



Press Release

For immediate release

Marketers see mobile effectiveness increase in APAC

- Survey of marketers in APAC finds that the mobile marketing channel has increased in effectiveness since 2015, with 59% now classing the channel as 'very effective'.
- Though measurement is still a barrier to growth, year-on-year mobile budget allocation has been increasing since 2013, and 92% believe their budgets will rise over the next year.
- Integration between mobile and other marketing channels is improving in the region. More than half of those with a mobile strategy said it was 'closely connected' with other marketing activities.
- Multi-screening is regarded as the most significant trend impacting mobile strategy in APAC, and investment is planned in mobile display, video, and social marketing.
- Marketers in the APAC region are mostly familiar with programmatic (82%), and see it as having a very important role in future marketing strategies.
- Innovation is seen as greatest in the travel, transport and tourism and drink and beverage industries.

Singapore, 28th November 2016

Mobile marketing effectiveness is improving in Asia Pacific, with budgets set to follow, new research from Warc and the Mobile Marketing Association reveals today.

Almost 60% of marketers find mobile very effective as a marketing channel, and only 2% find it ineffective. This is leading to increased mobile budgets in the region; 92% believe their budgets will rise this year, with almost half (47%) expecting to see growth of more than a quarter.

Based on a survey of 324 marketing and advertising professionals from 17 markets across Asia Pacific, the *State of the Industry: Mobile Marketing in APAC* report found that 60% of the responding marketers are currently attributing less than 10% of their budget to mobile. However, the majority expect their budget to have increased by more than 50% by 2021.

The survey, designed to be a snapshot of the current state of mobile marketing, found that measurement of mobile remains a stumbling block for many; metrics (39%) has overtaken skills (33%) as the biggest barrier to the growth of mobile marketing and advertising in APAC.

Despite this barrier, just under three quarters of respondents see mobile marketing as very important for their business in 2016, and 87% have or are working on a formal strategy to



support their mobile efforts. Marketers are using mobile display advertising (61%) and mobile video (49%) in their 2016 campaigns, with many expecting location-based targeting and augmented reality to gain in importance over the next five years.

Encouragingly, of the 42% that have a formal mobile marketing strategy in place, more than half said the strategy was closely connected with other marketing activities, and a further 40% responded that it was somewhat connected.

The ability for multi-screening is seen as the most significant consumer behaviour enabled by mobile, emphasising the need for the integrated marketing strategies.

Familiarity with programmatic is good in the APAC region: more than a third of marketers are very familiar with programmatic as a medium for ad buying, and only 18% have no knowledge of it at all. Further to this, 83% believe buying programmatically plays an important role in their marketing strategies.

Respondents indicated that mobile marketing innovation is greatest in the Travel, transport and tourism, and drink and beverage industries, and Unilever is viewed as the most innovative brand.

"These findings reveal a market that is developing its mobile capabilities rapidly," added Amy Rodgers, Research Editor at Warc. "Now having four years' of data, we can clearly see trends in mobile marketing in the region, revealing progress in investment, integration and use of mobile technologies. Budgets are climbing, and over the next few years we expect to see that applied to mobile video and mobile payment systems."

Please use the following link to download a copy of the report: <http://content.warc.com/read-the-mobile-marketing-in-apac-report-2016>

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About Warc

Warc is an online service offering advertising best practice, evidence and insights from the world's leading brands. Warc helps clients grow their businesses by using proven approaches to maximise advertising effectiveness.

Warc's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

In addition to its own content, Warc features advertising case studies and best practices from more than 50 respected industry sources, including: ARF, Effies, Cannes Lions, ESOMAR and IPA. Warc hosts three annual case study competitions: Warc Prize for Innovation, Warc Prize for Social Strategy and Warc Prize for Asian Strategy.

Founded in 1985, Warc is privately owned and has offices in the UK, US and Singapore.



About the Mobile Marketing Association

The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators 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.

Among the MMA's proprietary research initiative is SMoX, an annual study that uses empirical data to quantify mobile's share of total ad spend for a campaign. It quantifies the mobile opportunity and the true ROI value of mobile marketing to marketers and media companies based on live campaigns from Coca-Cola, Walmart, MasterCard and AT&T in 4 countries – UK, US, Brazil and China, within the last year. For more details [click here](#).