

SplashPlay Thoughts #13



THE POWER OF MOBILE

You've Been Splashed!®

90% of Smartphone Users Recall Mobile Ads

by Thomas Banks

Smartphone owners around the globe share many similarities in the way they use their devices. In fact, the mobile web is the device of choice for activities like search, gaming, social media, messaging, purchasing products, and booking services as-well-as school, work, travel, and current events. Additionally, today mobile is the favored choice for on-the-go entertainment content like videos, movies, and music. This intense degree of integration into consumers' lives provides a hint of the importance of mobile to the business community.

Because of this mobile trend, we at SplashPlay cannot overemphasize our belief that gamification is compatible with an unlimited variety of businesses, foundations, institutions, organizations, products, and services. With few exceptions, SplashPlay can positively affect any marketing plan. In this installment of *SplashPlay Thoughts*, we'll explore the untapped business opportunity of SplashPlay, mobile computing and

new-age advertising.

The Power of Mobile

Smartphones are not only popular and useful devices, according to IAB, Smartphones are an effective marketing medium. In their study, IAB found that Smartphone owners "Use their phones!" In fact, according to IAB, two-thirds of Smartphone owners use their device every 30 minutes, while 22% use their phones every five minutes. On average, Smartphone users spend more than 20 million hours a day on their phones. Even more impressive is the fact that 90% of Smartphone users surf the internet with their mobile devices. Clearly, people and their Smartphones are inextricably connected.

From a marketer's perspective, targeting Smartphone users is key to every organization's marketing strategy, and made imperative by the fact that according to IAB's survey, 90% of Smartphone users recall seeing mobile ads days after the ad was originally seen, and 50% report that have acted after seeing a mobile ad. Any organization, large or small, profit or non-profit that doesn't have a mobile strategy to position their message will be left on the sidelines. Enter SplashPlay!

SplashPlay Insight

IAB's study of Smartphone usage confirms the power of mobile media to reach audiences that are inclined to rely on their wireless devices for news, information, and entertainment more so than any other media, electronic or otherwise. In turn, the power of mobile advertising is that it evokes responses. In fact, the most common responses to seeing ads on mobile devices is remembering the brand, interacting with the ad, sharing the message on social media, and visiting the brand's website. According to CNET, these various consumer engagements with mobile-based advertising messages proves the shift to mobile over the past five years. According to a 2012 survey conducted by advertising firm Azullo, it was determined that only 21% of Smartphone respondents could recall any ads they had seen in the past six months. Today, mobile users report a substantially higher advertising recall rate.

I believe "Ad Recall" has improved because users have integrated their smart devices into their daily lives. Also, marketers recognizing the power of this new channel are committed to delivering better "Positioned" advertising experiences paired with high quality and entertaining content within the mobile ecosystem. Experiences like SplashPlay enables SplashPlay Game Sponsors to position their brands, products, services, and messages alongside SplashPlay games.

Additionally, as technology infrastructure improves, Smartphone users are seeing higher speeds for ads, better and more robust creative quality, and richness of the advertiser's message. As such, Smartphones are playing a pivotal role in the New Era of Advertising where Positioning is the New Normal.

The New Marketing Paradigm

Today, advertising has entered a new era. An era where creativity is far less important to a product's success than its perception, or "Position" in the consumer's mind.

The fun and games of the 60s, "The Golden Age of Advertising" as depicted in the hit TV show MadMen, have given way to the reality of a new age. Today's marketplace no longer responds to the kind of advertising that worked in the past because there are just too many products, too many companies, and too many messages. Simply put, there is just too much marketing noise.

To be successful in this new age of over communication, companies must create a "position" for their product that slips comfortably into the consumer's mind. A position that takes into consideration not only the product's strengths, features, and benefits, but also of the competition – Basically, "Positioning" their product against the competition. It is SplashPlay's ability to position a product or service in a manner that becomes part of the consumer's universe. A universe centered on gaming, relaxation, entertainment, and luxuriating. Such is the power of Gamification.

Position...Position...Position

The great admen of yesterday such as Doyle, Dane, Bernbach, and Ogilvy, all long-gone, would be rolling in their graves if they saw what constitutes a successful advertising campaign today. Gone is the checklist of features and benefits replaced by the consumer's perception of the product's position in his or her personal universe.

You may be asking yourself, "What the heck is positioning?" and "How does SplashPlay play a role?" Let's dive in and peek. Once upon a time, an adman for a beer company would squirrel away in a room and look closely and intently at the product then craft a message. As the advertising guru peered deeply into the product in question, he found phrases such as "*cold-brewed*," "*just a kiss of hops*," and "*land of sky-blue waters*"

(Anyone remembering these slogans are as old as me.) Basically, these messages immortalized the product's features in the consumer's mind. In this new age of positioning, however, a beer advertiser takes a very different tack. Rather than features and benefits, the copy for a beer ad positions the product against the competition. Today, rather than using a slogan in a beer advertisement that spotlights a feature such as "*just a kiss of hops*," today's beer is positioned as "*the first American-made premium beer*" throwing down the gauntlet before the consumer.

As the new era of positioning unfolded, effective beer advertising took a different tack. For example, "*First class is Michelob*" positioned Michelob as the first American-made premium beer while Schafer's "*The one beer to have when you're having more than one*" positioned its brand for the heavy beer drinker. Rest assured, positioning isn't limited to beer, Seven-Up's "*Un-Cola*" campaign positioned itself against Coke and Pepsi while Sports Illustrated's "*Third Newsweekly*" positioned itself against Time and Newsweek. Positioning assures that a brand's product, good or bad, will become part of the discussion and let the consumer make the decision.

In all, today's successful positioning campaigns have many things in common. For example, they don't emphasize product features, customer benefits, or the company's image. What they do, however, is ensure their product is "in the running" with all the products consumers consider purchasing. Basically, products are positioned to be "top-of-mind" of the consumer. It is SplashPlay's unique ability to position a product or service with gaming that creates a new level of product awareness directed toward today's mobile consumer.

It's About Positioning

Like any "new concept," positioning isn't new. At least not in the literal sense. What is new is the broader meaning now being given the word. In the early days of positioning, packaged-goods-company's spoke in terms of "product positioning" which meant the product's form, package size, price, and physical location on a shelf in comparison to the competition. Companies like Procter & Gamble illustrated their positioning strategy against competing brands by declaring that Tide made clothes "white," while Cheer made them "whiter than white," and Bold made them "bright."

The big breakthrough in positioning, however, occurred when people started thinking of positioning not as something the client did before the advertising was created, but rather the actual purpose of the advertising.

In a previous era, positioning was used in a narrow sense to mean what the advertiser did to his product – such as shelf space. Today, positioning is used in a broader sense to mean what the advertising does for the product in the consumer's mind. In other words, today, a successful marketer uses advertising to position his product, not to communicate its advantages or features. By injecting an advertiser's product or service into the consumer's leisure time, an opportunity to develop and percolate awareness in the consumer's mind organically in contrast to force feeding messages through 30-second radio or television information-firehoses.

SplashPlay...Positioning Engine

For America's small businesses, charities, schools, and associations, financing an effective positioning campaign is challenging and expensive. Unfortunately, positioning a product or service in front of consumers requires a very large and expensive net creating an economic "barrier to entry." This invisible, yet very real "barrier to entry" into the marketing arena is insurmountable for 99% of America's thirty-million small businesses. For small businesses or charities, the thought of funding a \$50,000 monthly advertising campaign is frightening, unimaginable, and out of reach. What they need is a different approach. An approach that is affordable, effective, and enlists the power of social media in positioning their brand, product, or message. The good news is, just such a vehicle is readily available – SplashPlay.

Our mission is to empower SplashPlay's Game Sponsors to use their personalized game platform to reach an audience beyond their immediate grasp by encouraging their sphere of followers and supporters to push games into social media. In doing so, the heretofore insurmountable "barrier to entry" is pushed aside and the power of social media fuels the Game Sponsor's gamified marketing initiative.

Just how powerful is SplashPlay's strategy? First, it is inconceivable to imagine that a local small business, school, charity, museum, whatever cannot call upon their fans, supporters, and customers to support their marketing mission. By simply asking them to play their game and share it in social media advances the Game Sponsor's message to an immense audience. And doing so at no cost to the Game Sponsor.

Just how big is this audience? To answer this question, look at the following table where the Game Sponsor has a customer base (Reach Size) of 1,500 people. If we assume 50% (Line C) of these people play the Game Sponsor's Game and only 25% (Line D) of the players share the

Game Sponsor's game in Social Media the benefit to the Game Sponsor is immense. In fact, if we do the calculations in Line E, Line F and Line G, we see that the Game Sponsor positions his or her brand or message in front of 51,700 potential customers or supporters. Considering this strategy is based on a \$70 per month marketing commitment, the cost to reach 51,700 people is only 7,000 pennies, or \$0.0013 (13/10000's of a penny) each. Don't believe me, do your own calculations in the space provided and plug in whatever numbers you please. The bottom line is SplashPlay puts the power of social media and position marketing directly in the hands of our Game Sponsors. The responsibility is yours to make this message heard, understood, and embraced.

Good luck and remember...The Game is Afoot!!

Game Sponsor Consumer Reach

		Example	Your Numbers
A	Reach Size (Supporter or Customer Base):	1,500	
B	Average Social Media Reach per Person:	275	
C	Players - % of Reach that will play games:	50%	
D	% of Players that will Share in Social Media:	25%	
E	Total Players (A x C):	750	
F	Number of People Sharing Games (E x D):	188	
G	Total Social Media Reach (F x B):	51,700	



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