will convert to a premium model, whereby they would have more features available or access those features via an in-app purchase.

In a market where consumer discretionary spend is low this is a powerful customer acquisition strategy and its success has been proven by some of the largest companies in the world such as Google and Facebook.

### Now is the time

We have an opportunity to learn from the mistakes in other markets and create a unique online media environment that capitalises on the mobile-first nature of our consumers. We can create engagement, promote local content, ensure advertising is contextual based on permission marketing and compliant with the regulatory environment, and ensure that programmatic is used for its purpose rather than being problematic.

At the MMA we are passionate about mobile and we believe mobile advertising will become mainstream in South Africa. Businesses should look to direct a significant portion of their media and marketing budgets to this channel, so please make contact and we will show you the way.

# MOBILE PAYMENTS SOUTH AFRICA STYLE

By Nicholas Hodge  
Country Manager (South Africa), BuzzCity

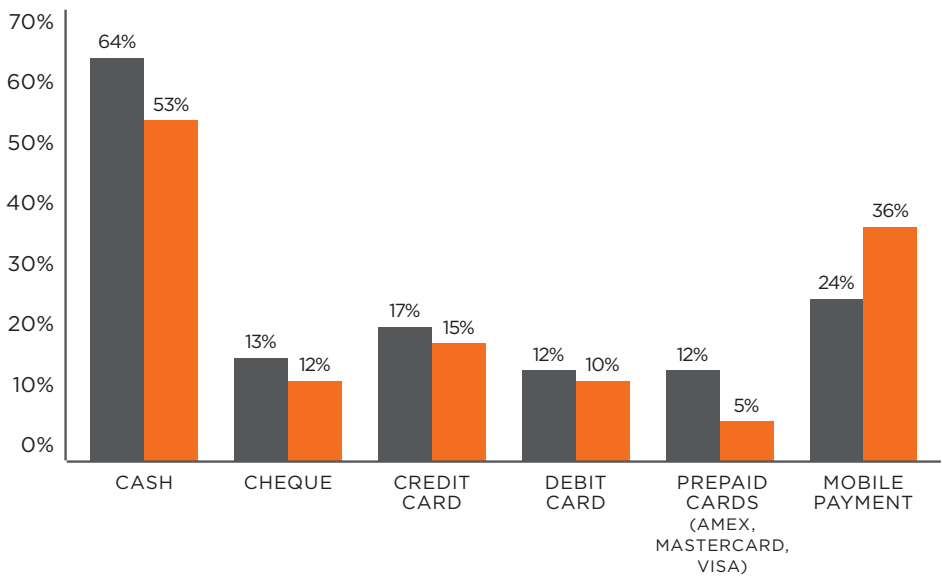
The way we pay for things in South Africa is rapidly changing ... thanks to some innovative new mobile apps.

When I go out for lunch, for example, I don't need to bring my wallet. I regularly use SnapScan instead. I just pull out my phone, open the app, scan a QR code, enter my pin number and the amount. It takes me less time to pay than it took to write that last sentence.

For those who can't be bothered to scan a barcode, SnapScan has introduced a new opt-in bluetooth feature called SnapBeacons, which pops up a 'Pay Here' button when consumers are within range of participating merchants like Cramers Coffee in Johannesburg and Woodstock Cycleworks in Cape Town.

I'm hardly alone when it comes to using my phone to buy things.

More than one-third of South Africans surveyed by BuzzCity – 36% actually – use their phones to pay for daily purchases like magazines and parking coupons. The only form of payment more popular than mobile is cash. While mobile payments are taking off across the globe, as you can see in the bar chart below, South Africa is ahead of the curve.



In addition to SnapScan, there's a wide range of other applications that provide mobile payment services including FlickPay, GustPay (for live events), MTN Wallet and Zapper (a restaurant app that's also available in Australia, the US and parts of Europe).

There have been a number of interesting creative campaigns to publicise mobile payments, but these have relied mainly on television and outdoor advertising, with the occasional radio spot.

When it comes down to it, the media agencies which control the biggest ad budgets are stuck with a 1990s mentality that says 80% of the budget needs to be put into TV, then magazines and print, while digital only gets 5-10%.

Yet, at the end of the day, digital is the only medium that can have a black and white report documenting a company's return on investment.

Take for example a campaign that MTN, one of the country's largest telcos, ran with BuzzCity last year to promote the live stream of a Mandela Day concert. The campaign featured standard mobile banners with a simple, strong and direct call to action.





BuzzCity delivered the banners across three channels — Entertainment & Lifestyle, Mobile Portals and News & Information – to both smart and feature phones. MTN subscribers who clicked on the ads were taken to a link to watch free streaming content throughout the day.



MTN also set clear KPIs (Key Performance Indicators): 9 000 clicks in a 24-hour period and 5 000 streaming viewers. On both counts, the campaign over delivered. Nearly 19 000 mobile users clicked on the ads; 12 000 people watched the concert on their phones.

For those of you who think these numbers may be small considered to TV, consider that the average click through rate (CTR) is about half a percent. That means some 4 million people saw the campaign in just one day.

South Africa, meanwhile, has a mobile penetration of nearly 150%. There are far more SIM cards than people. South Africa is also one of BuzzCity's largest markets: we served 1.4 billion ads here last month, with a near even split between urban and rural/suburban communities. (You'll find demographic details like this and much more in the BuzzCity Campaign Planner.)

Mobile payment and financial service providers, take note!

It just makes sense to advertise on mobile.

#### Additional Resources

Mobile Transactions – South Africa 2015 (Slide Presentation)  
Case Study: Celebrate the life of Tata Madiba on #MTN Mandela Day

# Effective mobile marketing in Africa is all in the tactics

By Candice Goodman

Managing Director, Mobitainment

The success of mobile marketing in emerging markets is reliant on a deep understanding of the African consumer; successful engagement is reliant on relevant tactics. The real challenge facing marketers is how best to connect with consumers to deliver measurable, engaging campaigns. Innovation is key, but what does this innovation look like? For innovation to succeed in Africa, it needs to consider that prospective participants are cost conscious, so campaigns need to be engaging and relevant.

Contrary to popular belief, mobile marketing is not app marketing. This holds particularly true in emerging markets like Africa, where smartphone penetration is estimated to be no greater than 20% of the population. According to Deloitte Digital, feature phones continue to dominate the South African mobile phone landscape, with more than 22 million phones in the market. This has seen some service providers, such as classified advert provider Gumtree, tailoring their services for feature phones.

While there is little need to reiterate the attractiveness of the African market, consider this: according to research house Ovum, over the next three years 175 million new mobile connections will occur in Africa alone. This is due to multiple factors including a burgeoning middle class, improved network infrastructure and the rollout of high speed mobile internet. While exciting, the promise of improved connectivity will take time. According to *The Economist*, mobile-led economic development is changing the world; the rise of mobile payments amongst the unbanked population is a clear sign of this.

The real opportunity for brands lies with those that are able to engage with consumers effectively via tools they are already familiar with. Given the mass consumer profile, brands should utilise technology that works on entry-level phones, like text-based services including USSD (Unstructured Supplementary Service Data), SMS and voice. Services that lend themselves extremely well to this are the low-cost or reverse billed USSD and text options, or free voice call-back options.

First commercialised in South Africa by Vodacom in 2004, USSD is one of the most accessible services. It provides a menu-based service that allows bidirectional text-based communication between a user and service provider's computer. Working

across all phones and network carriers, the connection remains open, allowing two-way exchange of sequence data, making it more responsive than services that use SMS. In South Africa it is a very popular channel for mobile banking, airtime top-up and sending 'Please Call Me' services. Most importantly, it is highly effective for profiling and surveying and for entering unique codes for competitions. Rather than free-form SMS answers, USSD provides marketers with answers that can be structured, making for easier analysis and validation.

The results speak for themselves. The 'Please Call Me' tagged advert is the most successful mass marketing tool in South Africa. Over 40 million are sent every single day; half the population claims to have sent or received one in the last week. It generates a huge response – this is the tool to use for mass market attention nationally. It does require an appropriate call to action though.

A mobile call to action can give a billboard, magazine print ad, product label or radio campaign a voice, allowing the consumer to communicate back to the brand. This bidirectional channel of communication allows brands to talk to customers via their mobiles and they can reply, enabling brands to listen.

By using locally relevant innovative solutions, mobile marketing has the real ability to enable brands to reach the mass market successfully. Our experience shows that campaigns that adopt tools such as USSD and voice are the most likely to get the results that literally speak for themselves.

# MOBILE WITH MOTIVATION CHANGES BEHAVIOUR

Our mobile phones are our constant companions. Many functions and features that were once manual and tedious are now only a swipe away. We look at what it takes to convince users to trade in the old for the new.

Comment by Unilever

**Who says you can't teach an old dog new tricks? You only have to look as far as the impact of mobile phones on modern day society to disprove this age-old idiom.**

From Los Angeles to Lagos, city dwellers no longer wave in hope at passing traffic or phone a control room to order a cab. They use an e-hailing service, like Uber. Siblings on opposite ends of the African continent don't need to wait for that weekly call. With WhatsApp, they can keep in contact on a daily basis. Mobile money transfer services are rapidly ushering out the unsecure methods employed before. With all the benefits gained from the technological advancements in mobile communications, the citizens of the first world and the citizens of developing nations would be equally hesitant to give up their mobile phones.

We, the human race, long known as creatures of habit, are indeed willing to change our ways and evolve alongside technology. But what does it take to convince us to take the leap? It's simple – an incentive. These motivations come in various forms – both functional and emotive. The reason someone uses a mobile banking app instead of visiting a branch is to save time. While the purpose of a grandmother using a video call service over a conventional landline is for the enhanced experience of seeing her grandchild.

To change behaviour via mobile is possible and the evidence is all around us, however, for a brand to own one of these pocket-sized game changers, the incentive you're offering has to be carefully considered. On first contact with your offering the user will be looking at it in search of what's in it for them. To ensure success, you have to guarantee that the incentive you're offering outweighs the current solution. If there's a real opportunity that appeals to your brand's target audience, it won't go unnoticed. OMO washing detergent has aimed to unlock human potential through the communication platform of 'Dirt is Good'. The brand took this strategy of 'playing is learning' to the realm of mobile, recently launching OMO Fast Kids. This programme gets children aged six through to eighteen to close their dusty textbooks and turn to mobile to sharpen their maths skills. In South Africa, where maths literacy is rated amongst the lowest in the world, this offering has been widely adopted by parents, teachers and learners.

The mobile phone has reinvented connectivity, commerce, education, banking, transport and many other areas of our lives. The next major shift in human behaviour could be up to you and your brand.

## CASE STUDY

### Red Bull Kas'Lami Festival

Entertainment and engagement powered by mobile

**Advertiser / Brand:** Red Bull

**Campaign Name:** Red Bull Kas'Lami Festival **Agency:** Mobitainment



Red Bull seeks to enable talent within the youth to take the next step towards their goals and dreams, and therefore created a series of world music events for those who want to make a difference in today's musical landscape – like the Red Bull Kas'Lami arts & music festival in Tembisa on 7 December 2014.

Red Bull invited local South African youths to a celebration of art and music at their Kas'Lami Festival. "Kas'Lami" is local slang for "my hood". In December 2014, the Kas'Lami Festival launched in Tembisa, a large township near Pretoria. In South Africa, Red Bull turned to us...

#### WE WERE TO...

Help them reach out to people who didn't have fancy smartphones and spread the word in the community through local papers, posters etc.

Objectives were to:

- raise awareness around the festival and drive ticket sales
- engage the community of Tembisa

#### WHAT DID WE COME UP WITH?

We used a **Missed Call** entry mechanism with a choice of **Reverse Billed USSD** and **mobile-first responsive site** to reach out and engage with the community. We advertised on a geo-targeted basis on a **free, text-based, digital ad platform** frequented by the youth, as well as traditional ATL channels, and **tracked the source of each entry**.

The free to consumer, and easily accessible mobile call to action lead to a **competition entry mechanism accessible on entry level phones**. The platform was not only to be informative, but engaging and fun as the festival promised to be!

The **rewards-based** mobile platforms, free USSD and mobile-first responsive site were instrumental in driving awareness and ticket sales to the event.

**To explain South African born USSD technology...** Essentially, it is a call communicating through text as opposed to voice. It is a menu-based service that

enables two-way, text-based communication. It's a method that is cost effective and in this case free to the user. It works across all phones and networks and, most importantly, it is familiar to the mass market.

We were most excited to pioneer our own **On Demand Mobile Radio Station** to showcase the local artists.

By using locally relevant innovative solutions, mobile marketing has the real ability to enable global brands, like Red Bull, to reach the local mass market successfully. Our experience shows that campaigns that adopt tools such as USSD and voice are the most likely to get the results that literally speak for themselves.

#### CAMPAIGN MECHANICS

We used our free Missed Call as the initial call to action to trigger the conversation. These numbers were placed on posters and flyers, press releases, the local Tembisa newspaper and social media – and were easily tracked to see which worked best for next time!

Mobile advertising proved to be a frictionless medium to drive traffic from a youth text-based USSD portal to the Kas'Lami competition portal. Location-based mobile display ads on the local bus route app created localised awareness within a 10km radius of Tembisa itself.

We provided a choice of either a free text-based USSD platform or a mobile-first responsive site for the entry of the competition to win Red Bull hampers and tickets to the event.

We drove the target activity by allocating rewards-based points to drive certain behaviour like sharing contact info, voting for their favourite performers, listening to the mobile radio, and sharing. A comprehensive SMS messaging strategy prompted the participants to take the next step.

The more points you earned the greater your chances of winning!

The strategy generated over 500% Word Of Mouth to spread the word.

A South African first was the pilot of a new entertainment channel – the Kas'Lami Mobile Radio. Through the portal we allowed the participants to listen to their favourite artists' tracks through an on-demand Mobile Radio platform that was free to the audience.

It was so popular that the allocated 6,000 call minutes were used up in 6 hours!

#### RESULTS

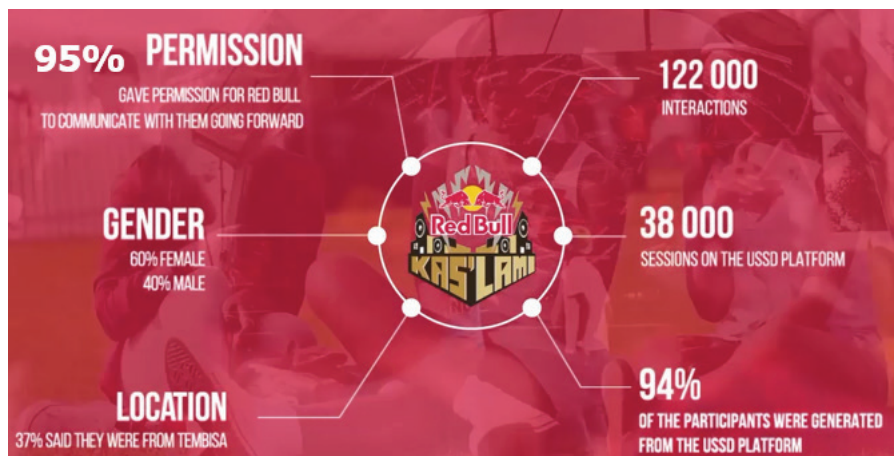
The results from the mobile campaign were as wild as the festival!

The results of this campaign targeted to Tembisa (population of 463,000) over less than one month were unprecedented:

With over 120,000 interactions from over 38,000 sessions on the USSD platform, the text-based USSD platform generated a massive 94% of the participants – proving that you do not need images, glitz and glamour to communicate a message effectively in Africa.

And in just a couple of weeks, the message spread fast amongst the locals of





Tembisa: Nearly 9,000 participants spread the word to over 70,000 people – peaking at 13,000 in one day... contributing to the 500% word of mouth effect.

We received 16,270 votes from the people for their favourite artist to be at the event. We learnt who and what they liked from the participants themselves... the top engagers were females in their teens who like music, especially Black Coffee!

The popularity and engagement on the reversed billed USSD line exceeded our expectations, with 27,000 people using the reversed billed USSD line, each accessing the portal seven times, with a total time of 170,000 minutes spent (2,839 hours) spent on the platform!

Most importantly, they wanted to stay in touch with Red Bull... a massive 95% of the participants gave permission for further communication.

### THE KEY TO OUR SUCCESS?

Mobile was instrumental in reinventing this entertainment spectacle and driving the youth of Tembisa to buy tickets to the event. Making a free platform available on feature phones certainly contributed to the huge reach and engagement rate achieved.

By tracking each call to action with a unique number, we were able to see which promotional channels were performing best and adjust marketing budget accordingly. The use of gamification with a points-based reward system was FUN and drove the behaviour we were hoping for... to learn, listen, purchase tickets, and spread the word and excitement of the Kas'Lami festival.

The campaign was such a success that we did it again on 31 May 2015 in Umlazi, Durban.

*“Some people believe technology will change Africa. We believe Africa will change technology!”*

– Andise Ntsubane, Head of Marketing, Microsoft South Africa

African people, like us, are changing technology and creating new opportunities for even global marketers to learn and share.

## CASE STUDY

### Knorr #whatsfordinner

**Advertiser / Brand:** Knorr - Unilever

**Campaign Name:** #whatsfordinner **Agency:** Liquorice

**Brand Objective:** To create awareness of platform, drive traffic to site and boost engagement.

**Sales Objective:** To drive the purchase volume of Knorr Products.

All moms know the feeling of staring at a few odd ingredients, trying to decide what to cook for dinner.

Knorr's whatsfordinner recipe portal gives moms quick and delicious dinner ideas. We're always in search of faster and simpler ways to deliver dinner inspiration, allowing moms to spend less time in the kitchen and more time with their family. Our challenge was to find the quickest way to get dinner on the table: Instant Inspiration.

### CORE TARGET MARKET

All meal providers (moms) 25-49 who know how to cook and are preparing meals every day for their families.

### ADDITIONAL TARGET OPPORTUNITY

New cooking women (younger than 30 years) who do not know how to cook.

### NEW EMERGING AUDIENCE

We've noticed a rise in a new audience who are young and passionate about cooking as well as their cultural heritage. We've come up with the quickest way to get dinner on the table.

Introducing Instant Inspiration – tell us what you have and we'll tell you what's for dinner. Yes, it's that easy. Across various platforms users input a few ingredients that they have in their fridge and pantry. An immediate response is received, directing the user to a recipe featuring the ingredients they provided.

The campaign was rolled out across the following platforms:

#### Twitter

The user tweets the items they want to use including #whatsfordinner. In a matter of seconds the user receives an automatic response which includes a link to a recipe. The user can follow the link to be directed to the website where the full recipe can be viewed.

#### Facebook

We also dish up inspiration on Facebook. Fans simply post the ingredients of their choice to our wall. Immediately they receive a response as a comment on their original post. The comment includes a thumbnail image of the meal we recommend and directs the user to the website to view the full recipe.

#### WhatsApp

We even extended the inspiration to a platform where few brands have ventured – WhatsApp. Knorr cooking class attendants could send their ingredients via the popular instant messaging service and in response receive a recipe along with visuals!

### Feature Phone

Feature phone users can receive unlimited inspiration. On Mxit users can submit the ingredients they have and in response they receive a recipe idea. Alternatively, the user can submit multiple ingredients to a field on the mobisite to receive Instant Inspiration.

### The Website

The simple “ask and get” mechanic has been added to the website through our Instant Inspiration tool. After submitting multiple ingredients, the user can flick through recipe suggestions and click through to the full recipe. Searching the portal's hundreds of recipes is now easier than ever before!

The campaign ran from 23 April – 31 May. Media was broken up between standard banners, Facebook advertising and Gmail sponsorship. This is the first year of the campaign. As it has never been done before, we are therefore unable to compare it to something like this in the past.

A strong focus was placed on enabling consumer access to Instant Inspiration via mobile devices on platforms they already use, including WhatsApp, Mxit (feature phone), Twitter, Facebook and mobisite. This campaign had a mobile-first focus.

The overall campaign budget for the build was R209,608 – a large portion of which went towards developing the API functionality to allow the build to pull recipes from the overall recipe database housed by Sapient. Then there was a strong focus on the mobile build to enable consumers to make use of the tool via mobile.

WhatsApp mobile functionality has been integrated into live events – during cooking classes consumers were encouraged to WhatsApp the provided number and in return received the recipe from the class. Through this it allowed us to drive the campaign further in live events, providing further recipe inspiration to our consumers.

Existing mobile channels were used in a creative way to allow users on just about any device to receive a relevant recipe in a matter of seconds.

Mobile allowed users to access a recipe idea whenever, wherever – whether they're in a taxi on their way home, in store, or waiting to pick up their kids from school.

whatsfordinner has a massive consumer reach across Facebook, Twitter and web. This programme launched into the WhatsApp space, extending consumer reach.

By sending the user a link that directs to the website, we are driving traffic to the site and increasing awareness of the platform. Overall the campaign achieved a consumer reach of 23.9 million.

All the recipes suggested contain a Knorr product, driving purchase of Knorr Products. For every R1 invested in the whatsfordinner programme we deliver R30 in increased sales.

This campaign was a functional build and will now be used from which to further activate new campaigns as well as being used at live events. The campaign was extremely successful – overall it drove traffic to the site, created awareness of the platform as well as significantly increasing database sign ups.

This innovative functionality has secured our position as SA's leading recipe portal.

## CASE STUDY

### OMO Fast Kids

**Advertiser / Brand:** OMO - Unilever

**Campaign Name:** OMO Fast Kids **Agency:** Liqourice

### WHY DID WE LAUNCH OMO FAST KIDS MATHS?

South Africa has one of the lowest ratings for maths education in the world! South Africa came under the spotlight after a World Economic Forum global competitiveness report revealed South Africa came last – 144th out of 144 countries – for mathematics and science teaching.

### INSIGHT

Our consumer's children are the most important thing in her life and she works hard to give them a better life than she had. She wants them to study and have a good education that will help them find a good job. However, there are some big challenges in South Africa's education system, preventing children from achieving their full potential.

### OBJECTIVES

The objectives of OMO Fast Kids is to help kids improve their maths ability, which is a key weakness in the SA education system and in so doing, getting kids Ready for Life. The JTBD is to get kids to REGISTER for OMO Fast Kids Maths by driving REGISTRATIONS and secondly achieving ENGAGEMENT in the OMO Fast Kids Schools Challenge.

*“The intention is to further complement the efforts of educators to address the critical skills gap in our country in terms of producing future generations of individuals that are proficient in maths,” said Andrew Mysell, Omo Marketing Manager at Unilever.”*

### TARGET AUDIENCE

LSM B moms ages 25-55 and their children aged six and up. Largely feature phone users.

OMO's brand purpose is to ‘unlock human potential’ and in so doing develop brand love. The OMO Fast Kids project helps children to achieve their full potential by providing them with a mobisite on their phones to improve their maths literacy (replacing the traditional airtime rewards for purchase).

OMO is creating a Brighter Future by giving your kids a fun place to learn Maths.

OMO Fast Kids Maths is an interactive online learning platform for mobile phones, tablet devices and desktop browsers intended to expose children ranging from age seven to university entrance to the foundations of mathematics. These include number bonds, times tables and general arithmetic through the use of drills.

OMO calls on parents to play an active role in their children's education by encouraging them not to shy away from maths and science. The platform is designed to cater for various levels of educational experience and mathematical aptitude and hence can be used by people of all ages looking to improve their basic mathematical foundation.

It uses a virtual reward mechanism to encourage regular engagement and user effort. As the child practises maths, tokens are earned and can be used to gain vouchers and coupons.

On signing up, access to the app for the first 30 days is free. For more free access to OMO Fast Kids Maths, specially marked OMO packs can be purchased for additional access tokens.

With the potential to win one of five bursaries (school fees for a year to the value of R10,000), fans are encouraged to sign up and register their kids to start having fun by practising their maths skills.

The OMO Fast Kids site is live at [www.omo.co.za/fastkids](http://www.omo.co.za/fastkids)

### **MEDIA STRATEGY**

- To drive users online to a mobisite where they can improve their fundamental maths skills on OMO Fast Kids Maths through gamification and rewards.
- Our approach was to focus paid media effort on driving mobile CPA via Social, Mobile and Search channels.
- 86% of current traffic on the site is via mobile phones, 73% of which is via feature phones, meaning our media is directed to mobile devices.
- Cost per registration driven by the following media partners in Mobi, Opera Media works, AdClick Africa, Adtoro Media, Money4Jam, Mark1, BBM & Thumbtribe Media.
- With Search we ensure the app is easy to find on Google and convert consumers enquiring about the programme.

This is the first year of this campaign. However, the brand previously ran an airtime rewards campaign. The cost of airtime rewards was R3 per reward. Airtime is also a reward that any brand can offer and does not necessarily build love (loyalty) at a deeper level.

OMO Fast Kids costs us less than R1 per reward and has a much higher perceived value to the consumer.

The Objective of the trial was to cost-effectively test the concept with our loyal consumers to gain insights before the full rollout.

Going forward, OMO would like to create a digital ecosystem of tools for mom to use to unlock the potential of her children. Starting with maths and building on science, reading etc. 100% of the digital media budget went to mobile media spend.

86% of the South African market has mobile phones – a mobile focus allowed us to reach more children, making a greater impact in our objective to improve the standard of maths education in South Africa.

Regional radio and schools fliers were used to drive people to the mobile site to register and to build awareness so DM has support.

Direct Messages were sent to all mobile OMO hand wash users in the Greater North West region database as well as posts on Facebook targeting mobile consumers by offering a trial.

The first month's access on the Fast Kids mobile site is free. Any returning consumers who want to sign up for month two need to buy a pack of OMO and redeem the

unique code inside their pack to gain a further month's access.

This was a campaign strategy focused on MOBILE, because only mobile would provide use with the reach required to really impact South African children. Cellphone penetration in South Africa is 86%.

The campaign is creative in its use of basic feature phone functionality, to offer a fulfilling experience. The campaign also takes an innovative approach to the value-add offered. An incentive that offers real value at a lower cost than other incentives.

### **Media channels selected were**

#### **MOBILE NETWORK MEDIA BANNERS**

Targeted: women aged 25-55 via women's interest & parenting sites & apps) Display and Text Ads on a mobile network enable brands to connect with the target audience across multiple sites, apps and devices. Using handset and device targeting we will reach users in both the LSM A & B target markets.

#### **OPERA MINI BROWSER**

Target LSM B users by handset and time of day who are accessing the internet via the Opera Mini mobile browser using Interstitial ads. Users will be driven to the OMO Fast Kids App for enrolment and engagement.

#### **TAXI RANK WI-FI**

Ad-sponsored internet at taxi ranks and train stations enables commuters to access 20 minutes of Wi-Fi connectivity per session. In order to gain access commuters have to click through a series of ads and downloads. Drive users to the OMO Fast Kids App for enrolment and engagement.

#### **FACEBOOK**

Lookalike audience match, mobile users targeted.

#### **DIRECT MESSAGES**

Direct messages to all OMO hand wash mobile users (350,000 users).

MXIT (125,000 users) – women aged 25-50, family status: moms

Drive users to the OMO App using targeted Splashescreens

The washing powder market is highly competitive, with regular discounts and value ads swaying consumer loyalty.

Historically OMO has used airtime to reward consumers' loyalty. However, many brands have replicated this mechanic and there is a need to change our digital rewards and make them more differentiated and better integrated with OMO's brand purpose.

OMO Fast Kids taps into the insight that our target audience want the best for their children, and gives moms a reason to keep choosing OMO as their washing powder.

OMO's brand purpose is to 'unlock human potential' and in so doing develop brand love. The OMO Fast Kids project is helping children to achieve their full potential by providing them with a digital application on their phones to improve their maths literacy.



In just three months, the following results were achieved:

- 31,441 Registered Learners
- 21,913 Registered Parents
- 5,000 Real Rewards issued
- 494,849 Unique website visits
- 4,000,000 Page Views
- 5 min 30 sec: Time on Site with a minimum of 5 page views per visit

The OMO Fast Kids programme is allowing the brand to stand out from the crowd by developing real brand loyalty.

OMO Fast Kids has been well received by children and their parents. Our Maths Bof-fins love the programme. Meet some of our top performers:

- Level 1065 – Matlale Leago, aged 10 from Limpopo
- Level 989 – Rama Kedibone, aged 9 from Limpopo
- Level 568 – Mpho Senatle, aged 14 from Northern Cape
- Level 476 – Christean Tamboer, aged 7 from Cape Town
- Level 427 – Ntando Majokweni, aged 6 from Gauteng

## CASE STUDY

### Hungry Lion

**Advertiser / Brand:** Hungry Lion

**Campaign Name:** Lucky Bucket Campaign **Agency:** Yonder Media in partnership with The Mediashop

Between 26 June and 18 September 2014, Hungry Lion – a popular chicken fast-food outlet found across South Africa – set out to break records. To do this the brand launched the Lucky Bucket Mobile Coupon Campaign. Yonder Media, in partnership with the Mediashop developed and managed all the mobile elements of the campaign.

#### OBJECTIVES

The first objective was Engagement and this objective was divided into sub-objectives listed below

1. Get 1 million unique consumers to engage with the campaign.
2. Get over 1.5 million coupons issued to consumers.
3. Get a 15% redemption rate on all coupons issued.

The second objective was to drive sales. A double digit year on year growth figure was set as the sales target. Traffic driven by coupons would expose new customers to the brand, and give existing ones a reason to further explore the menu. In addition to giving away free products and discounts, the objective was also to lead to meal upsizes and additional purchases.

To encourage engagement and sales we used a three-tiered approach that would drive feet to stores and push up redemption rates. The tiered approach would give those who redeemed their first coupon an immediate second coupon while in store to encourage a further purchase as well as a second redemption. Redemptions of the second coupon would automatically enter the consumer into a draw for a grand cash prize.

Throughout the campaign, the client had immediate, real-time analytics which gauged the successful redemption of coupons resulting from the different touch points right down to the store level. These analytics allowed the client to optimise in real time to ensure success.

#### TARGET MARKET

Mass market, 18-40 year old, males and females, 80% Black, 15% Coloured, 5% Other South Africans, with an average household income of between 3,500 and 10,000 ZAR per month. Hungry Lion also set a target to distribute 50% of voucher and coupon rewards to NEW customers not currently on their database.

#### CREATIVE STRATEGY

For consumers the hunt was on. Customers had to spot a Lucky Bucket – either online or in real life, to win their share of R7 million in cash, prizes and airtime. Consumers would use the mobile call to action on the bucket they spotted to get coupons that could be redeemed for FREE prizes, ranging from 1-21 piece buckets, burgers, Cokes, ice creams as well as airtime and the grand cash prize. The campaign was very well received as per the results shown in the evaluation section. Hungry Lion wanted a unique consumer engagement, something that challenged

standard methods and also implemented real innovation, while still achieving the key objectives. The campaign came to life when 50 Lucky Bucket mascots were 'dropped' via helicopter in strategic locations around the country, close to Hungry Lion stores. These mascots would promote the campaign throughout South Africa in a fun and engaging way. Some of the activities they had to perform were climbing Table Mountain, riding on trains, touring the city, surfing and visiting iconic areas all over South Africa. Consumers could use their mobile phones to dial unique codes printed on the buckets to get coupons and to enter the competition. In addition to the 50 physical buckets, bucket men were also spotted during popular TV shows. Digital buckets appeared on global and local social networks, Please Call Me, and in print on in-store media. All physical and digital buckets on various media channels had a unique mobile call to action to promote measurable consumer engagement.

### CONTEXT

Looking at the challenges we faced and the results we achieved with a previous similar campaign, we managed to:

- a) Improve our user journey by simplifying the entry mechanism.
- b) Improve technology by utilising the most popular digital channel as the hero channel.
- c) Gain more retention by introducing a huge element of instant gratification and allowing consumers to gain more as they engaged more.
- d) Improve the opportunity to grow sales by introducing an element where consumers had to buy a product of a set value in order to get more freebies.

### OVERALL CAMPAIGN EXECUTION

The user journey was simple. Consumers could spot buckets physically and digitally. Coupons were issued via mobile phones exclusively. Given that USSD codes are short and easy to remember, they were easily advertised on all different media types and users were able to dial the unique USSD code to get their seven-digit coupon code along with instructions on how to redeem. Ten percent of the overall budget was allocated to mobile. Client did not want to share the overall budget for the campaign.

### MOBILE EXECUTION

Because the target market was mainly mass market consumers, mobile technologies selected were focused on a) consumer access to the selected technology, b) affordability for consumer to use the technology and c) ease of use. Based on these attributes USSD was selected as the primary coupon-issuing channel of the campaign. USSD is a text-based, menu-driven application that works on the call functionality of the handset, and so is found on all GSM devices. It requires no internet access, allowing consumers with even the most basic handsets to engage in the campaign. The entry mechanism was three-tiered to guarantee consumer re-engagement and interest throughout the campaign.

The first tier awarded customers with a coupon for FREE Chicken Pieces that ranged from 1-21 piece buckets, burgers, Cokes and ice creams. The second tier was unlocked only when customers redeemed their tier 1 coupon in store. A second coupon would immediately be issued via SMS, while the consumer was still in store. This second coupon prompted users to spend R30 in order to get free airtime, upsizes, burgers and cool drinks. Due to the instant gratification of the mechanism, many redeemed this second coupon whilst still in store after having claimed their first, moments before. Because the second tier required consumers to buy a meal, this contributed to the Hungry Lion sales target. Users who redeemed this second coupon unlocked the third tier, which gave them an entry into a R100,000 grand prize draw.

Using advanced cellphone tower triangulation techniques, customers could also find their closest store, even on non-GPS enabled handsets. Additionally, consumers could find out more about the competition, learn about Hungry Lion's current specials and promotions and view the full menu.

Our integrated marketing approach put mobile at the centre of it all and ensured that all physical, digital and print media displayed a unique USSD string that made it possible for client to measure the success of each medium and media type via a live interactive dashboard. Analytics on engagement with these mobile calls to action allowed the client to make real-time changes to campaigns, advertising schedules, and even to position the bucket men more effectively. Data on store redemption of coupons were also included, showing which stores customers visited to redeem their coupons, where sales were increasing and also which media types contributed to the success of the campaign. Client could also measure which television shows led to the best engagement based on data from USSD string dials during selected shows.

A few of the TV shows had a WeChat call to action. Hungry Lion was one of the first branded, custom applications to run on the then-new WeChat social network, and the first to issue mobile coupons through this channel.

Other coupon issuing channels included web and mobi (which also had full support for low-end WAP devices) as well as a custom application on South Africa's popular homegrown mobile social network, Mxit.

The campaign was compliant with MMA guidelines.

### CONTEXT

Hungry Lion is a very innovative brand in the mobile coupon issuing and redemption space. Setting the stage in SA for mass market mobile coupon consumption, Hungry Lion was first to market with this campaign's implementation and execution. Hungry Lion is currently the third largest quick service chicken restaurant (QSR) in SA. With this campaign Hungry Lion definitely made noise and got the attention of their competitors. Client did not want to share actual growth figures.

### RESULTS

The campaign drove hundreds of thousands of feet into Hungry Lion outlets country-wide resulting in an impressive 37% increase in overall brand engagement and double digit sales growth. The mobile engagement results were extraordinary and all digital objectives were exceeded!

The campaign delivered over 2.5 million mobile sessions on the different mobile channels from 1.5 million unique users. With this, we managed to over deliver on our objective of 1 million unique users.

We managed to deliver on our goal of over 1.5 million coupons issued by issuing over 1.86 million coupons.

Our goal of 15% redemption was achieved with 469,013 coupons redeemed in total, which gave us an overall redemption rate of 25%.

Our extremely measurable integrated marketing approach allowed us to get great engagement with all media types.

- Bucket Men resulted in the issuing of over 545,000 coupons of which over 263,000 were redeemed, boasting a 48% redemption rate.
- TV ads lead to almost 530,000 coupons being issued of which over 97,000 were redeemed with a 19% redemption rate. The best TVC engagement for the campaign period was during the Soul City TV show on 12 August at 20:34 resulting in over 23,000 unique engagements within five minutes during and after the ad.
- In-store media issued over 78,600 coupons of which over 36,700 were redeemed. Another excellent redemption rate of 51%
- Digital channels, Please Call Mes, Facebook, Twitter, Mxit and WeChat contributed to the rest of the 706,400 coupons issued and 72,313 redeemed giving a redemption rate of 10.2%.

The redemption rate for tier 1 was 26% and 23.9% redeemed tier 2. This was the biggest contributor to the sales target increase since all users who redeemed tier 2 also purchased product to the value of at least R30!

Hungry Lion also grew their own database by more than 100% to 2.6 million users, of which 77% chose to use USSD as their channel of choice.

### MARKET IMPACT

Overall the campaign was a huge success and Hungry Lion managed to bring South Africans MORE in all aspects, meeting all its objectives and pushing the innovation envelope, with mobile at the core of it all.

## MMA SA ADVISORY BOARD

### AIDAN BAIGRIE Facebook



Aidan Baigrie leads Facebook's Sub-Saharan African commercial team as it strives to help small businesses scale up and large businesses get real value from Africa's unique mobile landscape. Aidan brings more than a decade of advisory experience in the emerging mobile market to Facebook with his experience as a Founding Member of SEACOM, the African broadband disruptor. At SEACOM, Aidan spent four years evangelising the power of connectivity in Africa as Group VP Business Development, Pricing and Marketing. He has a passionate belief in the power of technology to enrich people's lives and to power the growth of prosperous economies. Aidan studied his undergraduate degree in Cape Town and holds an MBA from the ESADE Business School in Spain. He has lived and worked all over the world, but is most comfortable solving emerging market challenges in Africa.

### ALAN HAARHOFF Always Active Technologies



Currently, as Business Development Manager of AAT, Alan Haarhoff's focus is on establishing the agency division 'Always Active Mobile' as a provider of mobile marketing campaigns to brands in Southern Africa. He has a personal interest in mobile as an enabling technology that allows participation across social and financial demographics. Alan's industry experience is focused on mobile technology in the WASP (Wireless Application Service Provider) environment and creating digitally driven mobile solutions that, with hard work and understanding based on measurable insight, add value to the brand and consumer.

### DANIEL COURTENAY MaxAxiom



Daniel Courtenay's career started some years ago in mobile media with BuzzCity as the Publisher Alliance Manager (Africa), where he was soon appointed Sales Director for ZA. After two years he was offered the role as Head of Business Development at Shinka before being reabsorbed by Mxit where he aided in building out Mxit's mobile performance business. After two years at Mxit he joined new start-up MaxAxiom as the COO with an over arching view to build the business. As the current CEO at MaxAxiom, Daniel is positioned to use his extensive programmatic and all round mobile expertise to continue to grow the MaxAxiom business and evangelise mobile at the same time.

MaxAxiom is a mobile-first, media-focused start-up in its second year and is fast expanding to cover a growing client base both locally and into Africa. MaxAxiom is a mobile-first buying house linking brands and agencies to the mobile user across a bouquet of channels including Premium and Programmatic/RTB. MaxAxiom has since inception supported the MMA and will continue to do so. We hope to be more actively involved going forward and this is a great opportunity to see where we can leverage current membership.

**CANDICE GOODMAN**

Mobitainment



Candice Goodman was the first Certified Mobile Marketer in South Africa. In 2006, she co-founded Mobitainment, a mobile marketing consultancy that translates technology into marketing results. Mobitainment is one of the most consistently internationally awarded mobile marketing consultancies in South Africa and recently earned the coveted title of Organisation of the Year 2013 from the Direct Marketing Association of South Africa. Mobitainment specialises in reaching the mass market – we believe that mobile is the key to providing loyalty in commoditised markets.

Candice has always been passionate about education and training in mobile marketing – we all know we need to go mobile, but what South African marketers want to know is HOW. She was the first Committee Head of the Education & Training Committee since 2009 and would like to serve the MMA SA members in that committee in order to share her passion and show people how to go mobile. She would like to assist in creating or localising content for an MMA SA training and certification programme.

**BRYAN NELSON**

Google



Bryan Nelson is an Industry Head at Google South Africa leading the Insurance, Loans, Retail, Travel and Local verticals. Bryan joined Google in 2011 as Business Development Lead for South Africa. He was responsible for driving projects with partners to grow the internet ecosystem and expand Google's product offering in South Africa. Prior to joining Google Bryan was the Managing Director of a start-up focused on low-cost laptops; the General Manager of Products and Services for Smile Communications, a VoIP and WiMAX operator in Africa; a Senior Manager in Technology Strategy for MTN Group; and a Managing Consultant in Technology and High Tech for Accenture. Bryan holds a BSc in Industrial Engineering with distinction from the University of the Witwatersrand.

Google recognises the growing importance of mobile marketing, especially in the South African ecosystem. As the African representative for mobile marketing within Google EMEA, Bryan would bring Google's view of mobile marketing best practice to the board and highlight local needs within Google. Major focus areas would potentially include:

- local mobile trends, insights and case studies.
- contributions to training programmes on mobile UX, analytics and the full value of mobile.
- participation and contribution to local events.

**ENVER GROENEWALD**

Unilever



Enver Groenewald is Unilever's CCM Director for Africa. In this role, he contributes to Unilever's global purpose of crafting Brands for Life by shaping and driving channel investment and innovation strategies for the various Unilever businesses, categories and brand portfolios across the continent.

He has held a number of executive positions within client, agency and media owner environments, including most recently that of CEO at Interbrand Southern Africa, GM at Times Media Group and Business Director at Ogilvy

South Africa. Enver describes himself as an unrehabilitated media and brand junkie. And one whose primary purpose is to help create the proof points that confirm Africa as the brightest, boldest continent.

**JOSÉ SOARES**

ZAZOO



As a founding member of Pbel (which would eventually become Net1 Mobile Solutions and more recently ZAZOO), José Soares was involved in much of the company's early development requirements as well as its creative direction. A background in IT, coupled with a strong grasp of all things web-related complements his flair and creativity, a profile ideally suited to serve as ZAZOO's Chief Marketing Officer. Applying his vast knowledge in the areas of software development, marketing and Batman trivia, he is responsible for the company's marketing strategy and operations.

Having not been intrinsically involved with the MMA over the years, he believes an outward opinion is often of great value. As the CMO of ZAZOO, José looks to bring his expertise in mobile, which spans over a decade – from mobile games and application to one of the most relevant topics in the industry at the moment, Fintech.

ZAZOO is a subsidiary of the NET1 group, which has been providing financial services for nearly 30 years. We understand our customers and more so the need to have effective, relevant services and systems that are delivered every day, from POS to mobile phones.

**NEIL HUTCHINSON**

Grapevine Interactive



Neil Hutchinson is a Business Science graduate from UCT who has spent the last 25 years marketing brands and managing businesses in the traditional and digital marketing worlds respectively. The first six years were spent with the Rembrandt Group, ending as Marketing Manager at Stellenbosch Farmers Winery. He then joined the Guinness Group as Marketing Director of their spirits company, United Distillers. The KPI was to "make Bell's the no.1 scotch in SA 'fore ye go'..."

After five years he was appointed General Manager of the SA business and during the late 90s was focused on launching Johnnie Walker Black Label into the emerging SA market and positioning it to be the no.1 premium scotch. In 1999 he jumped ship, joining the tech wave as an Executive Member at Dimension Data, with a focus on the 'convergence of technology and business'.

Two years later Neil co-founded Grapevine Interactive, a mobile technology company.

**NICHOLAS HODGE**

BuzzCity



Nicholas Hodge manages the African operations from the Cape Town and Johannesburg offices in South Africa. He brings extensive expertise in digital media plans and insight on digital extensions to integrated programmes. Nicholas has a vast working history with digital agencies, along with Naspers and other large media houses in Africa. He has assisted a variety of clients with their cross-platform initiatives and strategies. He has extensive experience with international brands and a strong network of influential players within the digital and mobile environments. He holds a BA (Hons) degree from Stellenbosch University in Politics and International Studies.

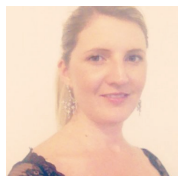
Nicholas has headed up commercial teams within various media companies and has made education around digital campaigns and reporting key to his success. He has previously worked at TouchLab (Naspers) as Commercial Director in building digital pay walls, display and content marketing across multiple platforms.

He sees the education of mobile technology and reporting as key in assisting the market to reach new audiences with a focus on ROI and the growth of their brands.



**NICOLLE HARDING**

Effective Measure



Nicolle Harding is a seasoned media professional having spent the past 10 years building key relationships across the globe. She is currently the Country Manager for Effective Measure, a global digital measurement and audience research platform. Effective Measure is the industry digital measurement partner for IAB SA. She is the current Chair Emeritus of MMA SA and previously held a Non-Executive Board position at IAB SA.

Having spent time working in London, Dubai, Brazil, Nigeria and South Africa she has a thorough understanding of the cultural touch points and their relevance to media. Her passion for anything digital has cemented her keen interest to keep abreast of global trends, with a particular focus on mobile. She passionately believes that increasing marketers' understanding of digital through better research and sharing of information will change the adoption of digital and increase spend across Africa.

**PHILIP VAN TONDER**

SABC



Philip van Tonder attended the Pretoria Film School before joining the SABC in 1977, where he worked for many years in various broadcasting disciplines. More recently he set up an in-house mobile VAS unit to utilise mobile platforms to drive audience participation and to develop innovative mobile marketing activations for advertising clients' traditional radio and TV campaigns.

Training and development interventions undertaken by Philip include:

- MDP Project Management at UNISA School of Business Leadership
- Telecoms Mini MBA at Informa Telecoms and Media
- Telecoms Policy, Regulation & Management at Wits University Link Centre
- Digital Media Management & Regulation at Gordon Institute of Business Science

Philip currently serves on the MMA of South Africa. He is particularly interested in regulatory aspects pertaining to the ICT industry and is keen to serve another term on the Advisory Board, contributing to the Association's activities and promoting its growth in South Africa. He drives the integration of mobile VAS on the National Broadcaster's 19 radio stations and three television channels – bridging the divide between traditional and digital media.

**RAYMOND BUCKLE**

Silverstone



Raymond Buckle is Co-Founder and CEO of Silverstone Solutions, a mobile marketing and solutions group established in 1996. Silverstone was a founding member of the South African Council of the Mobile Marketing Association in 2008 and since then Raymond has served as Research Committee Lead, 2010 Co-Chair, Chairman and Chairman Emeritus of the MMA South Africa. He was elected in 2012 as the first African to the MMA EMEA Board and completed his term in June 2015.

The Silverstone Group is completely immersed in mobile-first digital media, marketing and advertising across South Africa and the African continent. We deliver mobile marketing and advertising solutions on a daily basis across all aspects of mobile and have invested in the industry through the MMA on a professional and corporate level since 2007.

Raymond has represented the MMA and African Mobile innovation in West Africa and East Africa during 2014 and 2015, as well as in Frankfurt, Germany as part of M-Days 2014 and now Mobikon in 2015. For the past five years Silverstone has brought out an annual Mobile Perspective on AMPS, which has evolved into the go-to reference on mobile stats in South Africa. We will continue to actively participate in the MMA SA Advisory Board, and further MMA SA and Africa's cause at the MMA SA and EMEA events and board meetings.

**RICK JOUBERT**

Yonder Media



Seven years ago Rick Joubert was Founding Chairman of the MMA SA, a position he held for two years. He was Founder and Head of the Vodacom mobile media business where he spent 10 exciting years managing a variety of business units. The last three years were the most fun – that's when he founded the Vodacom media business as an internal start-up and ran it until he left Vodacom in 2009. He also spent time as CEO of mobile agency Yonder Media ([www.yonder.co.za](http://www.yonder.co.za)), a leading SA mobile and social media agency founded in 2002. Yonder Media has been driving the case for mobile for over 13 years. He would like to continue to build on

the initial work done in the first few years of the MMA SA. Yonder Media is well placed to promote the MMA agenda amongst a significant number of large brands.

**RYAN SMIT**

Silverstone



Ryan Smit is the Analytics Director at Silverstone and has over 10 years experience in digital research and consulting. He is the author of numerous research reports on topics such as mobile, internet, smartphones and digital lifestyle. He has a BCom degree in Economics & Marketing from Wits and an MBA from Edinburgh Business School.

Ryan believes he has the ability to positively influence the development of the mobile industry, specifically the way it uses data and analytics to improve marketing ROI.

**SAGREN PATHER**

Standard Bank



Sagren Pather is currently Head of Digital and Direct Marketing for the Standard Bank Group. This is the Centre of Excellence for all countries and businesses within the Group. In her role she is responsible for setting the Digital, Web and Mobile Standards, and works closely with Heads of Mobility and Marketing. Set standards are used organisation-wide and are congruent with the global brand of Standard Bank. She has worked across many diverse media industries including: print magazines, radio, television and advertising. Most recently prior to her role at Standard Bank, she managed Digital Marketing across EMEA for Nokia with a specialisation on their Services and App Store platforms.

**SARAH UTERMARCK**

AdVine, Opera Mediaworks



Sarah Utermarck has been involved with digital media and mobile technology solutions for the past 14 years. Having moved from the UK to South Africa in 2009, she was the key founder of AdVine. Her vision was "to create South Africa's leading premium mobile advertising network that offers a full service, to aid publishers locally in commercialising their products effectively as well as providing brands and media agencies with knowledge on how best to use mobile to reach their brand objectives".

Sarah has spent the past four years growing AdVine's publisher network to include some of South Africa's most established mobile portals as well as forging global publisher partnerships with Opera Mini, BBC and Shazam. This led to AdVine being acquired by Opera Mediaworks in December 2014 to form part of the Opera Group for Sub-Saharan Africa. Sarah's wealth of experience allows brands to obtain a full spectrum of what works in mobile, enabling them to meet their key objectives through exciting new ways in the digital space.

She is Vice-Chair of the MMA SA. The primary reason for joining the Board is her desire to share exciting new ways in which mobile can be used and to drive new initiatives forward. Her key focus will be:

- Mobile media measurement – looking at how we can improve this as an industry.
- Data – looking at how it is used to enhance audience profiling to help brands get a better view of how to use mobile as part of their media campaigns.
- Commercialisation of mobile content for publishers – pricing benchmarks, challenges faced when considering premium versus performance through programmatic.
- Consumer insights – increasing the amount of research readily available in SA (sharing of international case studies, increasing the number of local case studies).
- Industry training standards – a lack of skills locally needs to be addressed.

Opera Mediaworks is leading the way globally in enhancing mobile publishing and brand advertising through native ad formats and cutting-edge technology. She would like to share this and provide a vision as to how we in SA can leverage some of these tools to help facilitate brands and publishers locally. As part of Opera Software, OMW has a lot of data it can share on mobile web usage, handset information and data consumed. We can use this as the foundation for discussion points and content for newsletters.

### VELLY BOSEGA

AdClick Africa



Velly Bosega is the CEO and Founder of AdClick Africa, a mobile and video advertising company.

He believes this opportunity will help him fulfill his goal of continuing to educate publishers and advertisers across Africa on the value of mobile marketing, as well as his desire to expand MMA beyond SA and grow it in other African countries like Nigeria, Kenya and Ghana. He thinks the focus should be on education more than anything – and AdClick as a company has

worked very hard on this strategy. We recently launched the first DSP in Africa called [adclickmobile.com](http://adclickmobile.com) as we see value in mobile advertising for brands across the African continent.

### YARON ASSABI

DSG



Yaron is an entrepreneur with a passion for ICT. He founded what is known today as the Digital Solutions Group ([www.dsg.co.za](http://www.dsg.co.za)) in 1998. DSG focuses on relationship marketing solutions using multichannel commerce. In 2012 Yaron founded BroadBrand to assist MNOs, publishers, developers and brands with their mobile marketing and mobile advertising strategies and platforms. Yaron is also a Non-Executive Director of IAB.

He currently serves on the MMA Advisory Board as Chairperson and would like to see the MMA make a meaningful impact in the African market as well as support the growth of mobile as a medium.

## CONTACT MMA SA

Stay up to date and find events of interest to you by visiting [www.mmasa.org](http://www.mmasa.org)

### ABOUT THE MMA

The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly 50 countries around the world. MMA Member companies hail from every faction of the mobile media ecosystem. Our consortium includes brand marketers, agencies, enabling technologies, media companies and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

### CONTACT THE MMA SA TEAM DIRECTLY

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### MEET THE OPERATIONS TEAM

#### Yaron Assabi

Chairperson

#### Sarah Utermark

Vice-Chair

#### Nicolle Harding

Chair Emeritus

#### Raymond Buckle

EMEA Board Member

To download the full version of this digest, please go to the INSIGHT section on the MMA website.

# MMA SA MEMBERS Q3 2015

A membership with MMA SA offers you 4 different tiers of membership - Local, EMEA, Global and Premium. Below are the current members that have access to MMA SA benefits.

## LOCAL COUNCIL

25AM	GFK South Africa	Mr Price Group Financial Services
AdClick Africa	Grapevine Interactive	Native VML
Advine	Gumtree RSA	SABC
AFRIGIS	Integrat	SilverstoneCIS
Always Active Technologies	Maponya Telecoms	Standard Bank of South Africa
Aqua Online	Mark 1 Media	Times Media
Archer SA	MaxAxion	TomTom
BulkSMS.com	Mediamark	Unilever South Africa
Capitec Bank	MeMe Mobile	wiGroup
Channel Mobile CC	Mobiclicks	Yonder Media
Deloitte & Touche	MobiMedia	
DSG Limited	Mobitainment	
Everylmobile Africa	Mortimer Harvey	

## EMEA

Advice Group	IMlmobile	The Weather Channel Global Media
American Express (EMEA)	Improve Digital	Undertone (EMEA)
Axonix	Inspired Mobile Limited	Vivaki Communications S.L.U.
Blast Radius	Jamster	Vodacom
Brainstorm Mobile Solutions	Kentucky Fried Chicken UK	Vodafone Czech Republic
byyd Tech	LoopMe	Vodafone Egypt
CM Telecom UK Ltd	Mediaquest	Vodafone Greece
CNN	Netsize UK	Vodafone Netherlands
Deezer	Newscast UK	Vodafone UK
ebookers	Nimbletank	Weve Limited
ESPN (EMEA)	O2	Widespace (EMEA)
GiffGaff	Opera Mediaworks (EMEA)	Yodel Mobile Limited
GMI Inc.	Performics	Zenith Optimedia (EMEA)
GSM Billing Limited	Spotify	
Hotels.com	Telecom Italia SpA	

## GLOBAL

Abbot	IgnitionOne	Research in Motion
ACE Group	IKEA	RetailMeNot
AdNear Pte. Ltd.	Instantly	Rite Aid Corp

AdTruth	Johnson & Johnson	RUN
Air2Web	Joule	Safe Auto Insurance Company
Airpush, Inc.	JP Morgan Chase Bank	Safecount
Applift Inc.	Kantar	Signet Jewelers
AppNexus	Kellogg Co	Smith Micro Software Inc
AppsFlyer	Kohl's	Starcom Worldwide
ASDA	LVCVA	SUBWAY®
Bank Of America	Lenovo	Swrve
BlackBerry	Manage.com	Tafi Media
Bonzai Digital Pvt Ltd	Mars Inc	Tapjoy, Inc.
BP International	MasterCard Worldwide	Tego Media
Brandtone Holding	Maxus	Telefonica Mobile
Brightcove	Mblox	The Hershey Company
BrightRoll Inc.	MEC	The Trade Desk
BuzzCity	MediaBrix	TNS
Campbell Soup Co.	Mediacom	Turn
CTCA	Millward Brown	Turner Broadcasting System, Inc.
Catalyst	Mindshare	Unilever
Chiquita	Mobclix	VISA
Citi	Mobeam, Inc.	Vodafone Group Services Ltd.
Clear Channel Outdoor	Mobile Action	Voltari
Colgate-Palmolive	Mobile Marketing Association	Vserv Digital Services Pvt. Ltd.
ConAgra Foods	MobiWeb Ltd	Walmart Stores, Inc.
Datalogix	Mondelez International	Waze
DoubleClick	Netmining	WMC Global
Dunkin Brands	Nimbuzz BV	Wunderman
Dynamic Logic	OnStar	Xaxis
Electronic Arts Inc	Out There Media Asia	Yahoo Inc.
Epom Ltd.	Out There Media Holding	YouTube
Experian Marketing Services	Outrider	ScreenTonic
Facebook	Phunware	Criteo
Fiksu Inc.	Pinterest	Sam4Mobile
Flurry Inc.	Procter & Gamble	Gemalto
Forbes Media	Proscape Technologies	Matrix
Ford Motor Co	PubNative	Telefonica
FRHI Hotels & Resorts	Quantcast	Unilever Ventures Limited
General Electric	Quasar	Skinkers
General Mills Inc	Quisk, Inc.	Mobile Interactive Group
Google	QWASI, Inc.	Sony Mobile
GroupM	R/GA	Infobip
Hewlett-Packard Company	RB Brands Ltd	
Hilton Worldwide	RealityMine	

## PREMIUM

DataXu, Inc.	The Coca-Cola Company	Urban Airship
InMobi	The Weather Company	Velti
mGage	Tune	xAd

# GLOSSARY

## 2G

The name usually given to original GSM, CDMA and TDMA networks. It uses the spectrum more efficiently than analog (1G) systems and offers digital encryption of conversations. 2G networks introduced data services for mobiles starting with SMS.

## 3G

Analog cellular phones were the first generation while digital marked the second generation. 3G is loosely defined, but generally includes high data speeds, always-on data access and greater voice capacity. The high data speeds are possibly the most prominent feature and certainly the most hyped. They enable such advanced features as live streaming video. There are several different 3G technology standards. The most prevalent is UMTS, which is based on WCDMA (the terms WCDMA and UMTS are often used interchangeably).

## Alphanumeric

A string of characters containing both letters (A-Z) and numbers (0-9). An alphanumeric text entry field will accept both letters and numbers.

## Analog

A method of transmitting information using energy waves. It doesn't have discrete levels but is a continuously variable wave. Human voice for example is transferred by directly converting the sound wave to electricity. Analog cellphones (known also as 1G) used this technology. However, virtually all modern cellphones use digital signals (2G or later).

## Android

Android is a Linux-based smartphone operating system and software platform created by Google.

## Apple iOS

Previously iPhoneOS, Apple's iOS is the company's own mobile operating system developed and originally released on the Apple iPhone and the Apple iPod Touch back in 2007. Several years later it was renamed to iOS and was extended to support other Apple devices such as the iPad and the Apple TV. Unlike Google's Android and Microsoft's Windows Phone, Apple does not license iOS to other manufacturers and it is the sole maker and seller of iOS devices.

## Bandwidth

Bandwidth is used to measure the data throughput of a channel or connection. It's the amount of data that can be sent over a connection in a given amount of time without distortion. It should not be confused with band.

## BlackBerry OS

BlackBerry OS is a proprietary mobile operating system developed by Research In Motion (RIM) for its BlackBerry line of smartphones. The BlackBerry platform is perhaps best known for its native support for the corporate communication environment, which allows complete wireless activation and synchronization of email, calendar, tasks, notes, and contacts.

## Bluetooth

Bluetooth is a wireless protocol for exchanging data over short distances from fixed and mobile devices, creating personal area networks.

## Broadband

In data communications, a 'broadband connection' is a connection with a high speed of data transfer (greater than 56 kbps). Generally, it is fast enough to support streaming video.

## Browser

A piece of software that allows the user to access internet sites. Most current handsets are equipped with browsers capable of viewing common websites (those intended for a desktop browser). Web browsers on budget cellphones may be capable of viewing only websites specially made for mobile devices. The most advanced devices currently have web browsers with full Flash support that allows them to play even embedded Flash video (such as the videos from YouTube).

## Carrier

Carriers (sometimes service providers, operators, or networks in SA) are the companies that sell the use of a wireless network. Usually they own the network, though some (called MVNO) do not. The network consists of base stations (cell towers) and the infrastructure linking them. The service allows the user to access the network and they are billed by the minute (for calls) or by kilobytes (for data transfers). Such services are sold as packages known as "calling plans".

## Concatenated SMS

Typically, an SMS is 160 characters in length (using Latin characters) but a concatenated SMS has a longer maximum length. The message is composed as a single message and the phone splits it into several shorter messages that are reassembled by the receiving phone. Maximum length varies between 300 and 1000 characters, depending on the device.

## Dual-SIM

This specifies whether a device is capable of supporting two SIM cards. The two major types of dual-SIM phones are active and standby.

## EDGE

Enhanced Data for Global Evolution, EDGE (also known as Enhanced GPRS or EGPRS) is a data system used on top of GSM networks. It provides nearly three times faster speeds than the outdated GPRS system. The theoretical maximum speed is 473 kbps for 8 time slots but it is typically limited to 135 kbps in order to conserve spectrum resources. Both phone and network must support EDGE, otherwise the phone will revert automatically to GPRS. EDGE meets the requirements for a 3G network but is usually classified as 2.75G.

## Feature Phone

A mobile phone that is not a smartphone. It has operating system firmware, but third party software support is limited to only Java or BREW applications. Recently, feature phones have begun to offer similar features to those of smartphones, so now the main difference between the two groups is the third-party software support.

## Firefox OS

Firefox OS (codenamed Boot to Gecko) is an open-source mobile operating system for smartphones and tablets, developed by Mozilla. It's unusual with the fact that it is designed to run HTML5 applications with direct access to the device's hardware, using JavaScript.

## Geo-tag

Geo-tagging is a function, where GPS-enabled devices can insert metadata with geographical information (coordinates) into a file such as photo, associating it with the geographic location it was taken at. Some new camera phones support automatic geo-tagging of any pictures taken. Geo-tags can be read by any device or desktop computer software which reads geo-tagging metadata, such as image editors and online image galleries.

## GPRS

General Packet Radio Service is a packet-switching technology that enables data transfers through cellular networks. It is used for mobile internet, MMS and other data communications. In theory, the speed limit of GPRS is 115 kbps, but in most networks it is around 35 kbps. Informally, GPRS is also called 2.5G.

## GPS

Global Positioning System was developed by the United States' Department of Defense. This enables GPS receivers to determine their current location, time and velocity. The GPS satellites are maintained by the United States Air Force. GPS is often used by civilians as a navigation system. On the ground, any GPS receiver contains a computer that 'triangulates' its own position by getting bearings from at least three satellites. The result is provided in the form of a geographic position - longitude and latitude - to (for most receivers) within an accuracy of 10 to 100 meters. Software applications can then use those coordinates to provide driving or walking instructions.



**Hot Spot**

An area where users can access Wi-Fi services to access the Internet if they have the appropriate device. Hot spots vary in area of coverage. They are usually public and many charge users by the day or month. However, some are free - for example privately owned in restaurants or cafes, or public in universities and schools.

**HSDPA**

High-Speed Downlink Packet Access, an upgrade for UMTS networks that doubles network capacity and increases download data speeds by five times or more. The service was initially deployed at 1.8 Mbps but upgrades to the networks and new user devices led to increased rates of 3.6 Mbps, followed by 7.2 Mbps, further down the road 14.4Mbps and even 21Mbps. HSDPA only handles the downlink while the uplink is handled by a related technology called HSUPA. The combination of both technologies is usually called HSPA.

**HTML**

Hypertext Markup Language, a standard markup language used to create web pages. It was designed with desktop computers in mind and web pages may have reduced usability when viewed on devices with smaller screens and limited input options (as is the case with most mobile phones). There is a newer format called XHTML that is better suited for mobile devices.

**IMEI**

International Mobile Equipment Identity, IMEI is a unique 15-digit serial number that uniquely identifies a GSM or UMTS mobile phone.

**IP**

Internet Protocol, IP is the protocol used for communicating data across a packet-switched network, used in most publicly accessible networks today. Connections that mobile devices make to GPRS, 3G and similar networks are made using IP.

**Java**

Often stands for 'Java ME' (the new name of J2ME - Java 2 Platform, Micro Edition). Java ME is a platform for applications running on mobile phones. These (mainly small) applications (e.g. games) can be downloaded from the Internet directly to the phone, using its built-in web-browser.

**Location-Based Services (LBS)**

A term that refers to a wide range of services based (or enhanced by) information about the physical location of a user and/or device. Typical examples of location-based services for consumers are real-time turn-by-turn navigation, the location of the nearest restaurant or hotel, vehicle tracking etc. For a location-based service to work there are some requirements to be fulfilled. The network must support it, and certain technologies must be built into the mobile phone (such as GPS and A-GPS).

**Long Term Evolution (LTE)**

LTE is the next-step of the evolution of UMTS (3G) and HSDPA (3.5G). It's the only wireless network technology that's correctly called 4G. Some carriers may market their high-speed HSDPA+ networks as 4G, but that's not technically correct. Some of the improvements LTE brings along over the currently used wireless mobile radio technologies are a better spectral efficiency, lower costs, higher transfer speeds and improved services.

**Messaging**

In addition to pure voice calls, all GSM carriers also offer messaging services and messaging has been a core service since the beginning of GSM mobile telephony. Mobile messaging ranges from SMS, through EMS, to IM and Email.

**MMS**

Multimedia Messaging Service is a store and forward messaging service that allows subscribers to exchange multimedia files as messages. MMS supports the transmission of various media types: text, picture, audio, video, or a combination of all four. The originator can easily create a Multimedia Message - by snapping a photo with the phone camera or by using images and sounds stored previously in the phone (or downloaded from a website).

**Mobile games**

Many phones include simple games for the user to pass the time. The games referred to here are ones pre-installed on the phone and do not require a wireless connection to play. With mobile phones getting ever more powerful, the games are following suit in terms of complexity and graphics. Some phones even have dedicated gaming keys and even look like portable mini gaming consoles. Some of the latest phones have a built-in accelerometer sensor, which can be utilised by games to provide more interactive gameplay. In those so-called motion-based games, you can steer, for instance, by tilting your phone in the respective direction.

**Mobile IM (Instant Messaging)**

Mobile Instant Messaging is the ability to engage in Instant Messaging services from a mobile handset. Mobile IM allows users to address messages to others using a dynamic address book full of users, with their online status updated constantly. That allows anyone participating to know when their "buddies" are available for a chat. The advantage of mobile IM is that messages are sent and received in real-time via mobile handsets on-the-go, without a stationary computer. Mobile IM is seen as a natural evolution of the popular SMS service.

**MP3 (MPEG Layer 3)**

An audio storage protocol that stores music in a compressed format with very little loss in sound quality. MP3 is the most common MPEG format for audio files. MP3 files can be played using the music player of the mobile phone or set as a ringtone.

**MPEG (Motion Picture Experts Group)**

A wide range of formats for digital audio and video files. The most common among them are MPEG-4 (for video) and MP3 (for audio).

**NFC**

Near Field Communication is a short-range high frequency wireless communication technology that enables the exchange of data between devices over about a 10cm distance. NFC is an upgrade of the existing proximity card standard (RFID) that combines the interface of a smart card and a reader, into a single device. It allows users to seamlessly share content between digital devices, pay bills wirelessly or even use their cellphone as an electronic traveling ticket on existing contact-less infrastructure, already in use for public transportation.

**OS**

Operating System is a base infrastructure software component of a computerised system. It controls all basic operations of the computer (or other electronic devices such as PDA, smartphone, etc). The Operating System allows the user to install and execute third-party applications (commonly called apps for short), usually adding new functionality to the device.

**Pixel**

Pixel comes from 'pix' (for 'picture') and 'el' (for 'element'). A pixel is the smallest piece of information on an image. This is a unit for measuring image resolution and the more pixels a picture consists of, the more detailed it is.

**Push**

A general term referring to technologies which allow a central system (such as the network) to 'push' (send) information spontaneously and quickly to a user without any action on the part of the user or the mobile device. A very common 'push' technology is email. 'Push' emails are directly 'pushed' to the mobile device as soon as the email server receives them and it is not necessary for either the user or the device to manually or automatically check for new emails at regular intervals.

**QWERTY keyboard layout**

A standard layout of letter keys on text keyboards. This term comes from the first six letters on the top row of a standard English keyboard and refers to devices that offer a keyboard with that kind of layout. Such a keyboard makes typing much easier and faster, even though sometimes (on mobile devices such as mobile phones) keys are small and placed very close to each other.

**Resolution**

A term that refers to the number of pixels on a display or in a camera sensor (specifically in a digital image). A higher resolution means more pixels and more pixels provide the ability to display more visual information (resulting in greater clarity and more detail).

**Text messaging (texting)**

Text messaging is a service allowing text messages to be sent and received on a mobile phone. This is also known as SMS (Short Message Service).

**Touchscreen**

Refers to a display which responds to direct touch manipulation, either by finger, stylus, or both.

**VoIP**

Voice over Internet Protocol is a technology which allows the transmission of voice over data networks. This makes normal phone calls over such networks possible.

**WAP**

Wireless Application Protocol is an international standard for applications that use wireless communication. Its most common application is to enable access to the Internet from a mobile phone or a PDA. WAP sites are websites written in or converted to WML (Wireless Markup Language) and accessed via the WAP browser, WAP websites are now considered outdated as most modern phones have web browsers with HTML support.

**Wi-Fi**

Wi-Fi is a WLAN (Wireless Local Area Network) technology. It provides short-range wireless high-speed data connections between mobile data devices (such as laptops, PDAs or phones) and nearby Wi-Fi access points (special hardware connected to a wired network).

**Windows Mobile**

Windows Mobile is one of the major smartphone platforms and until recently the only touch-enabled smartphone platform.

**Windows Phone OS**

Windows Phone is a proprietary mobile operating system developed by Microsoft.



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