

Mobile Advertising in B2C Marketing

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ABSTRACT

There has been lot of projections about the explosive growth of mobile applications and wireless advertising due to high penetration of advance mobile phone around the globe. Recently some form of advertising is being conducted via the wireless devices such as mobile phones, and PDAs. This remarkable development provides opportunity for companies who are innovative to use this medium to reach out to target customers. The purpose of this research was to investigate how organizations use mobile advertising in B2C Marketing. To reach this purpose we have studied two companies, and we tried to find out the factors that affect their decision to adopt mobile advertising, the type effective campaigns and the forms of mobile advertising which is being implemented. We conducted multiple case studies of two European companies. The data were obtained by telephone interviews from two senior executives of the companies.

Keywords: Mobile Advertising, Mobile commerce, Short Message Service (SMS)

ACKNOWLEDGEMENT

First and foremost I wish to thank Allah (God) for giving me the strength and ability to carry out my academic work successfully at Lulea Technical University.

My sincere gratitude also goes to my supervisor Assistant Prof. Lennart Persson Lulea Technical University in Sweden. You have been of great inspiration to me, I highly benefited from your rich knowledge and experience in the course of the supervision; And Pro. Esmail Salehi-Sangari Chairman of Division of e-Commerce & Industrial Marketing (LTU)

I am also grateful to Staff members at Division of Industrial Marketing & e-Commerce for their support and co-operation during my entire period of my studies

I would also like to thank Parents, Iddris Abu and Fati Alhassan and all my brothers and Sisters. And friends :Mohammed-Aminu Sanda; Christopher Okpoti, Robert Opoku, Kwame Essel Phd Candidates at LTU (Sweden) and Edem-Bart Williams, Patrick Amofah, Raymond Adjei: Masters students at LTU (Sweden)

Last but not the least, I am grateful to Edward Martin of 12snap-Lokomobil (Sweden) and Anders Ankerfelt of MindMatics (UK) for their time and assistance.

This thesis was partly made as a team-work with two students. Due to some practical circumstances the students worked independently when writing parts of chapter 1-4 have more or less same content. The other thesis is Mobile advertising-Case studies of MindMatics and 12snap-Lokomobil by Loung Houg Nga. Supervisor

Lulea, 9 January 2006

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1 Introduction

In this chapter an introduction of the chosen topic for the thesis will be provided, the chapter begins with a short background to the research area followed by a problem area discussion that will guide the reader to the overall purpose. From the purpose specific research questions are posed for the thesis. Finally, demarcations and outline for the thesis will be presented.

1.1 Background

1.1.1 Mobile Commerce and Mobile Marketing

To exploit the opportunity created by high growth of cellular phones and other wireless devices such as PDA, pagers, Bluetooth, companies around the globe are integrating m-commerce technology in their business model.

According to Shi (2004) Mobile commerce can be define as delivery of electronic commerce (e-commerce) capabilities directly into the consumer's hands via wireless technology and the placement of a retail outlet into the customer's hands anywhere. This type of e-commerce makes it possible for businesses to reach end-users directly, irrespective of their location. Through mobile commerce end-users can make purchases, download cash, do banking, and buy ticket through mobile phone. The recent increase of interest in mobile commerce is as a result of high degree of interest shown by consumers on how to access business service and information or to communicate anywhere is also motivated by desire of business community to reach out to end-users at all time and at all places.

According to Juniper Research Group in (e-marketer, 2005) global mobile commerce market, comprising mobile entertainment downloads, ticket purchases and Point Of Sale (POS) transactions, will grow to \$88 billion by 2009, The research firm predicts that on average, Western Europeans will conduct around 28 transactions per year using their mobile phones by 2009, with each transaction valued at an average of approximately \$3.00.

Mobile marketing is a very recent, but promising industry created by the emergence and widespread adoption of wireless data networks, which enable the convergence of the Internet, e-business and the wireless world (Kalakota and Robinson, 2002).

Murphy et al., (2004) define mobile marketing as the use of mobile channel to provide end-users with location and time sensitive, personalized information that promotes goods, service and ideas, for the benefits of the stakeholders. Some of the mode of delivering mobile marketing includes (Short Message Service) (SMS, Multimedia Message Service (MMS), Wireless Application Protocol (WAP), Java, SyncML and video and audio messaging (MMA, 2003).

According Marla et al., (2005) there is evidence that interactive marketing such as marketing website, internet advertising, and permission e-mail, mobile and other new media is the fastest growing area within advertising community and companies have long term reasons for adopting it

Research suggests that 65 percent of mobile phone subscribers will welcome marketing alerts and promotion by 2006, this figure has been exceeded within the youth market. Mobile devices, as channels for advertising, have many new features and therefore opportunities in comparison with traditional media and many players are looking to benefit from them (Haig, 2002).

1.1.2 Enabling Mobile Advertising Technologies

Mobile advertising requires wireless network, mobile technology and infrastructure in order to be effective and efficient, these technologies serve as the sound platform for implementation of wireless promotion and advertising (Netsize Guide, 2003). Currently three major mobile technologies that are being use world wide. “i-mode” based on Compact Hyper Text Markup Language (C-HTML) is most popular in wireless technology in Japan. In America, WAP is the standard and most used by mobile vendors and service business. In Europe SMS is the most popular protocol in mobile community. These technologies tend to focused on distinctive group of users, and require particular mobile devices and mobile environments (Yunos et al., 2003).

1. **WAP:** Wireless Application Protocol is an open, global specification that empowers users of mobile device to interact and access information and services instantly with ease (WAP Forum, 2000).WAP technology make use of WAP gateway and wireless Markup Language (WML) and Handheld Device Markup Language (HDML) to translate a wireless request into traditional HTML/HTTP request that is understood by web server and vice versa. WAP can be used as channel of information between internet and mobile devices.

WAP is the name of most popular type of internet service, it can be very useful by helping the user to access e-mail, the latest news, sports, events guide and more irrespective of location and time. With WAP service consumer use normal mobile network for example Telia, Comviq and register with special Internet service provider (ISP) that offers mobile internet facilities. The coming together of wireless carriers like Nokia, Erickson and Motorola in 1997 culminated into publication of WAP standard (Bayne, 2002).

2. **I-Mode:** “i –mode” is a wireless internet connection that allow users to browse internet pages send and receive email through mobile devices it offers easy access to more than 94,000 Internet sites. it was first introduce in Japan by NTT DoCoMo in 1999 and regarded as the most successful internet access model in the telecommunication world wide (Ishii, 2003).

Andersson et al., (2004) to the end-user, “i-mode” consists of a mobile phone with a screen that can display text and small graphics (some 100 characters can be fitted to the screen). By pressing a special “i” button, the user is logged on to a central gateway server operated by DoCoMo. The initial default text displayed consists of menus linking to official NTT DoCoMo “i-mode” content sites. The major technical components of the “i-mode” service are:

- (PDC-P) Packet Data Cellular , 9.6 kbps (later upgraded to 28.8 kbps) packet-switched network;
- The “i-mode” server, which functions as a gateway between PDC-P and the content

provider sites;

- Terminals including micro-browsers
- Official and unofficial content provider sites and micro-payment system.
- Content development tools and support;
- A simple fairly html-compatible mark-up language; and
- A portal.

“i-mode” is based on a foundation of technological advances. By embracing packet transmissions, the service offers continuous access to the internet. Additionally the use of a subset of HTML makes content creation simple and allows existing sites written in HTML to be converted into i-mode content, since Inline Hypertext Markup language (iHTML) requires only minor changes to the HTML. More sites are joining the “i-mode” roster because of this easy of conversion.

One of the key strengths of “i-mode” is the fact that it remains connected to the Internet at all times. Implying that user need not dial up to access more than 4,700 Japanese and English-language web sites via the” i-Menu” and an infinite number of independent sites. “i-mode” also offers "Web to", "Phone to", and "Mail to" functions which add even greater convenience (NTT DoCoMo, 2005).

NTT DoCoMo claims that by September 2005 45 million customers are using the “i-mode” service; “i-mode” is not only about technology for accessing the internet via mobile phone but is can be described as “i-mode” entire value chain including technologies, business model, and marketing. “i-mode” service includes browsing (access to internet sites with i-mode tailored contents), downloading (ring tones, java applications) and “i-mode” messaging which basically is based on Internet e-mail technology (Bodic, 2005). DoCoMo offers a one-stop-solution of mobile internet services which enable users to undertake numerous tasks in one portal: instant messages, e-mailing, data search and internet (Okazaki, 2005).

As a result of success story of “i-mode” in Japan, some European mobile operators such as (KPN of Netherlands, E-plus of Germany, Bouygues Telekom of France and Base of Belgium) have introduced i-mode (Bodic, 2005).

3. SMS: (Yunos e al., 2003) Short messaging is a digital cellular network feature, which allow users to send and receive short text and numeric messages to and from digital cell phones over internet using email and mobile phones based on public messaging gateways. SMS messages is stored in the short message center and sent to the recipient when the subscriber connects to the network (Ishii, 2003). Users can send plain-text messages to another mobile user using the SMS protocol this will in effect facilitate viral marketing, SMS messages are limited to 160 characters, because in its initial form, it was basically for exchanging short messages. The use of SMS has now shifted from customer-customer model and advance to a reliable means of machine-customer service such as game, payments, receipts, notification (Atkinson, 2004)

Some of the consumer based application based on SMS are person-to-person messaging, information services, chart service or download services. Users can have access to this information by customizing their handset, receiving information from remote server or between friends (Bodic, 2005).

Currently 10 percent of Europe's SMS traffic is derive from value added services and content such as quizzes, mobile chart and ring tones. The Europe market for ringtones alone is estimated to worth over one billion Euros per year (Netsize Guide, 2003).

Today mobile advertising is carried out mainly using Short Message Service (SMS). With the use of Wireless Application Protocol (WAP), advertisements will be based on voice, text, graphics and music. The most popular mobile application is SMS it has attracted 580 users who sent 135 billion SMS messages in the first quarter of 2004 and it is predicted that by the 2008 mobile commerce users will reach 1.67 billion from 94.9 in million in 2003. SMS is said to account for bulk of mobile company's revenue from data service until 2006 (Scharl et al., 2005).

According to Öst et al (2005) during the first half-year of 2004, a total of 2.04 billion SMS were sent which represents an increase in 13 percent from total sent during 2003. The total turnover for SMS is amounted to SEK 1.80 billion in 2004, as much as 84% was derived from private customers.

WAP has been a commercial failure because only few people can connect to the Internet through it due to high costs, slow access speed hard to read screens that lead to lack of comfort and lack of ease of use, on the other hand "i-mode" has been very successful in Japan and is now gaining ground in Europe and SMS is very successful in Europe.

1.1.3 Mobile advertising (M-advertising)

Mobile advertising is a brand new phenomenon. There exists no commonly accepted definition for the concept 'mobile advertising' (Leppäniemi, 2005). Yunos et al., (2003) defined mobile advertising as marketing and advertising activities that deliver advertisements to mobile devices using wireless network and mobile advertising solutions to promote goods and services and build brand awareness. (Leppäniemi et al., 2005) has defined mobile advertising as any paid message communicated by mobile media with the intent to influence the attitudes, intentions and behavior of those addressed by the commercial messages.

Mobile advertising hold strong promises to become the best targeted advertising medium delivering new means of reaching users with message other than traditional channels (e.g. radio, television, print, and mail) (ibid). M-advertising provides consumers with personalized information based on their location, time of the day and interest (Scharl et al., 2005) An analysis have revealed of mobile advertising becoming more relevant in the coming years. By the year

2005, mobile advertising market is expected to grow from US\$ 16 billion to 17 US \$ billion and US\$ 23 Billion by 2007. There has been rapid growth of m-advertising especially in Europe and Asia. According to e-marketer (2005) about 40% of mobile phone users have received SMS-based m-advertising from marketers in Asia, 36 % in Europe and 8% in US. (ibid)

Mobile advertising can be flexible, dynamic, and highly targeted. The targeted audience can search for information, make enquiries and make purchases at any location. Stock quote, wireless coupon, local entertainment information and dining restaurant are some of the early application of mobile advertising (Yunos et al., 2003).

The proper context within which mobile advertising can be well executed is permission-based. Permission-based mobile advertising can be described as situation where by end-users permit advertiser to reach them with their offerings. It is now the new and alternative way for marketing communication (Barwise & Strong, 2002).

EU law on privacy compels advertisers to respect consumers' privacy with clearly stated "op-in" and "op-out" instructions. For the advertiser to realize full potential of this medium there is need to avoid spamming, else the customer may become furious when such message is seen as intrusive and that can result in the message to be deleted, without it being read (Scharl et al., 2005).

A key component of marketing communication is advertising which can be: pull or push mode after obtaining customer's permission (Scharl et al., 2005). Mobile Marketing Association (MMA, 2005) define Push advertising as any content sent by or on behalf of advertisers and marketers to a wireless mobile device at a time other than when the subscriber requests it. Push Messaging includes audio, short message service (SMS) messages, e-mail, multimedia messaging, cell broadcast, picture messages, surveys, or any other pushed advertising or content.

Push advertising may be unsolicited for instance when special promotion is sent to end-user by SMS within the context of existing already establish relationship. Push advertising can also be solicited meaning customers agree to have certain services or promotion push on them at certain times (Leppäniemi et al, 2005).

Another mode of mobile advertising is term as called pull advertising which can be define as any content sent to the wireless subscriber upon request shortly thereafter on a one time basis (MMA 2005). In this case advertiser provides a wireless means for customers to respond to advertiser's message, thus it is kind of advertising that the end-user request for advertisement instead of the company pushing it on the consumer. According to (Karjaluo, 2005) there is a strong assertion that in the future mobile advertising will be more in the form of dialogue , which implies bi-communication after "opt-in" and permission is receive from the end-user.

Mobile advertising provides end-users with personalized information based on their time of the day, location and interests (Scharl et al, 2005). As a result various factors need to be considered in mobile advertising concept. Time and location have impact on individual's behavior and

receptiveness to adverts. Knowing the location of the customer enable geographically targeted advertising message via GPS. Sending message at appropriate time increases the success of advertising campaign (ibid). Personalization of the content of an advert is possible by tracking personal identity and capturing customer data.

According to Barwise & Strong (2002) advertisers need to be cautious about the content and the information when planning mobile advertisements in order to get end-user's attention. Mobile adverts should be entertaining, emotional and interactive and provide incentive to customers in order for them to pay attention to the adverts (Bran & Bonjo, 2001) in Jelassi et al., (2004).

In addition in order to function properly wireless advertising should provide the information customer find more valuable and creates added value to the customer. If the content of SMS advertisement is irrelevant customers may have negative reaction when receiving such messages (Barwise & Strong, 2002).

In conclusion mobile advertising may be seen as part of mobile commerce and mobile marketing, one basic requirement of mobile advertising is to be permission-based, it can be categorized into push and pull, however in future mobile advertising will be in the form of dialogue campaign. Furthermore, factors such time and location, personal nature of customers and content and information of mobile advertisement should be taking into consideration when delivering mobile advertisement.

1.2 Problem Discussion

Marketers stand to gain more as a result of rise in mobile communication with regards to messaging and other non-voice technologies (Haig, 2002).

“The convergence of the mobile phone and the Internet promise to change all our lives forever - the way we work, the way we buy goods, the way in which we communicate with each other. Mobile devices, still used almost exclusively for voice, is on the threshold of a wave of new service opportunities for businesses and for customers. The appeal of the mobile device as a business tool is not hard to understand. The average office workers will spend 20% of their waking day in front of the PC. A mobile device is with a person for 80% of their hours.”(Wallage et al., 2005)

In a trial in Sweden one of the leading countries in mobile revolution, it was found out that 76 percent of mobile users welcome advertising provided it is integrated within useful information. More importantly in a Swedish survey conducted by Net survey and Mediatude 28 percent of the respondents claimed they developed interest in campaign because of the advertisement they received whilst 17 percent found the advertising intrusive.

Mobile advertising is still at an early stage and different players are still experimenting with various formats. However research and practice suggest that much can be achieved using simple mobile technology that is already well established (Barwise & Strong, 2002).

According to Haig (2002) marketers see synergy between text messaging and internet most often difficult to resist. One common example where web and SMS compliment each other is when a

text message directs recipients to a web site for more information, such a method has a practical purpose since it is impossible and impractical to express much information via text. Furthermore, marketers are able to direct each recipient to a point of purchase on e-commerce site, and it increases the chances of brand recall. Mobile technology together with the Internet and to lesser degree digital television has change the way marketers can get their message across. In the past, advertisers have limited media options such as print, television and radio. Even though newspapers, radio stations and television programs are still in use, targeting audiences through media campaigns are still risky. Evaluating the success of a campaign is mainly guesswork since broadcast media tend to be one way communication (marketer to consumer and not vice versa) and most often cross section of the targeted population is reached.

However, the emergence of new media forms, together with changes in the old ones has given rise to micro-media age which in turn leads to micro-marketing. Theoretically companies can now narrow cast their messages to smaller targeted audience, instead of broadcasting their messages. Additionally marketers can interact with their customers in a manner that was before then impossible. Every message sent can be monitored responses accounted for provided there is call to action. Marketers who failed to acknowledge mobile technology are in effect ignoring one of the most powerful means of actively engaging and reaching customers (Haig, 2002).

However CEO of Goyada in Stockholm said “We believe the mobile marketing sector will grow considerably with the new generation of mobiles where one can make use of images and sound. Then we will really be able to stay out in front,”, however, competition from newspapers and television means that market conditions are tough at the moment (ISA, 2005).

According to Marla et al., (2005) unlike other interactive marketing channels, mobile advertisers rely heavily on mobile operator. Mobile medium is dependent on national network for reliable communication as well as mobile operator’s technology and service quality. For instance there can be considerable campaign disruption as a result of delays in transmission. This is contrary to internet (Marla et al., 2005) (Barwise, Elberke and Hammond 2002) which allow seamless communication over any distance, local or global.

According to Okazaki (2005) companies will consider the following factors when adopting mobile advertising: branding strategy, Location based service and service cost as the most important managerial factors, whilst facilitating condition, cultural barrier and regulatory as environments factors. The predictions of future growth and the benefit of mobile advertising make companies see the need to adopt mobile advertising. In order to adopt mobile advertising it is necessary for the company to look at the factors influencing it.

However because of perceived limitation of mobile terminals and failure of WAP functionality some companies are reluctant to adopt mobile advertising. In addition, cultural issue has been a big obstacle to mobile advertising, a poll conducted by Businessweek shows that 89 percent of the respondents dislike the idea of combining their online habits with information identification. Regulatory, privacy and cultural issue differ among different countries especially in Europe.

Therefore any company which fails to adopt appropriate mobile advertising strategy will have negative advertisements response and will have their brand strategy damaged. Also Limitation in mobile infrastructure and cellular phone such as slow deployment of 3G infrastructure, high power consumption require by handset, deficiencies in mobile browsers, shortage and high cost of Third Generation (3G) and General Packet Radio Service (GPRS) handsets among others hinder mobile advertising adoption by companies (Wallage et al., 2005).

There is high risk and low revenue associated with wireless advertising, because it is at its infant stage. The low revenue aspect can deter mobile advertisement pioneers from investing in research and development, and without the research firms will find it difficult in deciding the best marketing model to adopt (Yunos et al., 2003).

According to Jelassi et al., (2004) to begin a mobile campaign the two basic options available are push and pull. The challenge is the effort requires in creating compelling adverts that posses the required pull effect to entice consumers to call in and participate. The youth market being lucrative gives the marketer tough time in addressing it, the youth are carried away by changing fashion trend and also vary in terms of attitude, interest and habits. They are difficult to pin down, because their message is fragmented among hundreds of TV stations, magazines, radio, news papers and the Internet, unlike in the past when they basically watch 3 or 4 TV stations. (ibid)

According to Cowllet (2002) in Jelassi et al., (2004) one thing is assured the youth always have their phone with them and consider SMS as part of their lifestyle because it allows them to stay in touch with peers in a cost-effective and entertainment manner. Because of limitation of mobile device regarding handling, sound and size it is not suitable for stand alone campaigns, instead it should be use to promote the presence of a company or product into additional channels, and companies which decide to depend solely on M-commerce will have much deeper challenge. (Carat Interactive, 2002)

According to Will Harris Global Marketing Director Genie in (Jelassi et al., 2004) the personal natures of mobile phones present one of the main challenge and opportunities to mobile advertising companies, because advertising campaigns carried via mobile phones are very sensitive and companies which adopt this type of advertising campaigns need to be careful not to offend users.

According to Haig, (2002) when companies launch a new product or looking for extra revenue from mobile advertising they should considers these types of forms for their campaigns because not every choice available on the mobile advertising tools will be suitable for every brand and business.

1.3 Purpose and Research Questions

Based on the discussion above, the purpose of this study is to gain a better understanding of how organizations are using mobile advertising in B2C Marketing.

In order to reach the research purpose for this study the following research questions are stated:

RQ 1: How can the factors affecting organization's mobile advertising adoption be described?

RQ 2: How can organization's mobile advertising campaigns be characterized?

RQ 3: How can organization's mobile advertising forms be described?

1.4 Demarcations

Because the mobile advertising is very broad and extensive, and also due to limited time allocated for undertaking this research. This thesis will only focus on examining the use of mobile advertising in Business to Consumer (B2C) Marketing. To further limit the research only companies located in Europe were chosen for consideration.

1.5 Outline of the Thesis

This thesis is divided into six chapters. In chapter one, a broader overview is presented, providing the reader with a background and matters related to the problem area. The second chapter provides the reader with overview of the literature on relevant theory for the problem area. In the third chapter the methodology for the study is discussed. Chapter four, empirical data presentation which is made up of companies' background and data collected from the interview. In chapter five the findings is analyzed against the conceptual framework and finally conclusions and implications will be discussed in chapter six.

(Figure 1.1) shows the structure of the thesis, the structure is based on the various chapters. The arrows connecting the rectangles depict the linkages among the various chapters.

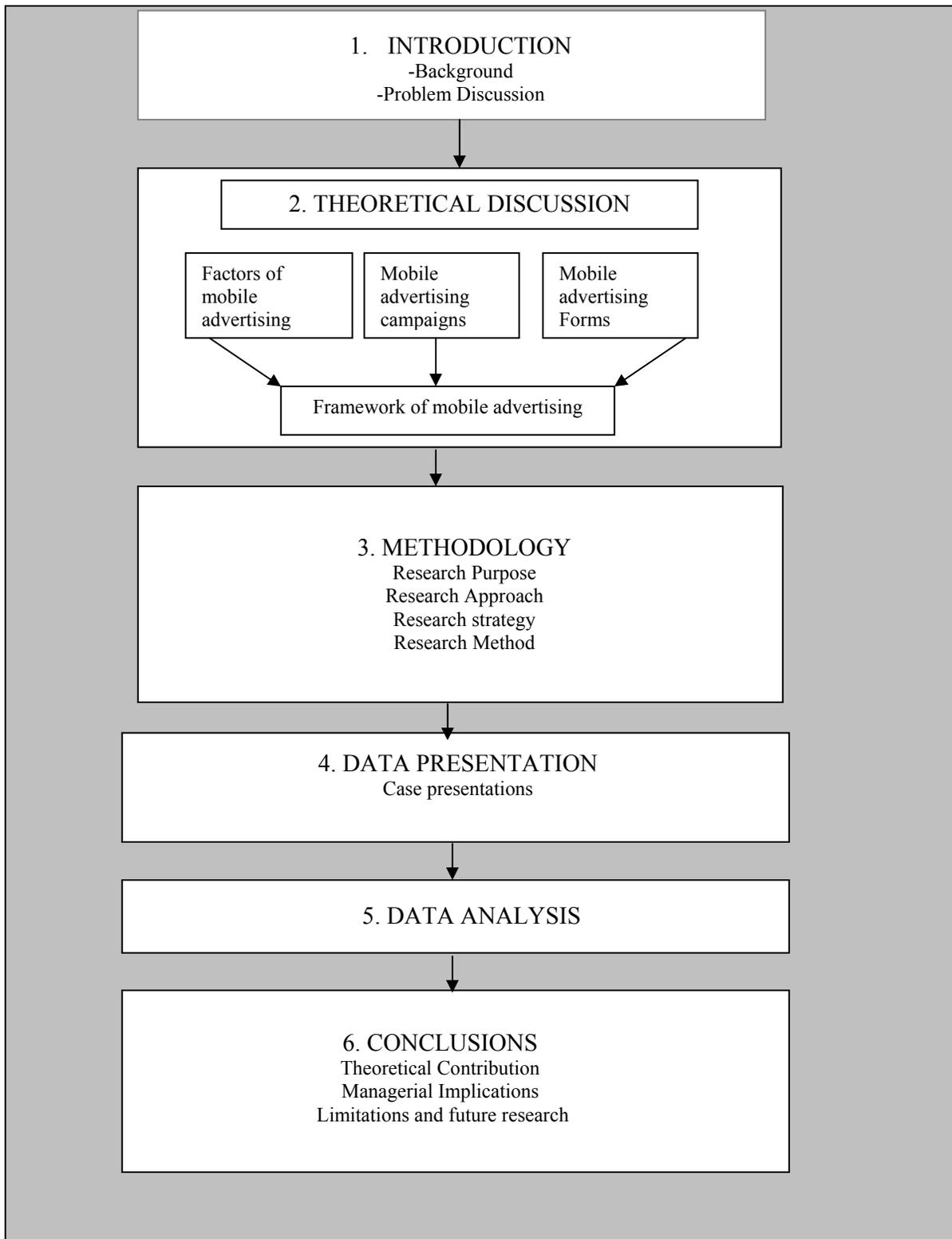


Figure 1.1: Structure of the Thesis

2 Literature Review

The previous chapter provided the background and problem discussion of the area of this thesis, leading to the research questions. In this chapter we review earlier studies within our research purpose area. The aim of this chapter is to provide relevant literature in mobile advertising. Firstly, we discuss the theories that are concerned with organizations mobile advertising adoption factors, secondly, we review theories describing organization mobile advertising campaigns and lastly, we present theories describing organizations mobile advertising forms.

2.1 Factors Affecting Mobile Advertising Adoption

According to Okazaki (2005) certain factors can be explained as key determinants of SMS-based mobile advertising adoption. These can be group into two categories managerial (branding strategy, location-based service, and service cost) and environmental (regulatory, facilitating condition and cultural barriers) See (Figure 2.1)

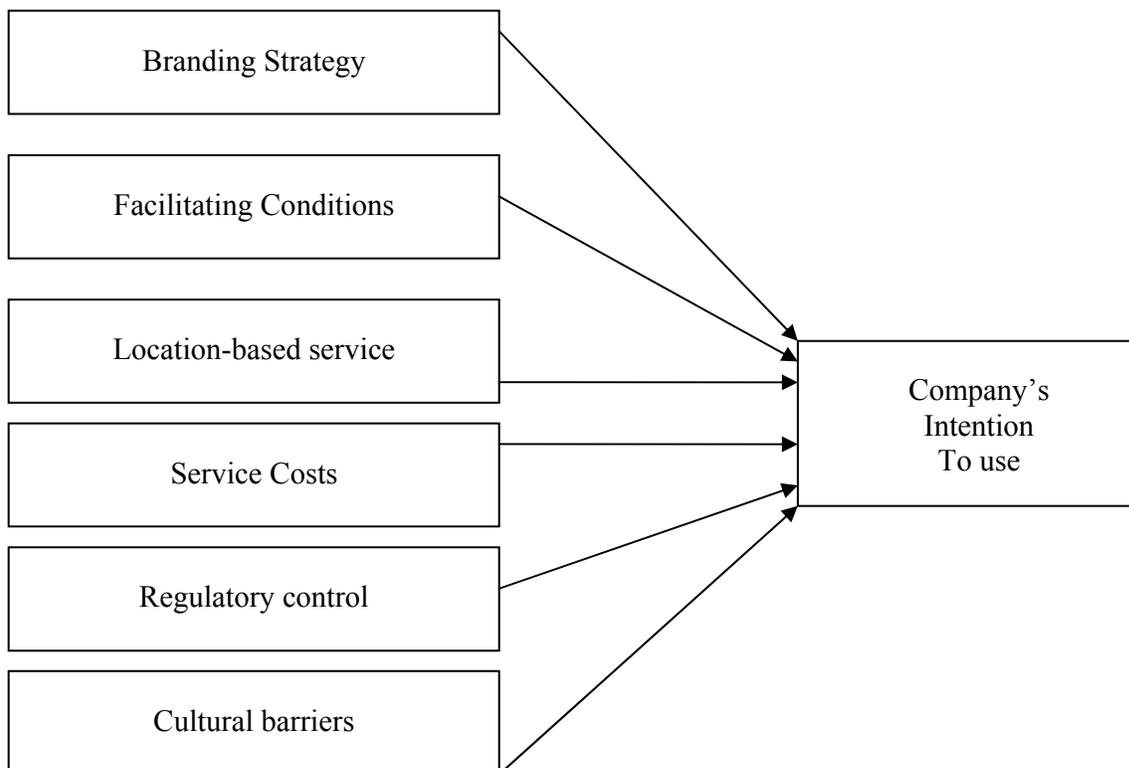


Figure 2.1: Company's intention to use mobile advertising

Source: Adapted from (Okazaki, 2005) Mobile advertising adoption by multinationals

2.1.1 Branding Strategy

According to Frolick and Chen 2004 as referred to by (Okazaki, 2005) mobile internet provide an effective channel for building customer relationships by means of promotional and direct marketing activities. More specifically wireless e-mail had been regarded as an effective tool to enhance brand awareness, build or test customer loyalty, and develop or enhance demographic database (Mylonopoulos and Doukidis, 2003).

Petersen et al., (2003) argues that traditional use of internet through computer does not allow brands to reach customers wherever they want, even though it is claimed that internet has made it possible for customer to reach the company at their desired time, however customers can only be reached if they are sitting in front of computer, on the contrary mobile devices are always with the user making it possible for brands to reach their customer anytime anywhere. Customers will highly value channels that are time and space flexible. Access to ubiquitous channels is of special importance to customers particularly if the product and services are time critical.

Through mobile devices brands can distribute information about product, innovation, coupon announcements, or/special offers. Customer can also utilize the wireless channel to request about product usage, for example ask about the menu of a restaurant or evening program of television channel thereby increasing the ability of customer to the full benefit of the relevant product or services brands are able to offer. In the same vein brands get feed back from their customers due to two-way communication between brand and customer enabled by mobile device.

Typically wireless devices are use to coordinate social networks. Information received by a member of the network in most cases can be forwarded to other members of the network. Therefore brands information can be delivered on broader level other than the brands own customer database, this is as a result of the social interaction among the members of the customer database. The implication of this is the delivering of brand jingle, logos, slogans within the social networks this can double the number of end-users exposed to the brands, thereby increase the brand knowledge (ibid).A survey using popular brands trial in mobile advertising found that as many as 84 % of the 500 young British adult are likely to recommend the service to their friends, while only 7 % are likely to abandon the service (Barwise & Strong. 2002).

An earlier study undertook by Enpocket between 2001 and 2002 found that in mobile advertising the level of brand recognition was as high as (66%) of people who remember and spontaneously recall the average campaign. The best campaigns exceed 50% spontaneous brand awareness and 80% prompted awareness. SMS is 50% more successful at building brand awareness than TV and 130% more successful than radio (Enpocket, 2002).

SMS advertising also makes the recipient feel more positive about the brand being advertised. The strongest proof of branding success comes from the propensity for the consumer to buy the brand in the future. On average 36% of SMS campaign recipients say they are more likely to buy the product advertised as a result of the campaign. This rises to 71% for the best campaigns

(Enpocket, 2002).

According to Dano (2002) in Okazaki (2005) some companies have already tried mobile advertising in their brandy strategy for instance McDonalds together with popular TV song competition in the UK undertook text-messaging campaigns giving out concert ticket and backstage pass. In addition competition was offered to college student who sent text message to a number printed on diet coke can when entering into Coca-Cola Grand Sweepstakes.

2.1.2 Facilitating Conditions

The technologies associated with wireless communications requires infrastructure which allows mobile device users to send and receive SMS-based messages. Seeing the need for theoretical base for wireless internet adoption base on the technology acceptance model (lu et. al, 2003) as cited in Okazaki (2005) suggest that that facilitating conditions and ease of use of wireless internet is one of the most important determinants of adopting mobile internet.

In the light of this the integration of competing standards and fragmented systems across countries, cross-network support for SMS, and higher connection speeds are all necessary conditions greater transmission of mobile advertising. Furthermore, the availability of web-enabled mobile handsets with 2.5G or 3G functionality would significantly affect adoption of Multimedia Media Services (MMS) based advertising campaigns. There must be various type of handset to enable consumers to choose combination of functions and features that best suit their needs. (Baldi and Thaug, 2002) mobile phones of the same brand sold in Japan and Europe with not have the same technical features. In Japan, a special emphasis is placed on given superior color display using better input method. For example, Nokia's 7110 WAP allows only four lines of text on a black and white display, whilst Japanese counterpart allows for 256-color graphics, six lines of characters, and a screen resolution of 111x 106 pixels in smaller size (ibid).

2.1.3 Location-based services (LBS)

In order to determine a person's position, different location techniques can be used. The most popular techniques use satellites: i.e. Global Positioning Systems (GPS) which compute the user's position from the signals transmitted from a satellite constellation. The main advantages of such satellite systems are their global coverage, accuracy and minimum impact on the existing communication networks (Okazaki, 2005).

LBS are service that is able to utilize of location of mobile device user. A geographically specific advert can be delivered to smart phone user wherever they are traveling to. Allied Business intelligence reported that by the year 2006 LBS industry will account for more than 40 billion Euros in revenue in Europe. One of the much talk about capabilities of wireless internet have been LBS (Kolmel, 2002) The reason being that advertiser can reach consumer when he/she is mostly likely to make purchase (ibid).

As a result cellular phone manufacturers and service providers are increasingly attracted by

commercial viability of applying the satellite-based global positioning system (GPS) to the wireless service (Okazaki, 2005). Currently the location tracking applications has much more wider implications. for instance on the extended menu of "i-mode" "i-area" includes a various location-based services restaurant guide, weather news, local hotel information, zoomable maps with address finder function, and traffic updates and estimation of travel times. KDDI, the second largest Japanese operator began to sell out a GPS enabled handset, which makes it possible for location-based service to be much more personalized (ibid). Mobile communication technologies which are always provided on broadband connections in combination with location computation technologies will bring some obvious benefits. The bulk will be commercial services providing specific content targeted at individuals and their context.

According to Murphy et al., (2005) Mobile phones provide two key argument for e-commerce ubiquity and location independent, this has made consumers to demand tailored and location-based services thereby increasing the importance of personalized marketing, also virtual communities can be created by properly applied location-based service (Ibid).For example, Telia being one of the Europe's biggest and innovative telecommunication companies, launched a real-time SMS game using mobile positioning to let users play against others in their vicinity (www.botfighters.com).

According Barnes (2003) as referred to by Okazaki (2005) the GPS facilities together with other location based-service will give companies strategic advantage in mobile advertising, the reason being that there is tendency for consumer behavior and receptiveness to advertisement to be influence by location and time, and marketers can persuade the consumer to make impulse purchases by giving the right information at the right time, and at the right place.

2.1.4 Service costs

Service costs is one of the important factors in wireless advertising adoption, the cost of sending SMS message is comparably lower than other data oriented devices such as WAP, the cost of sending a message is 0.02 Euro in Philippines, 0.04 in Euro in Japan and 0.11 Euro in western Europe, the affordability has impacted greatly on the suitability and potential of applying SMS in commerce. In Japan, the cost of mobile services is much lower compared to that of the wired Internet. NTT's DoCoMo prices data-oriented wireless services at a much lower rate compared to data-oriented wired services, SMS messaging is relatively higher in Japan because it is considered as low cost, convenient, and easy to use-to-use alternative to charting tools on the wired internet. (Wang et al, 2002).

According to Leppaniemi et al., (2005) within a few seconds companies can undertake marketing campaigns targeting tens of thousand of people with a proportion of the costs compared to other direct medium such as telephone and direct mail. Two types of costs calculations are used by advertising industry to evaluate media efficiency: Cost-Per-Thousand impressions (CPM) and Cost-Per-Rating point (CPP). CPP is ratio a ratio based on how much it costs to buy one rating point, or one percent of the population in an area being evaluated. CPM is a ratio based on how much it costs to reach a thousand people. CPM is used in both print and electronic media, previous studies on advertising mainly use CPM calculations. CPM is calculated by multiplying the unit cost of media vehicle by 1000 and dividing the result by audience size of the vehicle.

For example if an advertising campaign costs US \$5000 and assumed audience is of 300,000 consumers, the CPM will be approximately US\$17. In addition to the CPM measure in media marketers have to apply several adjustments audience-attention probability, prestige and believability of the media selection. The CPM measure of direct mail is between US \$ 500 to US\$ 700, for e-mail CPM ranges from US\$5 to US\$7. However m-advertising provides a new and innovative ways of promoting goods and services since e-mail is losing its efficiency as an advertising medium. According Forrester research m-advertising provide greater economics compared with other direct marketing medium, with remarkable average response rate of 11 % at average campaign costs of US \$ 28,000. Forrester calculated that the CPM of US\$ 125 couple of response rate of 13 % in mobile advertising, overtake mail and phone alternative. Mobile medium is becoming strong force in building dialogue between the marketer and end-user with no comparable alternative.

According Stefan et al., (2003) Looking at CPM one can see that the mobile channel is still more expensive than prime time television but one need to keep mind that the distribution paid by the service provider only takes place if a target customer profile and the situation description of the customer do match. As a result spreading losses are reduced to barest minimum and quality of contact acquired is averagely higher than traditional mass media, which can provide weak customize targeting and allocation mechanisms. In the long run this can lead to a distribution through the mobile channel that is more cost efficient than traditional media.

In Japan for instance through “i-mode” users can access sites from anywhere and usually at lower rates, because their charges are based on the volume of data transmitted, not the amount of time spent connected to the system. “i-mode” offers a win-win situation for both developers and subscribers. Content providers have the chance to concentrate on the provision of information while NTT DoCoMo takes care of all billing on their behalf. This had attracted a lot of subscribers due to constantly updated wealth of exciting and convenient content (NTT DoCoMo, 2005).

European counterparts will be in position to charge their content providers minimal fees and this would in turn serve as incentive to companies to create their own mobile advertising campaigns, if the business model of “i-mode” service had been transferred through partnership and knowledge exchange. (Okazaki, 2005)

2.1.5 Regulatory control

The main difference between mobile advertising and e-mail advertising is the “opt-in” According to (Sadeh, 2002) this “opt-in” function is very important in providing end-users full control over the messages they receive, in that end-users demand for highly personalized service need to be reconcile with desire for privacy. Corporate policies need to take into account legalities such as electronic contract, electronic signature and condition for sending SMS message. According to DeZoysa (2002) in Okazaki (2005) European consumers regard SMS as irritating and intrusive in a survey result conducted across Western European countries in 2002, of 3000 mobile users almost all the respondents see any SMS campaigns to their mobile phones as intrusive even if it last for 30 seconds. As many as 46 percent of Europeans agreed to use mobile banking and this raises concern for European lawmakers and require them to enact law which protect consumers financial information, this is because mobile banking users may be highly concern about security

concerning their information, the reason being that mobile banking allow consumers to request that their account balance via SMS. (Mallet et. al, 2004)

In Japan it is not difficult to obtain permission via "opt-in", meanwhile as many as 70 percent of i-mode users subscribe to email at a cost though. In November 2001, Court in Tokyo Japan issues an injunction on Global Network a company which spams DoCoMo customers, this is believed to be first of its kind, this spamming cause a system failure and disruption. As much as 900,000 spam messages were sent within an hour with 170,000 going undelivered, as result Ministry of Public Management support DoCoMo's initiative of blocking spam messages. To avoid such malpractices UK Mobile Operators (Vodafone, Orange, T-Mobile, 02, 3 and Virgin) announced a joint Code of Practice for the self-regulation of new forms of content on mobile phones in 2004, this is to safeguard children from undesirable content on their mobile phones as well as facilitating the responsible use of the device (ICMB, 2005).

In the same vein, the Mobile Marketing Association has taking steps to establish industry code of conduct for mobile marketers: These Code of Conduct is divided into six categories. (1)Choice; Consumers must opt-in to all mobile messaging programs. Consumers may opt-in to a program by sending a text message, calling a voice response unit, registering on a website, or through some other legitimate paper-based method. (2) Control Consumers must also be allowed to easily terminate -- opt-out -- their participation in an ongoing mobile messaging program through channels identical to those through which they can opt-in to a given program, (3) Customization As mobile messaging campaigns are most effective when appropriately targeted, consumers could be asked to provide demographic, preferences and other information., (4) Consideration The consumer must receive and/or be offered something of value to them in return for receiving the communication.(5) Constraint The marketer, content provider, or aggregator must provide a global "throttling mechanism" capable of managing the number of messages received by an individual consumer and (6) Confidentiality. All customers should be subjected to the terms and conditions of a privacy policy that meets TRUSTe's example (MMA 2005).

MMA members need not to send mobile advertising unless they receive confirmation for "opt-in"; and such "opt-in" subscriber permission should not be transfer to third parties without full permission from subscriber (Petty, 2003) in Okazaki (2005)

2.1.6 Cultural Barriers

According to De Mooij (2004) even though penetration of mobile phones has converged rapidly there exist differences in terms of usage. In the individualistic northern part of Europe people use mobile phones to communicate with each other, so sending SMS is very popular since people are more verbally oriented. In the southern Europe with more collective and high power distance culture people use mobile phones for talking as well as networking. From companies view point such variations may be serious obstacle to adopting mobile advertising, since single campaign may not yield same result in different market. This will make mobile advertising costly as well as inflexible if companies had to adopt mobile campaigns which are peculiar to specific segment of each market in Europe Okazaki (2005).

Countries like Italy, France and Germany which are known for their high uncertainty avoidance will be unwilling to quickly adopt new technology whilst countries with low medium scores on avoidance, such as Netherlands and Scandinavian countries are likely to embrace new technology quickly (De Mooij, 2004). Japanese culture generally embraces technology couple with the low alternative way of accessing the Internet. Japanese consumers tend to spend much time on public transport with a lot of time to spare, this provides them with incentive to use m-commerce services, on the contrary, many Europeans commute by car therefore have less incentive to use mobile internet (Shi, 2004).

However Anderson (2004) argued that the believe that Japanese should be more prone to embracing mobile internet because of their culture, than Europeans embracing mobile internet is weak, because similar services such as messaging, personalization of phone have been successful both in Japan and Europe as well. (Barnes and Huff, 2003) This observation implies that communication needs are universal and not specific to Japan.

The rapid spread of “i-mode” in Japan can be attributed to “word of mouth” due to the normative beliefs attributed to significant others (colleagues, friends or family members) with regard to adopting and continuing to use mobile technology. This may partially accounted for as high as 75% subscription rate of e-mail newsletters among “i-mode” users, and this make advertising much easier. But because Europeans are relatively individual than others the spread of mobile internet through “word of mouth” cannot be expected of them. However because of increasing political and economic unification in the European Union, companies may perceive such cultural barriers as controllable (Okazaki, 2005).

2.2 Effective Mobile Advertising Campaigns

According to (Jelassi et al., 2004) it is becoming difficult for marketing managers to find the right strategies to reach customers with their messages, in the past it was possible to target reach large segment of potential customers by advertising through major TV networks, but the emergence of private channels have given rise to high degree of fragmentation, making it difficult to reach customers. In addition, because of difference regarding the Reach and Richness of different media types (**Figure 2.2**), different approaches need to be employed.

Reach is a function of how many customers, in this regard participants can be reached through a given medium.

Richness on the contrary, is defined, (1) bandwidth i.e. the volume of information which can be sent from a company to customer in a given time (2) the degree of customization of individual information, and (3) interactivity i.e. the possibility for two-way communication. (Jelassi et al, 2004).

Bandwidth: This dimension refers to the amount of information that can be delivered from the sender to the receiver in a given time; face to face interaction ensures a broad bandwidth. This provides an information exchange that exceeds content level, by including tone of the voice, gestures and facial expression.

Customization: This dimension refers to provision of personalized service based on the need and preferences of individual end users, For instance personal advertising agents who have personal

interaction with a customer can provide better customized service than TV, Print, internet etc.

Interactivity: This means the possibility of having bi-directional communication, traditional advertising medium like TV, and print tend to be less interactive

The rich marketing information communication, i.e. traditionally information that rank high on all three aspects requires closeness to the customer and/or channels specifically dedicated to transmitting the information. Mobile phone can serve as powerful means to reach out to customers because it provide both expanded **Reach** and **Richness** at the same time than other traditional advertising media (ibid)

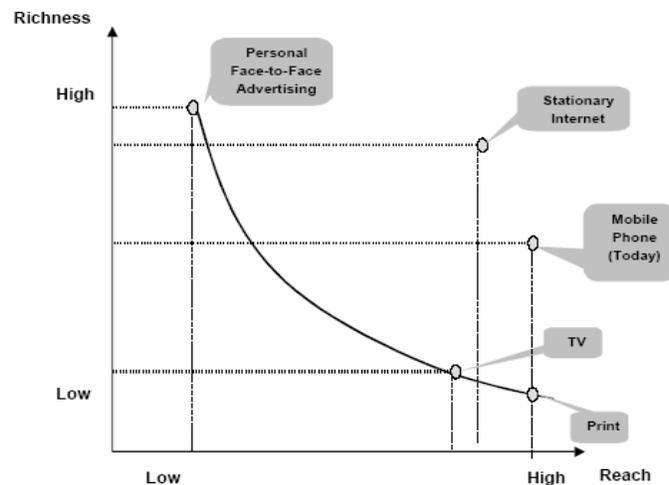


Figure 2.2: The Trade-off between Richness and Reach in Advertising

Source: (Jelassi et al., 2004)

Mobile device can serve as the most important channel to reach consumers since it simultaneously provides reach and a number of richness advantages than other media forms. (Marla et.al, 2005) Mobile advertising had four distinctive aspects: Ubiquitous, detailed user information, integrated response and channel Personnel channel.

- **Ubiquitous Access:** (Jelassi et al 2004) Ubiquitous access is more prominent in places like airport lounge, trains and subways and buses etc. marketers can take advantage of the time

because during this time people are not occupied with other activities, therefore end-users are receptive to adverts and other kind of entertainments.

According to Marla et al (2005) users of mobile phone always carries it and have it on and can be use almost anywhere and this pose a challenge and opportunities to advertisers. This is particularly prevalent among youth and teenagers who stay in touch with the peers via SMS (Bughin & Lind 2001) referred by (Jelassi et al., 2004). Boston Consulting Group (2000) discovered in that among private users, the categories "having fun" (71%) and "killing time" (55%) is one of the main motivation for using mobile phones-ranking only behind "keeping in touch with friends"(85%).

Detailed user information: Mobile campaigns can make use of detail and individual information about each user (such as sex, age, usage profile) this information facilitates the launching of targeted campaigns for particular product or service which is tailored to suit individual preference of the user, on the contrary traditional marketing campaigns have limited access to customer information (ibid).

Integrated response channel: The mobile devices make it possible for direct interactivity with the user and response from the user can be received from the medium. This provide two merits, first it provides opportunity for rich interaction. The ubiquity and interactivity of mobile phones provide tendency for other media types (such as TV, radio, print or packing) to be interactive. For example, companies can reach customers through TV and keep in touch with them via mobile phone. Secondly, marketing companies can measure the impact of their advertising campaigns and adapt their strategy clearly-an approach which is uneasy to do with traditional (ibid).

Personnel channel: The personal nature of mobile device make it receive much more attention from the user therefore it is very powerful than other less personal media platform, if it is well managed. With mobile phones teenagers can take full control of the communication without any limitation imposed by home phone and computer as well monitoring by parents hence they have freedom to get information which will meet their needs (ibid).

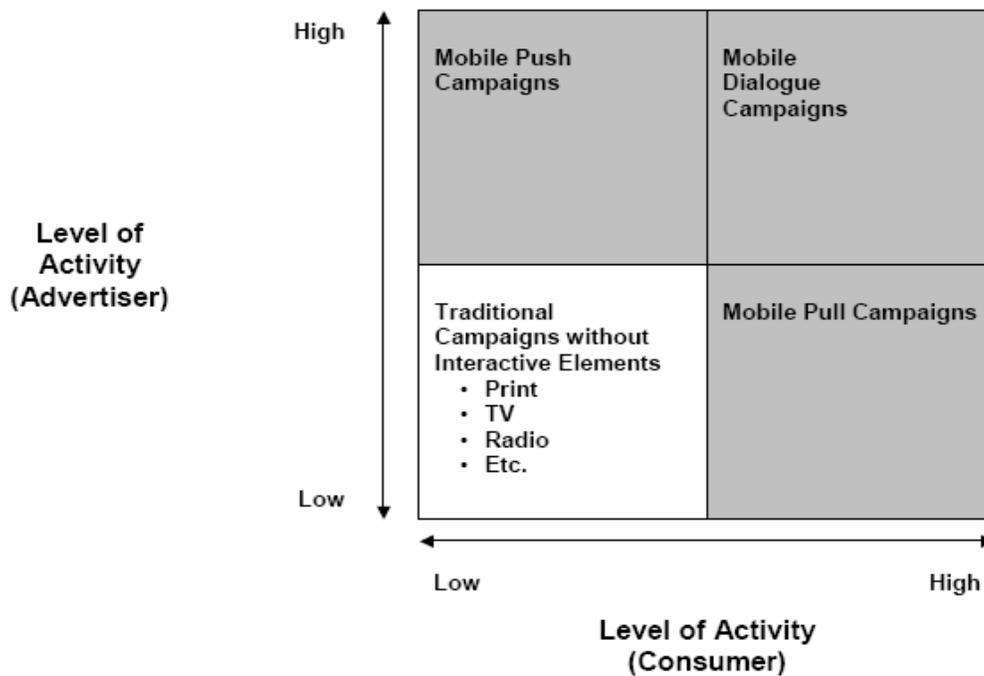
2.2.1 Types of Effective Mobile Advertising Campaigns

According to Jelassi et al., (2004) Mobile advertising can be divided into three delivery categories – push, pull and dialogue. And a mobile campaign which does not include interactivity will leave the main asset of the medium untapped (Peters, 2002).

Quite number of big companies such as Century Fox, McDonald and Sony are using wireless advertising in their marketing mix, particularly to target the youth market, despite the fact that mobile advertising is a new phenomenon. These campaigns varies depending upon the degree of active involvement of the advertiser and customer (See **Figure 2.3**) Level of activity can be

describe as the involvement exhibited by both the advertiser and the consumer throughout the period of advertising campaign. Traditional campaigns in the form of TV spots, radio or print ads, or poster which still dominate the advertising industry, shows low levels of activity on both consumer and advertisers side since they made up of one-way, non-interactive advertisement.

Mobile campaigns, on the contrary, exhibit high level of activity on the consumer's side, the advertiser or both. High level of activity on the advertising company's side means that the customer is reached proactively, whilst a high level on consumer's side consumers means he/she reacts actively to an advertisement or newspaper ad, for example, by requesting more information through the mobile phone (ibid).



Source: (Jelassi et al., 2004) Leveraging wireless Technology for Mobile advertising

2.2.2 Mobile push campaigns

Push advertising can be explain as the messages that are delivered proactively to mobile device users, using this approach companies can use database containing information about existing customers or purchase externally, to reach the target groups (Peters, 2002). Push and Pull advertising should be carefully targeted and be of relevance to the viewer to improve customer response and acceptance. In each instance, user perception is key. The user should never believe that viewing the advertiser's message is costing them airtime (ibid).

Because of sensitive nature of mobile phone, it is important for companies to seek consent of consumers (opt-in) to receive wireless advertising, because this type of campaign requires detail profiling of the database (Pearse, 2002) in (Jelassi et al.,2004). By so doing companies can maximize the effect of advertising budget on those targeted and avoid users which are not interested in the advertising campaigns (Jelassi et al., 2004)

2.2.3 Mobile Pull campaigns

Pull advertisements are messages served to users as they are navigating WAP or wireless sites/properties. Pull advertisements are seen when a user is requesting specific information from a provider and an advertiser's message is displayed to the viewer, as banner ads are presented on the fixed Internet. (Peters, 2002)

Applying a pull approach, advertisers use their traditional marketing media mix such as TV, radio, print or packaging to promote an interactive mobile campaign. For instance, a telephone number on a French fries box might invite a customer to participate in a raffle for free food through his mobile phone. By calling, the consumer gives the "opt-in"—an explicit consent to the campaign—and can then participate.

Through Pull advertising campaigns customers can request for precise information via their mobile phones. For example a cinema could put up two phone numbers in order for people to send text-messages: one for information about movie review and one for movie time. In this case both the operator and the cinema could equally derive financial benefit from the campaign. (Haig, 2002)

One of the merits of pull campaign is that issue of spam is out of question since the mobile device users actively pull the information towards themselves, all the information they receive is welcome. The information request tend to be parallel with the information received, users detailed out the information needed by selection information from the website or typing in keywords, dialing specific number (ibid).

2.2.4 Mobile Dialogue campaigns

A dialogue campaign is different from Pull and Push campaigns in terms of duration and the intensity of interaction between the customer and advertiser. Simple push and pull campaigns focused around theme such as game or raffle and may last only for two to four weeks, dialogue

campaigns on the other hand span for several months and include various themes that build on one another.

The main aim is to create long-term relationship with consumers, in order to have full insight into consumer's preferences. For instance, mobile advertisers can use mobile horoscope to ascertain the birthday of consumer which can then be use in sending out personal birth day greetings at appropriate. The extensive consumer information enables the advertising to distribute mobile coupons-for example, to introduce new products or undertake market research in very target fashion (Jelassi et al., 2004)

	Push Campaigns	Pull Campaigns	Dialogue Campaigns
Set-up	Targeted SMS to user in existing database <ul style="list-style-type: none"> • Company-owned database • Database from external provider 	Advertisements for mobile campaigns through other media types, e.g. <ul style="list-style-type: none"> • Flyer or "on-pack" ad • TV ad 	Continuous interaction between advertiser and user
Opt-In	Need to have explicit "opt-in" prior to sending out SMS	Users "opt-in" by calling the phone number	Generation of "Opt-in" either through pull or push
Scope	Single theme <ul style="list-style-type: none"> • Game • Raffle • Etc. 	Single theme <ul style="list-style-type: none"> • Game • Raffle • Etc. 	Multiple themes during the course of a campaign <ul style="list-style-type: none"> • Different games • Greetings
Length	Short duration (2-4 weeks)	Short duration (2-4 weeks)	Extended duration (several months)

Figure 2.4: Taxonomy of Mobile Advertising Campaigns

Source: Adapted from (Jelassi et al., 2004) Leveraging wireless Technology for Mobile advertising

2.3 Forms of Mobile Advertising

2.3.1 Competition

Competition is the most popular form of mobile advertising. The main advantage of competitions is that the prize provides users with a tangible reason to contact the relevant company. If the prize is interesting competitions will have more chance to be successful. Competitions provide mobile users with a great incentive to make contact with a company. (Haig, 2002) One striking aspect of competition was the speed of response rate, one example is offer by a leading cosmetics firm giving out a free sample pack to the first 50 consumers who text back, and this generated a response rate of 20 percent from those who responded, as high as 41 percent responded within the first minute (Strong & Barwise, 2002).

Some of the main reasons of running competition are:

- To launce a service. Text message competition provides a better way to launce a service, especially mobile one. For example First Choice Holiday one of the Europe's leading tour Operators ran a SMS competition to launch its booking service
- To build database. a strong cash incentive is required if a company want add new users to Its existing database
- To limit opt-outs. Companies will be in position to limit number of subscribers wanting to "opt-out" if necessary steps is taking to establish pool of subscribers with the chance of Winning a prize (ibid)

According to Grapevine interactive marketing (2000) there are several kind of mobile competition:

- Simple Entry: Simple Entry enables consumers to enter a competition by simply SMS a keyword associated with the brand to a competition number. Simple Entry can be used with a conventional media campaign,
- Txt 'n Win: Text 'n Win is the way that consumers can enter a branded competition through SMS and win prizes. Entrants choose between answer options.
- Quiz: Quiz entrants send a brand keyword to an SMS competition number. In reply they receive a question and then they need to reply with an answer. Correct answers qualify for branded prizes. Questions can be around the brand, event or promotion
- SMS Voting: An SMS voting competition provides an innovative way for viewers and listeners of traditional broadcast media such as television and radio to interact express an opinion or vote on an issue whilst the broadcast is in progress.

According to 1rsWap (2004) There are many benefits from competition such as it can reach a wide audience wherever they are and receive entries from the hard-to-reach mobile customers. In the cost effective mobile advertising competition will save on printing, distribution and collection costs, run more and smaller, targeted competition, In addition it will enjoy short lead times for promotion and higher flexibility, test promotion methods with controlled roll-out.

According to Haig (2002) In order to create an effective competitions company should have a clear guideline. First they should make a good prize because it will attract people to join competitions. And in order to make competition works well when combine with other media they should have a cross media approach. The fact proved that viral effect will be very good and can have from imaginative competition so make it be imaginative. In addition, a competition should be relevant to the target audience and make customer interested to the business and products that is offered, build some form of competition that make relationship with customer so that company can send further advertising or invite customer joint to receive more promotions. Last but not least competition program should care about time to launch, season time or day time that is efficient for the purpose of company.

2.3.2 Location base service (LBS)

Location Based Services are services which are enhanced with and depend on information about a mobile station's position. This kind of information will not useful if it is not correlated with some types of services. Location Based Services take up the role to supply the user of these services with customized information according to their position (Ververidis et al., 2002). Location based services that connect to a distinct location are highly relevant for local advertising such as a person can receive a message including directions to the nearest restaurant or train station. Companies can send advertisements to a registered customer when this customer passes the point of purchase, illustrating the time sensitiveness of this approach. Experts using location based services showed that because this service is time sensitive, customers should receive the message when in front of the shop and not half an hour later (Dickinger et al., 2004).

The threat of text overload is increased with the rise in location based services. Even if the user have opted in to receive alerts they still possible to get trouble if they are alerted every time when they walk by the relevant location. (Haig, 2002). The most useful location base services is out side the retail arena alerts subscribers information and offers, such kind of service help customer know information that they need (Haig, 2002).

According to Gravitare, Inc. (in Koeppel, 2001) there are different kinds of location base service. The first generation of services relies on the user to provide the location information manually, for example, as a street address or postal code. The next generation of services has some built-in positioning ability that is sufficient to provide routing or proximity information, for example to find nearest restaurant or petrol station. The third generations of location based services have greater position awareness and thus can also deliver services in the push service category, such as notification of events or traffic alerts. The fourth generation of location based services consists of location aware application based on infrastructures, technologies and techniques that enable context aware information to be seamlessly offered to the end-customer.

Location-based mobile services can be classified in a number of ways. (Koeppel, 2000) introduced two broad categories of services: pull and push services. Services in the 'pull category' enable users to 'pull' information wherever and whenever required, whereas services in

the 'push category' utilize the position of the mobile device to determine whether the user meets the criteria of a potential customer or service recipient.

2.3.3 Mobile Coupons

According to Dickinger et al., (2004) Companies can send coupons to mobile phones through SMS. There are three advantages from mobile coupon: targeting based on customer mobile phone numbers; time sensitivity such as receiving a 20% discount on purchases immediately after entering a shop; and efficient handling by scanning the coupon's bar-code at the cash desk. Expert predicts that consumers will use mobile coupons more often than ordinary paper coupons because the coupons will be stored in the mobile phones memory and therefore difficult to misplace or forget – compared to their paper-based equivalents. Customers keep their mobile phone with them and therefore the coupon with them too.

By sending mobile advertising coupons, advertisers have created the value to message instead of sending the message with general promotions, they make the message activate and create good feeling for customers. Mobile coupons is important with the development of location base service but even the if the product offered is good the advertiser still must care about spam and over sending message problems. In addition mobile coupon is a good way to building customer loyalty so advertisers can take advantage from a mobile advertising campaign using mobile coupons to add value to customer loyalty program (Haig, 2002).

Mobile coupons have two categories: impulse coupons and preselected coupons. Impulse coupons are highly time sensitive coupons designed by advertisers to increase impulse purchases. Especially impulse coupons are sent to subscribers who have "opted in" but they don't know when they will receive them. Preselected coupons have been preselected by subscribers who have expressed an interest in some kind of products. It can be seen as part of a long-term loyalty program (ibid).

2.3.4 Alerts

According to Haig (2002) Alerts fit well with mobile media because they are location or time sensitive. Advertisers can reach users at any time because mobile devices are carried along by people wherever they go. Even though text message alerts are practically Push - based services, it can work well with other Pull – based forms of mobile advertising. For instance, web portal and search Engine Company Lycos offer shopping alerts via SMS, being a push – based service the SMS shopping alerts help as a price comparison tool.

Brainstorm UK- based mobile marketing firm, is one company providing marketers SMS sales alert service, allowing advertisers to push details of promotion through SMS to interested end-users who sign up for the service either using a WAP form or Web, by sending a text message, more importantly Brainstorm's service allow end-user's to specify the number of text messages to be delivered weekly and preferred time of delivery. Alert can also be used to deliver real time

information such as sport results, stock quote and business news all for sale purposes though it should be permission-based. Alerts can also be used to with a chat based - service. (ibid)

2.3.5 Sponsorships

Sponsorships for an already established service is another way advertiser can use to reach mobile users. The sponsorship money can be used to add value to the service or reduce costs for customers. To be successful with sponsorship activities the advertiser should care about the service, it should be relevant to the company or brand and the service should target specific users so that the company can know who subscribe to the service (Haig, 2002).

According to ebusinessforum, sponsorship for an established service will reduce risk and the headache of implementing a campaign. Example of Alert and Sponsorships in Quios, an online community offering services to mobile phone users worldwide, conducted a program delivering mobile message alerts to Euro 2000 fans. Quios sent SMS alerts delivered to fans mobile phones. These mobile alerts provided real-time notification each time a goal was scored as well as notification of the final score. The alerts were sponsored by Sega Dreamcast, Grolsch Beer and sports.com

Research survey of the Euro 2000 Message Alert recipients indicates that users are enthusiastic about this type of targeted messaging. Highlights of the study results include strong sponsor recall and click-through rates, suggesting significant potential for building brand awareness. With strong brand-building capabilities and efficient message delivery, wireless advertising has the critical components to achieve widespread adoption among advertisers seeking a highly targeted, cutting-edge medium. The majority of respondents report viewing sponsors in a positive light, recalling having seen specific sponsor messages, telling their friends and family about the service, and many actually clicked through to sponsor Web sites as a result of the messages (Enpocket,2000).

2.4 Summary of Literature Review and Conceptualization

According to Miles and Huberman (1994) frame of references is the main things to be studied, the key factors, constructs or variables and the presumed relationship between them. The purpose of a conceptualization is to explain either graphically or narrative, the main things that are going to be studied. Therefore, the frame of references and conceptualization will guide us when collecting the data and help us fulfill the purpose of gaining a better understanding how organizations use mobile advertising in B2C Marketing.

After the literature about the study is has been reviewed, the theory is conceptualized in order explain the research question, factors, dimensions and major variables that will be investigated.

2.4.1 Factors Affecting Organization's Mobile Advertising Adoption

In this part, the most important literature to answer first research question: *How can the factors affecting organization's mobile advertising adoption be described?* Will be presented.

Okazaki (2005) suggestions concerning six key factors that influence company's decision to

adopt mobile advertising will be use. All of the six factors will be applied to this research.

- Branding strategy
- Facilitating conditions
- Location-based services
- service costs
- Regulatory control
- Cultural barriers

The reason for using this literature to the research is that it covers important elements which may be viewed as determinants of mobile advertising adoption by companies, the study is published in 2005 and has much relevance in current wireless advertising industry.

2.4.2 Mobile Advertising Campaigns

In this part, the most important literature to answer second, *how can organization's mobile advertising campaigns be characterized?* We will be presented

With regards to Mobil advertising campaigns, suggestions from (Jelassi et al., 2004) will be use, the reason for this is that advertising campaigns were categorized into Pull, Push and Dialogue making it broader than other types of mobile campaigns reviewed in some of the literatures reviewed. The types of the campaigns that will be applied to this research are.

- Mobile Push Campaigns
- Mobile Pull Campaigns
- Mobile Dialogue Campaigns

2.4.3. Mobile Advertising Forms

In this part, the most important literature to answer third research questions, *how can organization's mobile advertising forms be characterized?* Will be presented.

Haig (2000) suggestions of some forms of mobile advertising. The research will consider these suggested mobile advertising forms namely:

- Competition
- Location base service
- Alerts
- Sponsorship
- Mobile Coupons

The reason for this literature is that it one of the first mobile marketing literatures which have discussed some of the mobile marketing issues in detail. The literature is published in 2002 it is relevant in today's mobile advertising industry.

2.4.4 Definition and Operationalisation of Study Areas/Variables

The table presents the proposed research Areas/ Variables to be used in research questions, and operational and theoretical definitions

Table 2. 1: Definition and Operationalisation of Study Areas/Variables

StudyAreas/variables	Theoretical definitions	Operational definitions
Mobile advertising	Yunos et al., (2003) defined mobile advertising as marketing and advertising activities that deliver advertisements to mobile devices using wireless network and mobile advertising solutions to promote goods and services and build brand awareness	Direct and personalized advertising through wireless devices such as mobile phones, PDA, Bluetooth, Pagers etc irrespective of time and location
Mobile Push Campaigns	Push advertising is categorized as messages that are proactively delivered out to customers using, companies databases with existing customer profile, which can be bought externally to reach targeted groups (Carat Interactive, 2002)	Push advertising may be Unsolicited such as special promotions delivered by SMS to users within the context of an existing customer relationship, or it may be solicited where users agree to have certain services or promotions pushed to them at certain times (sponsored sports score alerts, for example)
Mobile Pull Campaigns	Use of traditional advertising mix such as TV, radio, print or packaging to promote interactive mobile campaigns (Jelassi et al., 2004)	Pull advertising, is an advertising that is attached to content or services that users request or “pull” to himself or herself. For instance, when a customer requests the local weather from mobile service provider, the content of the response, including any related advertising, is pull advertising.
Mobile Dialogue Campaigns	Dialogue campaigns tend to last for several weeks and include several themes that build on one another (Jelassi et al., 2004)	Dialogue campaign tend to have high degree of duration and interactivity between customer and advertiser, the aim is to establish long term relationship with customers
Mobile Advertising Forms	Mobile advertising forms are tools that company use when promoting a product launch, looking for extra revenue channel or building a relations over long term(Haig, 2002)	Some of the mobile advertising forms s are: location based-service, competitions, coupons, Alerts, sponsorship,

2.4.5 The Emerged Frame of Reference

In this section, we have conceptualized the frame of reference for this study after formulating our research problem and research questions. The frame of reference is presented with **(Figure 2.5)** this will help us to answer our research questions and research problem.

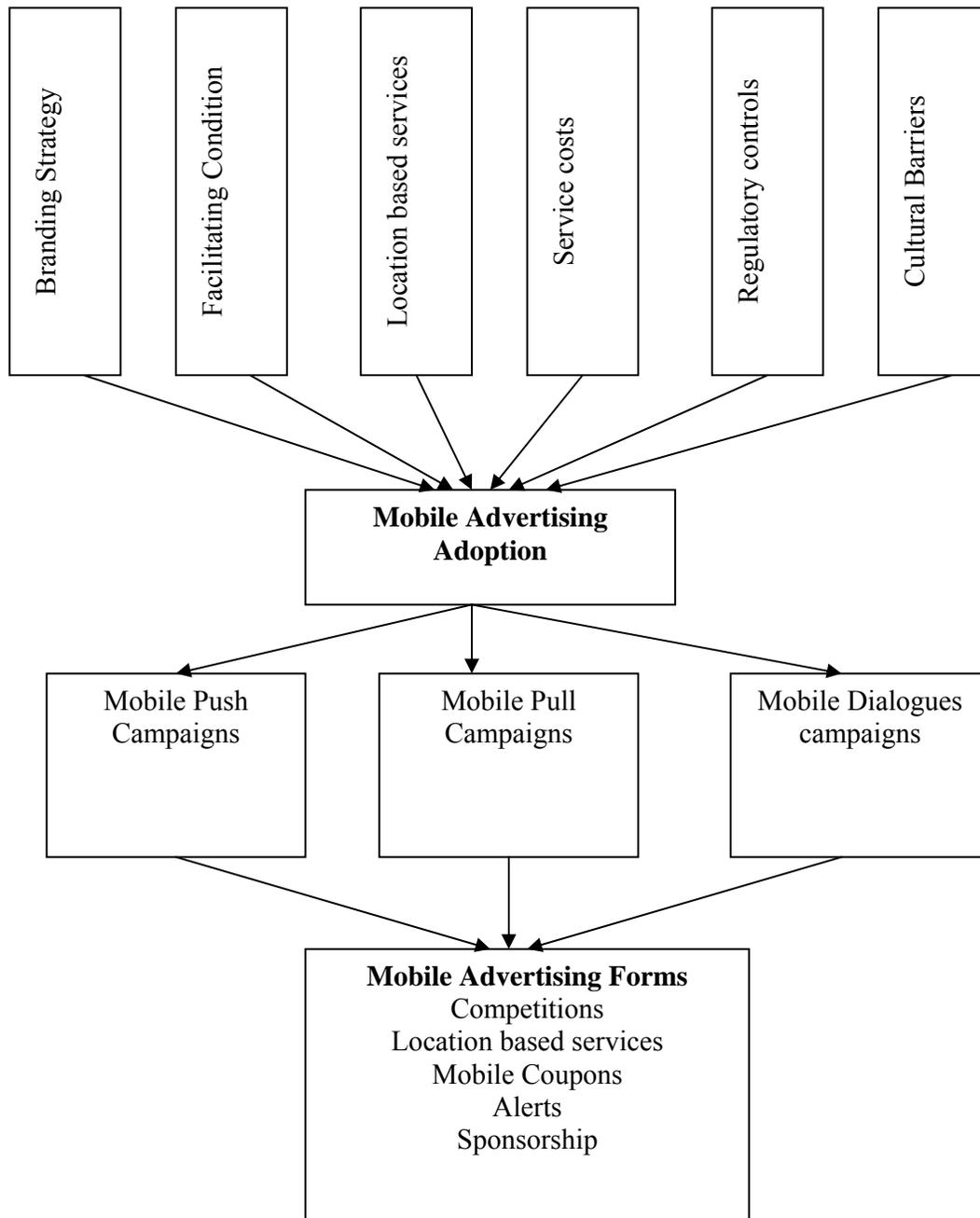


Figure 2.5: Framework of Mobile Advertising

3 Methodology

In this chapter we will describe what methods we will use and how we will conduct the study. The chapter contains a description of research purpose, the research approach, research strategy and research methods, and then it ends with a discussion concerning the reliability and validity.

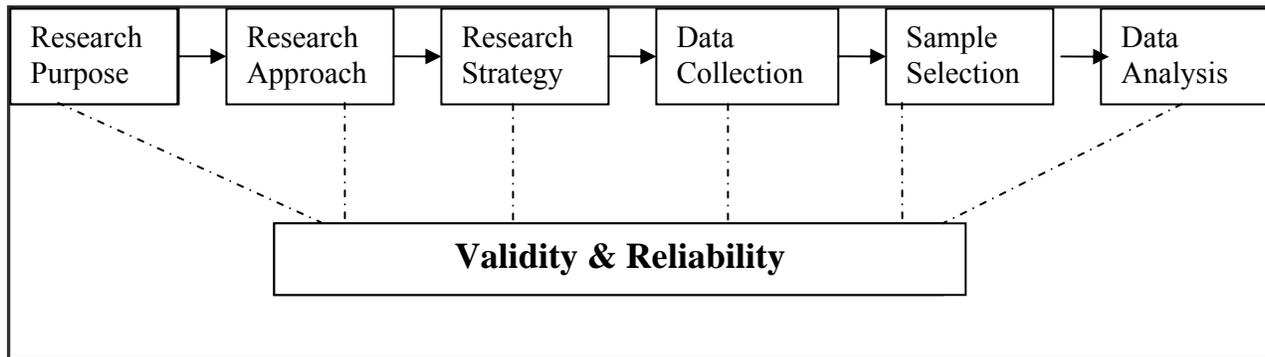


Figure 3.1: A Schematic Presentation of the Methodology

Source: Adapted from Foster, 1998, p. 81

3.1 Research Purpose

According to Yin (2003) there are three kind of research: exploratory, descriptive and explanatory. Exploratory research is used to clarify an understanding of a problem (Saunders et al, 2003). It has one goal of exploring something and is suitable for when the research problem is difficult to delimit. Exploratory approach should be applied when the researcher is not certain about the right model to use and the kind of relations and characteristics that are more suitable.

Descriptive approach: the objective is to provide description of various phenomena and is recommended when the intention is not to provide casual relationship and when the problem is clearly structured. The researcher knows what to investigate but the answers are not known by him/her.

There is little empirical research on SMS-based mobile advertising. We are therefore employing the descriptive and exploratory approach to the research questions. This will enable us to have good understanding and description of this study.

The study aims at exploring and describing how SMS-based mobile advertising is use in B2C Marketing. In this sense the study can be regard as both descriptive and exploratory.

3.2 Research Approach

Research approach is often either quantitative or qualitative. Both approaches have their strength and weaknesses and neither approach can be held better than the other. The best research method to use for a study depends on the study's research purpose and accompanying research questions.

(Yin, 1994)

According to Yin (2003), in a qualitative approach emphasis is given to description and discovery based on data in the form of words rather than numbers. In contrary the quantitative approach, is signified by that all variables are measured by statistical methods, since the information mostly is transformed into numerical data

According to Miles and Huberman (1994, p6) qualitative research is conducted through an intense and/or prolong contact with a 'field' or a life situation these situations are typically 'banal' or normal ones, reflective of the everyday life of individuals, groups, societies, and organizations. (Yin, 1994) pointed out that qualitative methods are normally related to case studies where the goal is to get thorough information and thereby obtain a deep understanding of the research problem

The type of problem under discussion is an important factor in determining the best approach use based on the discussion, research question and research problem the approach we want to use is qualitative in nature, and we regard qualitative approach to be the right procedure to help us gain a deeper understanding of how mobile advertising is implemented in B2C Marketing.

3.3 Research Strategy

With the focus at qualitative research as a general approach the focus now turn to the research strategies to collect the data. According to Yin (1994) there are five primary strategies in social science: experiments, survey, archival analysis, history or case study as research strategy. Each strategy had its own advantages and disadvantages depending on three distinct conditions:

1. The type of research question posed
2. The extent of control an investigator has over actual behavior events
3. The degree of focus on contemporary as opposed to behavior events

The purpose of this study is to gain better understanding of mobile advertising in B2C Marketing. Since we do not require control over behavioral events, experiment is rule out. In addition we want to describe organizations mobile advertising adoption decisions, and kinds of mobile advertising campaigns use and the forms that mobile advertising takes in an organization. For this reason surveys, archival analysis and history are inappropriate for this study. This leaves us with case study as our research strategy.

Case study is the most suitable method for our study, since we attempted to study contemporary phenomenon case companies and mobile advertising. We have used interviews, and the questions of our interview was derived from how and why questions.

According to Yin (2003), a case study can involve a single and a multiple-case study. The single case study makes an in-depth investigation regarding only one entity, such as an organization or a decision. However, when making a multiple-case study, two or more entities are studied which gives the opportunity of comparisons. The case study approach allows the use of a variety of research methods. More than this, it more or less encourages the use of multiple methods in order to capture the complex reality under scrutiny. (Denscombe, 1998)

In our research, both within case-analysis and cross-case analysis were conducted. We began by analyzing each case separately and compared with previous theories. Secondly, the two cases were compared with each other in a cross-case analysis. The analysis was followed by the same structure as the frame of reference matrices in the form of table and figures in order to visualize the data collected for a better understanding of the reader as recommended by (Miles and Huberman, 1994).

3.4 Data Collection Method

According to Yin (1994) there are six sources of evidence for data collection in case studies: documentation, archival records, interviews, direct observation, participation-observations and physical artifacts. Each of these has its own strength and weaknesses. The most appropriate sources of evidence for this thesis are *interviews and documentation*.

Some potential disadvantages with an interview are that it can be biased on poorly constructed questions and there is a risk of reflexivity, i.e. that the interviewee tells the interviewer only what they want to hear. The following three different types of interviews can be described: open-ended, focused, and surveys. (Yin, 2003) The most commonly used interview method is the open-ended, where the researcher asks the respondent unstructured questions, thus allowing the interview to be more of a discussion. When a focused interview takes place, the respondent is interviewed during a brief period of time. Still, the character of the interview is open, and it may be conducted by a conversation between the respondent and the researcher. The third form of interview, survey, is more of a combination of an interview and a survey. The interview is structured and based on predetermined questions (Yin, 2003). Personal interview provide better opportunity to explain the stated questions, avoidance of misunderstanding and time for the interview tend to be longer (ibid).

Bryman (1992) agrees about the advantages and disadvantages of personal interview and telephone interviews. Personal interviews are like a questionnaire in a face to face setting. The researchers may meet problems associated with presence of interviewers: age, appearance, race, gender and social class that may affect the preparedness of respondent. It's very costly if survey is on large scale. For telephone interview it is cheaper, administered, with good answering rate, brief, more easily to supervise. The effect of personal affect is less and high numbers of interviews are possible. The disadvantage is researcher can not collect on site information, cannot see the puzzle of respondent though this is only necessary for social science research.

Data was collected by interviewing representatives from case companies, we used telephone interview. The case companies were briefed about the purpose and nature of the study before the interview. By undertaking the telephone interview we were able to explain the questions asked and in a manner was understandable to the respondents and in return received detailed answers within the allocated time for the exercise (30mins). Telephone interview is the best option because of the distance between the interviewers and the respondents. The interview guide (**Appendix A**) was developed from our frame of reference. This guide was used for the interviewing.

3.5 Sample Selection

When conducting research, it is often impossible, impractical, or too expensive to collect data from all the potential units of analysis included in the research problem. Hence, a smaller number of units, a sample, is often chosen to represent the relevant attributes of the whole set of units, the population. Because the samples are not perfectly representative of the population from which they are drawn, the researcher cannot be certain that the conclusions will generalize the entire population. (Graziano & Raulin, 1997) Sampling techniques provide a range of methods that enable to reduce the amount of data that need to collect by considering only data from a sub group rather than all possible cases or elements (Saunders et al, 2003). Qualitative researchers generally work with small sample that suitable with purpose of study (Miles & Huberman, 1994) our case have been drawn according to the following framework (**Figure 3.2**)

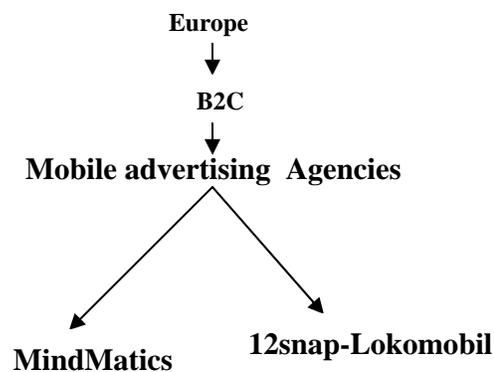


Figure 3.2 Framework of sample

Countries: UK and Sweden

The cases were drawn from 2 European countries UK and Sweden; this is because of convenience principle in sample selection. The reason for choosing cases from these countries is because of developed nature of mobile advertising in these countries.

Industry

According (Barwise and Strong, 2002) Recently, mobile phones has also emerged as promising advertising medium, because of groundbreaking features of mobile medium such as location identification, uniqueness, ubiquitous presence.

Type of Industry

In recent times mobile technology is gaining prominence in businesses, mobile devices has made mobile advertising more popular, this because of ease of use and low cost of this new and innovative medium.

In addition to that high level of interactivity and response rate is one of the reasons making mobile medium becoming more popular. As a result, the sample of our study is companies which have applied mobile medium in running advertising campaigns.

Mobile Marketing agencies

These agencies have the well tried and tested mobile technology and competence of carrying out mobile advertising campaigns. We looked for companies that have expertise in mobile technology to help us to find out how mobile advertising is carried out in B2C Marketing.

Characteristics of the Companies

- The case company must be European based, so that we can easily have access to senior level management with whom we can conduct an interview
- The case company is expected to running full mobile advertising campaigns in B2C Marketing
- The company should have run and organized mobile advertising campaigns for major international brands

According to Romano (1989) there is nothing like the exact number of cases to be included and the literatures recommending case studies are not specific on how many case to be developed the researcher is free to make a choice.

In choosing cases representative is not yardstick for case selection, instead the guarded choice of each should be made in such that it predicts similar results for predictable reasons or produces contrary outcome for predictable reasons (Stake, 1994)

The aim of our study is to gain understanding of our proposed research problem, and not to make generalization from this research, hence two cases were used for this study.

3.6 Data Analysis

According to Yin (2003) data analysis involves examining, categorizing, tabulating or otherwise recombining the collected data. Every investigation should have a general analytical strategy in order to determine what to analyze and why. Two general strategies proposed: either researcher rely on the theoretical propositions and following the selected frame of reference, or developing a case description, that is, use a descriptive way to present data. There are four analyzing techniques within these strategies:

Pattern matching: comparing empirically based pattern with a predicted one.

Explanation building: A type of pattern matching where the goal is to analyze the case study data by stipulating a set of casual links about it.

Times- series analysis: multiple measures of the dependent variable in order to look at changes over time.

Program logic models: combination of pattern-matching and time-series analysis, where the complex chain of patterns over time is being stipulated

In this study we used a frame of reference for the case study research. We also used pattern matching strategy by comparing the case study with previous theories presented in the literature review.

According to Miles and Huberman (1994) analysis consists of three flows of activity: data

reduction, data display, and conclusion drawing and verification. The data reduction stage of the analysis helps the researcher to make the data sharp, sorted, focused, discarded, and organized in order to be able to draw and verify conclusions. The data display is a way to organize and compress the reduced data so that it will make it easier to draw conclusions. This phase is useful when the researcher studies more than one case, a so-called multiple case. Conclusion drawing and verification involve noting regularities, patterns, explanations, possible configurations, casual flows and propositions.

In this study, we followed these three steps in order to analyze the empirical data. We used within-case analysis and cross-case analysis. The data was reduced through within-case analysis where the cases were compared against the frame of reference. Conclusions from these analyses were drawn based on the patterns of similarities and differences, which were discovered in the data reduction and data display.

3.7 Validity and Reliability

The validity is the most important fact demanded of a measuring instrument. Validity is concerned with whether the findings are really about what they appear to be about (Saunders et al, 2003). Direct contact at the point of the interview means that data can be checked for accuracy and relevant as they are collected. However, disadvantage is time consuming, interviewer effect, invasion of privacy and resources. (Denscombe, 1998) In order to increase the validity of our data we formulated our questionnaires base on research question and theory. The data was collected from senior level managers in the two case companies. The validity may have been undermined by the fact that the respondents may have misinterpreted some of the theoretical concepts used in the questionnaires. Therefore we tried to formulate questions as simple as possible.

Research problems and research objective was derived from intensive review of literature. Feedback and direction from our supervisor was of great help to ensure the relevancy. The interview guide was developed from relevant theory to help get insight of the research questions. Research Questions was verified by the supervisors before sending. In addition, we included a covering letter explaining the purpose of the interview

According to Bryman (1992) Personal interviews is like a questionnaire in a face-to-face setting. The researchers may meet problems associated with presence of interviewers: age, appearance, race, gender and social classes affect the preparedness of respondent. By formulating our questions as neutrally as possible, we have tried to reduce the risk of follow up ideas. Of course, we collected the data from several sources to improve the reliability. To enhance the reliability tried to describe how we conducted the research as thoroughly as possible.

3.8 Summary of Methodology

This chapter focuses on the methodology use to answer our research problem, we presented and justify our research methodology with regards to purpose, approach, strategy, data collection method, Validity and Reliability

4. Empirical Data Presentation

In the previous chapter, the methodology of the research was discussed, this chapter focuses on the presentation of data collected from our interview and documentation in two selected case studies. The companies studied were 12Snap-Lokomobil and MindMatics. The data collected is based on our frame of reference in chapter two. The data presented follow the pattern of our frame of reference and interview guide used when undertaking the interview. Each section will start with brief background of the organization, the empirical data will be presented in a manner that addresses the three research questions of this study

4.1 MINDMATICS

A telephone interview was conducted with Anders Hakfelt Vice President of MindMatics Europe, Middle East and Africa (EMEA).

4.1.1 Company Presentation

MindMatics is a full-service mobile agency which was formed in 2000. Aside management the principal investors behind the MindMatics are T-venture, Nova Capital and Holtzbrinck networks. Currently the company can boast of 120 staff across its offices in Munich, Cologne, London, Vienna and New York. The company comprises of four distinct business units: mobile messaging and payment, mobile applications, mobile content and mobile marketing. MindMatics has worked with over 250 leading companies such as Citi Bank, BMW, T-mobile, Vodafone, Toyota, Audi and Budweiser to create and deliver innovative media campaigns with lasting value to their brands.

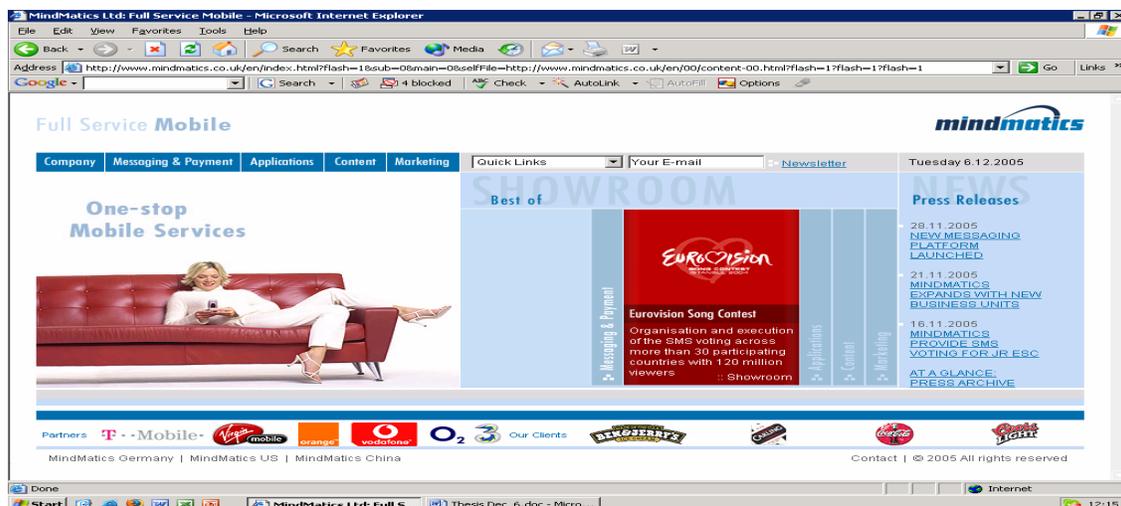


Figure 4.1: Screen shot of MindMatics.co.uk

4.1.2 Factors affecting mobile advertising adoption

Branding Strategy

Mobile advertising has been recognized as one of the best ways of creating brand awareness, especially for targeting the youth market, MindMatics reported of having recorded high level of brand recognition and recall in most of the campaigns organized for brands such as Budweiser, Tic Tac, and Ferro etc.

For instance, in 2004 MindMatics run a campaign for Ferrero a Germany company, using SMS and Multimedia Media Services (MMS) messaging across its brands to create brand awareness among the youth market. “Ferrero's example of using SMS and MMS in a viral campaign is an excellent way in which marketers can have their consumers actually increase brand-awareness for them as the brand is forwarded to new potential customers through their mobile phones.

MindMatics organized another branding strategy campaign for Budweiser a German brewery company, the campaigns was “On-pack” “text-and-win” competition on over 4 million packs of Budweiser bottles (it means consumers have to text in a phone number provider on the package of the bottle of the bottles). Also 10 video phones with MMS were placed inside special bottles to be won by consumers. Among the campaign benefits Budweiser expected was brand awareness, product positioning and customer database generation.

Facilitating Conditions

Europe has witnessed as high as 99% of mobile phones penetration among the adult population, and about 20 to 30 % of these mobile phones are 2.5G and 3G (Third Generation) these generation of phones provide the ability to transfer both voice data (a telephone call) and non-voice data (such as downloading information, exchanging email, and instant messaging). Hence MindMatics use text, graphics, sound, java application as well as video to send advertising messages to mobile phones users this is made possible because of facilitating conditions. In addition to that the improvement of telecommunication infrastructure has facilitated smooth running of mobile campaigns in Europe. These issues among others have laid a good foundation for mobile advertising in Europe.

Service Costs

MindMatics and some of its clients see mobile advertising costs as relatively lower as compared to other advertising media. This because the major costs incurred in campaigns is sending of standard SMS (for example £1.50 /SMS). MindMatics makes it possible to send SMS messages in over 200 international mobile networks. Its has highly scalable infrastructure, as well as partnership with mobile network operators all over the world this ensures first class performance at favorable prices. Mobile advertising has direct response and measurable in term of feedback, this is in direct opposite to direct mail, TV, newspapers the World Wide Web, and radio on which

brands spend large sums of on trade promotions, trade discounts, which can not be measured in terms of return on investment and direct response.

Location-Based Service (LBS)

The believe that end-users location and time can influence their receptiveness to advertisement have attracted firms like MindMatics and other companies into the industry, In mobile marketing, LBS applications are advertising or marketing services that use specific location information for delivering the right message to the right person at the right place and time. Also because millions of end-users carry mobile phones everywhere LBS applications can reach virtually anybody, at anywhere, any time.

For example MindMatics teamed up with HandyTraveller, the award winning travel service, to make it possible for customers to search out offers, book and pay for holidays all from their mobile phones. Wap.handytraveller.com includes 20,000 Hotels and the HandyTraveller gives end-users the added ability to research, reserve and pay for their holidays whilst on the move or already abroad, through the convenience of their mobile. In response to sending text message with the keyword 'Handy' to (61177) a number provided by the company, customers are sent an easy-to-use application to their mobile phone, showing what products and services are available, where and at what rates - including images of suitable hotels, villas or apartments.

End-users can also pay by entering details in an easy to use format on their phone. Because the comprehensive service allows all the facilities of the website on a mobile, customers can also change or browse their holiday details whilst abroad, without the need for PC internet access. Confirmation is simultaneously made by WAP, SMS and Email to ensure receipt wherever the customer may be

This is an example of how people can benefit from the very broad capabilities of mobile phones saving time and effort and maximizing convenience when booking a trip or holiday,” The respondent, further added that location based service will work better in service bundling using pull campaign approach instead of push approach.

Regulatory Control

EU Directive on Privacy and Electronic Communications came into force in the UK on 11th December 2003. The Directive extends control over unsolicited electronic communications including commercial email and SMS. The new directives seek to protect people from receiving unsolicited mobile advertising, and to harmonize such legislation across the EU.

Mobile Marketing Association (MMA) code of conduct has also been very useful in shaping the mobile advertising industry. “MindMatics is very optimistic as we firmly believe this will be to the benefit of all legitimate users of the mobile medium. If we look at mobile and e-mail marketing throughout the EU, where this legislation has been in force for a long time, we find that marketers are increasingly turning to these innovative channels just like in the UK, so we are

confident that the growth rates we have seen in the past will continue in the UK". The regulation had brought sanity in the mobile advertising industry leading to upspring of several agencies. However not all companies and mobile advertising agencies abide by these regulations and directives.

Cultural Barriers

According to the respondent, there is no cultural difference across Europe in terms of mobile usage. Night clubs, restaurant and consumer goods market use a lot of "Text and Win", to drive and call people to action. The mechanics and usage of mobile phones is not very different across Europe. In Scandinavia, western and Eastern Europe similar mobile advertising approach is used in campaigns. The respondent does not see any cultural differences that will say yes or no mobile marketing. The only difference is in countries where the media is fragmented, then the companies use mobile medium to differentiate the offering since it is new and innovative way of reaching out to customers. In 2003 MindMatics, and Italian new media specialist Babila Srl announce a partnership agreement to help manage the increasing demands for pan-European marketing campaigns. The partners have already successfully worked on a pan-European survey campaign. "Through our partner network we can now offer an advertising that can reach a record of over 11million end-users across Europe who will "opt-in" to receive the advertising messages. Added the respondent.

4.1.3 Effective Mobile Advertising Campaigns

Mobile Push Campaigns

In Mobile Push campaign where the company is already having the customer's database before running the campaign, the response rate tend to be as low as 5-7 %.The low response rate is more pronounce in a campaign where there is no cash and other incentive to attract users to participate actively in the campaign, eventhough the campaign is permission-based. In some of the campaigns where cash or other incentive is giving out as way of attracting more users for participation, responses from the target customers tend to be around 10 % leaving about 90% or more of the targeted customers not responding as well as engaging in the advertisement. The low response rate in this sense represents low level of activity which MindMatics have experienced in some of the push campaigns implemented.

Mobile Pull Campaigns

Pull advertising campaign ensures high level of activity between MindMatics and end-users. It is often very difficult for the company to know the number of people who sees the advertisement but any person who responded to the advertisement by contacting MindMatics indicates the level of interest they have in the campaign. From there on the interaction between the MindMatics and the mobile phone user begins. In most Pull campaigns, where the mobile campaign is integrated with other medium, such as TV, internet, print, radio or packaging the degree of interactivity

ranks high, this is because the traditional media have mass reach and mobile is used as the interactive part of the campaign to strengthen the mass media reach. Since mobile phone is personal and allows one- to-one interactivity, therefore pull advertising campaign surpass any campaign approach when it comes to interactivity.

Mobile dialogue Campaigns

Dialogue campaign is very important when it comes to the degree of interactivity from the advertiser and the recipient of the message, this is because the campaign is run for a period of 3 to 4 months or long term basis. MindMatics use software called dialogue manager to endure some degree of continues interaction between the brand and end-user. “The Dialogue manager offers the opportunity for agencies or brands to set up, test and operate an entertaining customer dialogue live from the PC. The Dialogue manager realizes its full range of services when, for instance, the simple transmission of SMS using a keyword mechanism activates personalized MMS, Interactive Voice Response (IVR) or e-mail processes for which the level of depth and breadth can be specified”.

Then long term relationship can start in future if good contact is established between the end-user and the company. For MindMatics and its client to create a long-term relation with the consumers, then the brand advertised should exceed the expectation of end-users in terms of value added, after sales service, good customer service. Hence dialogue campaign per se does not create long-term relationship with end-users but the brand advertised.

4.1.4 Mobile advertising forms

Competition

Competition is important in driving participation and having direct responses from end-users. When prizes are giving out as an incentive to entice consumer participation in the competition the response rate tend to be on the average of 13 %. Competition can be use to reach out to wider audience and receive entries from them through their mobile phones during the competition. Some types of mobile competition used by MindMatics are, “Text-and-win”, quiz, and SMS voting. In 2004 MindMatics and fashion brand Ted Baker joined forces to launch a “Text-and-win” competition label “Text Ted”. In this case the end-user has to text in “Text Ted” through their mobile phones. One of the aims is to help build up a database of customer’s mobile phone numbers. It is planned that the numbers will be used in future to promote offers and new products, as part of Ted’s ongoing marketing strategy.

In addition, from the 14th of March till the 15th of August 2005 MindMatics and Warsteiner a

German brewery company worked together on a campaign titled “Warsteiner Star Codes”. One million prizes were giving out for winners, all associated with film. The competition is targeted at a youthful audience. The 900,000 instant win prizes consist of free SMS, mobile content (Ring tones, Wallpapers, Logos, Java Games and Videos from old classics and new up and coming films). Further video rental vouchers can be won and redeemed at participating stores by texting in the six digit code to 70700 or going to the website www.warsteiner.de and entering the code.

From August to September 2005, Nivea UK’s premier skin care brand use competition to support the launch of its new “Pure” deodorant and expand the use of its mobile advertng. The competition was devised by integrated agency Cognito and the mobile element is managed by MindMatics. Through advertising and promotional events for the launch consumers are asked to text in their worst ever fashion mistake along with the word ‘Pure’. Their number is then entered into a prize-draw to win £1,000 cash to spend on a shopping spree with celebrity stylist Hannah Sandling. A message is immediately sent back with a thank you from Nivea and a fashion tip from Sandling.

Mobile coupons

In 2003 MindMatics launch a revolutionary mobile coupon solution with s.Oliver a major German clothe retailer, utilizing a technology that facilitate sending and scanning of coupons as an encrypted SMS text message. The coupons were designed and implemented for displayed on all Siemens (S35) Upwards and all Nokia phones as well as on all Enhanced Messaging Services (EMS) and MMS-enabled mobile phones, s.Oliver was able to make significant savings in its sales promotion, bookings and delivery since all the activities can be executed through mobile phones.

However, the respondent mention that in spite of excitement about mobile coupons, there has been little interest from their retail client to use it, this is because it require extra piece of hardware such scanware, also retailers are finding it difficult to integrate the hardware into their cash collecting system, another major concern of the retail client is how to limit fraud. Therefore MindMatics has use mobile coupons on small trials with specific retail partners with 10 or 20 outlets in a country as well as Cinemas and football stadium, in this case the mobile coupon together with the hardware work as stand alone solution.

Alerts

MindMatics used alerts as one of its campaign formss, for example during Europe Media Monitor (EMM) project in 2004, MindMatics was contracted by European Commission to process SMS alerts to Commission delegates, The alerts give delegates instant updates on news and events at the Commission whilst they are out and moving about, it significantly helped to maintain links between the Commission body and its members. MindMatics provided an automatic driven service that is available 24 hours a day, 7 days a week, and 365 days a year. There was also a web-based function – The Rapid News Service – that allows operators at the Enhanced Multimedia Messaging (EMM) to manually send selected alerts to specific recipients

Sponsorship

Sponsorship is very important in running major campaign for different brands. In a campaign organized by MindMatics in Germany during May and June 2005 for Burger king restaurant, companies such as Sony Ericson and T-mobile were invited by MindMatics to be part of the campaign. Sony Ericson provided phones as prizes and T-mobile sponsor some of the messaging, in return these companies also get their brand advertised to the specific target market through Burger king website and other materials such as Burger king TV channel, posters, Banners, King Magazine and POS. The sponsorship as part of mobile advertising is very important because such a big campaign will cost Burger king about Euro 0.5Million. By having co-sponsors in the campaign, the budget burden is reduced and in the long run all the partners reach the targeted customers. Another area of sponsorship which MindMatics is looking at is sponsorship on mobile portal where there will be sponsored links from partner companies.

4.2 12SNAP-LOKOMOBIL

A telephone interview was conducted with Martin Edward Managing Director of 12Snap-Lokomobil (Stockholm). He is responsible for all client services in Scandinavian countries.

4.2.1 Company Presentation

12snap-Lokomobile in which the respondent is working is a leading Mobile marketing company in Scandinavia with headquarters in Stockholm it was formed in 2002. 12snap-Lokomobil is tapping into the entire Scandinavian market (Sweden, Norway, Denmark, and Finland), which is characterized by the highest mobile penetration numbers as well as the highest acceptance of mobile services. Now 12snap-Lokomobile is an expert in innovative marketing and entertainment for mobile phones. The company utilizes the creative and technological opportunities of mobile phones as the most advanced and personal communication medium of everyday life by efficiently combining its know-how in mobile applications, mobile loyalty, and mobile marketing. In the mobile marketing area, 12snap-Lokomobile creates and implements mobile marketing campaigns for international brands such as McDonald's, MTV, Coca-Cola, Wella, adidas, Unilever and Gillette.



Figure 4.2: Screen shot of 12snap-Lokomobil.se

4.2.2 Factors Affecting Mobile Advertising Adoption

Branding Strategy

Most of advertising campaigns has underlying goal of branding, for which mobile medium is no exception, This is because mobile campaign involve a lot of content and this content is branded and stay in the users phone until it is deleted, that means the brand sit in the user phone as long as the phone is functioning, some users goes to the extent of forwarding the message to other users thereby spreading the brand at no cost to the company in question. In May 2005 when Swedish Telecommunication Company Telia wanted to expand their brand, their mobile portal named “Telia Go” was re-branded to “Surf Port”. This campaign was created by 12snap-Lokomobil to promote the “Surf Port” as a way of creating awareness of their brand in the targeted market.

Facilitating Conditions

Continental Europe has necessary infrastructure and conditions necessary for running mobile advertising campaigns, more so there are ongoing research and investment by Telecommunication companies to improve upon the necessary infrastructure for effective and efficient running of mobile marketing. In view of the respondent, Sweden had been more technology focused on mobile technology and that had rendered it to be slightly behind other countries like Finland where there is much effort to utilize the mobile technology to deliver wireless advertising to the specific target market. Finland is ahead most of the European countries in area of mobile advertising, the respondent see the general conditions in Europe to be conducive for creating and implementing mobile advertising campaigns.

Location-based service (LBS)

The respondent view location-based service as an innovative and better way to provide personalized advertising messages depending on the end-users position. This is because the use of GPS in mobile application allows companies to reach out to end-users wherever anywhere, anytime. Companies want to provide personalized service to consumers at any time, anywhere to free consumer from the burden of sticking to computers, TV e.t.c. before receiving advertising message. However the economic benefits from LBS are not encouraging due to low demand for such services, but in future companies will start reaping potential benefits of LBS when much awareness is created about these services and consumers begin to patronize LBS.

Service costs

Reaching profitable and potential target group through traditional media is becoming less cost-effective and efficient this is where mobile device comes in as a unique advertising channel. Mobile media is considered to be inexpensive way sending advertising messages to potential customers, what need to be done is to track down the cost. In mobile advertising two types of costs are combined into one. These are creative cost which in traditional advertising is incurred by advertising agency and media cost which is buying air time, or print space. In running mobile campaign the major cost is the messaging cost which by estimation is far below the amount of that will be incurred in running other advertising campaign. However the cost of a mobile

advertising campaign can also be determined by its nature that is whether the campaign is complex or simple one.

Regulatory control

12snap-lokomobil has been implementing the law on banning mobile phone spamming. This law is now a Swedish national law. These kinds of regulations and directives are very important for this new medium. This is because if companies don't abide by the rules and regulations regarding good practice in this industry the mobile medium can die quickly. For example during the boom of mobile marketing some years back, certain companies in UK were spamming peoples mobile phones under pretext of sending advertising messages, that practice angered a lot of mobile phone users and there was heated debate as to whether mobile campaigns should be allowed at all, after series of discussions and deliberations EU law and regulations were enacted in 2003 to streamline and regulate the mobile advertising industry in Europe. Mobile Marketing Association (MMA) codes of conduct was also ratified in 2003 to provide guidelines by which companies market their products and services to consumers without violating consumers privacy.

Cultural barriers

The respondent view Europe and Sweden particular to have similar attitude when it comes to receiving legitimate wireless advertising messages, cultural differences does not determine mobile usage, Swedish multicultural populace as well as the natives seems to have homogenous desire to own mobile phones, the youth market in particular which form the formidable force in the mobile market have the similar cultural preferences when it come to owing and using phones. Therefore cultural barrier does not influence the use and adoption of mobile medium.

4.2.3 Effective Mobile Advertising Campaigns

Mobile Push Campaigns

12snap-Lokomobil normally carries out push campaign for some clients, this type of campaigns is more preferred by mobile operators, and this is because these clients already have the mobile phone numbers and profile of the end-users in their database. Therefore the advertising messages is push on the end-users after they "opt-in". The company makes every effort to reach out to consumers with their messages but because of poor quality of the database the responses from push campaigns falls below expectation. Also because consumers do not request the advertising messages themselves their level of activity tend to be low, the response rate from such campaigns tend to be about 4-6 %.

Mobile Pull Campaigns

According to the respondent, 12snap-Lokomobil normally carried out pull advertising campaign for most of its clients in fast moving consumer goods such as Pepsi, Macdonald. The campaign is pull from pack of the product e.g. MacDonald's French fries box or on Pepsi Cola bottle in this case the campaign is Pull by the end-user.

In most cases the advertising message is put in print media or on bottle or a pack to attract the consumer to participate by phoning a number on the package or send a text message. The duration of the campaigns also depends on the kind of campaign that is if it is "unpacked" or "packed" campaign, as well as the sources from which the message is pulled from. For instance a campaign organized for Pepsi lasted for approximately for two months. Pull campaign gives the company the chance to integrate other advertising channels such as TV, radio into the campaign. In this case the end-user willingly participates in the campaign. The average rate from such campaigns is normally about 27 %. The reason being that pull campaign provides better interactivity between the company and the consumer.

Mobile dialogue Campaigns

The respondent view dialogue campaign becoming most important campaigns approach in future. The reason being that both Push and Pull campaigns can be turned into Dialogue if the duration the campaign is extended for considerable period of time. Also because of the lengthy interaction between 12snap-Lokomobil and consumers there is tendency for high level of activity from 12snap-Lokomobil and mobile phone users during such campaigns simultaneously.

4.2.4 Mobile Advertising Forms

Competition

According to the respondents it is difficult to categorized mobile campaigns into separate entities or static. But 12snap-Lokomobil creates and run competition base on the suitable and existing technology as well as the demand from its clients. 12snap-Lokomobil organized and run competition for some of clients in fast moving consumer good market. This is because Competition is easier to organized in mobile medium than in traditional medium and can have greater impact on the users. It is also easier for the end-user participate in mobile advertising competition than sending physical coupon as a means of participation. Meanwhile content of the message is very important in the competition. Since it will be in users phone for some after the competition is ended. 12snap-Lokomobil has organized number of campaigns for major brand like MacDonald's and Pepsi using competition.

Location-based service no data was collected on this type of services

Mobile Coupons

12snap-Lokomobil use mobile Coupons as form of advertising for some retail clients, currently sending mobile coupons is welcomed in Sweden, and there is no problem sending end-users mobile coupons and having them scanable in point of purchase system (POS). Mobile coupons provide the incentive for customers buy from the company because of the discount they receive after entering the shop but, but one problem has to do with the redemption of the coupons. Currently 12snap together with icoupon Ltd a London based, Innovator in Delivery of Electronic Coupons to Camera Cell Phones are offering retailers and brands the ability to transmit bar codes as picture messages which can be scanned and integrated into EPOS (Electronic Point of Sale) systems. Retailers and brands will now have access to a new mobile marketing mechanic and Customer Relationship Management (CRM).

Alerts

12snap-Lokomobil use alerts in some of its campaigns, because it provide instant messages. For example in a campaign organized by12snap for MacDonald's. The main Objective of the campaign was to raise awareness of the "Monsters" Inc film through mobile marketing and to develop the McDonalds "txtclub" for CRM. Consumers were simply asked to text in their monster code to a long number and if they won a prize they were alerted back. 12snap-Lokomobil views the use of alert as very effective tool in mobile campaign.

Sponsorship

According to the respondent, sponsorship as a form of mobile advertising is becoming increasingly important because of the cost involved in running major advertising campaigns, in most of the large campaigns 12snap-Lokomobil organized for different kinds of major brands, large companies such as mobile operator or mobile phone manufacturers are being invited to sponsor part of the mobile advertising campaigns. This because the campaign can cost from \$10,000 to several million of Dollars. So companies regard it as financially viable to invite partners to join in running such campaigns. The sponsoring companies also do get the chance to market their products or service to the end-users who participate in the campaign.

5 Data Analysis

In this chapter within-case analysis of the two case companies will be conducted and compared with previous research and frame of reference in chapter 2, thereafter the findings will be compared with each other in a cross-case analysis

5.1 Within case-Analysis of MindMatics

In this section the empirical data collected from MindMatics and presented in chapter four will be compared against literature reviewed in chapter two. The analysis will be presented in the order of the research questions, beginning with factors, followed by effectiveness and lastly forms mobile advertising

5.1.1 Factors Affecting Mobile Advertising Adoption

Branding strategy

MindMatics and some of its major client like Budweiser, Tic Tac and Audi have use mobile medium to create brand awareness among specific target market, this is because of the high level of brand recognition and recall which is associated with mobile campaigns. Therefore the case is conformity with (Mylonopoulos and Doukidis, 2003) discussions that, wireless e-mail had been regarded as an effective tool to enhance brand awareness, build or test customer loyalty, and develop or enhance demographic database. Further (Okazaki, 2005) maintained that branding strategy is one of the main reasons for company's decision to adopt mobile advertising.

Facilitating conditions

MindMatics stated that facilitating conditions are imperative for smooth running of mobile campaigns, the enabling facilitating conditions and availability of web-enabled mobile phones with 2.5G and 3G functionality have positively impacted on the case decision be drawn into mobile marketing industry, this is in line with (Lu et. al, 2003) as cited in Okazaki (2005) that facilitating conditions and ease of use of wireless internet is one of the most important determinants of adopting mobile internet. (Okazaki, 2005) further stated that, the integration of competing standards and fragmented systems across countries, cross-network support for SMS, and higher connection speeds as well as web-enabled handsets with would significantly affect mobile advertising adoption.

Location-Based service

MindMatics as well as some of its retail client are considering new opportunities in offering more tailored services to its specific target market using Global Position System (GPS) technology in mobile application, because the possibility of identifying customer location at a certain time has been recognized by these companies as the promising application of mobile commerce. This is noted by (Okazaki, 2005) that, because of unique feature mobile internet, cellular phone manufacturers and service providers are increasingly attracted by commercial viability of applying the satellite-based Global Positioning System (GPS) to the wireless service.

Service costs

As (Leppaniemi et al., 2005) stated that within a few seconds companies can undertake marketing campaigns targeting tens of thousand of people with a proportion of the costs compared to other direct medium such as telephone and direct mail. (Henten et al., 2004) further stated that SMS has become an important source of profit for mobile operators as the cost of delivering an SMS service is much lower than prices charged. The case findings shows that mobile advertising costs is relatively lower and MindMatics consider it as the best alternative in comparison to other traditional advertising medium when considering the amount of money spent on advertising.

Regulatory control

The case findings is not in agreement with (Okazaki, 2005) suggestions that regulatory control is one of the important determinants of mobile advertising adoption, the reason being that the EU regulations on Privacy and Electronic Communications which extends control over unsolicited electronic communications including commercial e-mail and SMS came into force in the UK 2003. In addition to that MMA code of conduct was ratified in 2003. But MindMatics was formed in 2000 where they have been already running mobile campaigns. Therefore regulatory control has little impact on their mobile advertising adoption decision

Cultural barriers

The case findings reveals that Cultural barriers does not determine the use of mobile usage, (Andersson, 2004) support the case company by saying that similar services such as personalization of phones and messaging have been successful in both Europe and Japan therefore communication needs are universal. MindMatics run similar campaigns in UK, Germany and other European countries. Therefore the case is in accordance (Okazaki, 2005) theory that because of increasing political and economic unification in the European Union, companies may perceive such cultural barriers as controllable. The information obtained from MindMatics is presented in **(Table 5.1)**

Table 5.1: Factors affecting mobile advertising adoption

Issue	Theory	MindMatics
Factors influencing company's mobile advertising adoption		
Branding Strategy	+	+
Facilitation conditions	+	+
Location-Based service	+	+
Service costs	+	+
Regulatory control	+	-
Cultural barriers	+	+

+ =Findings in conformity with theory

- =Findings not in conformity with theory

5.1.2 Effective Mobile Advertising Campaigns

Mobile Push campaigns

With regards to mobile Push advertising campaigns the case findings shows that the level of activity from the end-user is low, because the initial interaction normally start from MindMatics by sending advertising messages to the mobile phone of the end-user after “opting in” in this case the user may ignore or delete the message without reading, hence the respond rate from such campaigns appears to be very low. On the other hand the level activity from the advertiser is high because the advertiser make every effort to contact the customer by way of sending advertising messages using existing customer's, database. Therefore case is conformity with (Jelassi et al., 2004) mobile advertising framework model which indicates that in such a campaign there is low level of activity on the part of the end-user and high level of activity on the part of the advertiser.

Mobile Pull campaigns

The case shows that Pull advertising campaign yield high level of activity from the end-user, this is because the consumer actively engage in the campaign by phoning in or text in, in order to participate in the campaign, this result in high response rate and high level of activity from the end-user. Therefore the case is in agreement with (Jelassi et al., 2004) advertising framework model as well suggestions that by applying a pull approach, advertisers use their traditional marketing media mix such as TV, radio, print or packaging to promote an interactive mobile campaign. And customers can request for precise information via their mobile phones.

Mobile dialogue campaigns

In, dialogue campaigns the case findings shows that there is high level of activity on the part of both advertiser and the end-user. This is because of the continues interaction between MindMatics and end-users. However the case is not fully agreement with (Jelassi et al., 2004) suggestions that the main aim of dialogue campaigns is to create long-term relationship with consumers. The information obtained from MindMatics is presented in (**Table 5.2**)

Table 5.2: Effective mobile advertising campaigns

Issue	Theory	MindMatics
Effective Mobile advertising campaigns		
Push campaigns	+	+
Pull campaigns	+	+
Dialogue campaigns	+	-

+ =Findings in conformity with theory
 - =Findings not in conformity with theory

5.1.3 Forms of Mobile Advertising

Competition

MindMatics and its clients view competitions to be very important in driving customer participation, helps in building database of customers and to launch a new product or service. As result the case findings is in line With (Haig, 2002) suggestions of how competition can be used to launce a service, to build database, or to limit opt-outs.

Grapevine interactive marketing (2000) further stated several kinds of mobile competition:

- Simple Entry: Simple Entry enables consumers to enter a competition by simply SMS a keyword associated with the brand to a competition number
- Txt 'n Win: Text 'n Win is the way that consumers can enter a branded competition through SMS and win prizes.
- Quiz: Quiz entrants send a brand keyword to an SMS competition number. In reply they receive a question and then they need to reply with an answer. Correct answers qualify for branded prizes. Questions can be around the brand, event or promotion
- SMS Voting: An SMS voting competition provides an innovative way for viewers and listeners of traditional broadcast media such as television and radio to interact, express an opinion or vote on an issue whilst the broadcast is in progress.

Location-based service (LBS)

MindMatics teamed up with Handytraveller to provide location-based service through end-users mobile phone, this is because of prediction about economic potential of LBS by research and consulting group in the mobile technology industry which is being published in both electronic and print media. The case findings shows that LBS is rarely provided by MindMatics in recent times, the reason being that there is low demand for such service. Therefore the case is not in accordance with (Haig, 2002) theory that the threat of text overload is increased with the rise in location based services.

Mobile Coupons

MindMatics together with s.Oliver launch revolutionary mobile coupon, where s.Oliver makes sales promotion, bookings and delivery all through the mobile phones. However MindMatics retailer clients now have little interest in using mobile coupons because of additional investment required on scanware, the problem of limiting fraud and how to integrate the hardware into already existing cash collection system in order to give customers better and added value service. This is not in line with (Haig, 2002) statement that mobile coupon is a good way to building customer loyalty so advertisers can take advantage from a mobile advertising campaign using coupons to add value to customer loyalty program.

Alerts

A case finding reveals that MindMatics use alerts because of its effectiveness in providing instants messages at the right time through mobile phone. Also alerts are being use with other web-based functions. Hence the case is in conformity with (Haig, 2002) suggestions that Alert can also be used to deliver real time information such as sport results, stock quote and business news all for sale purposes. It can also be used to get a chat based - service.

Sponsorship

MindMatics view sponsorship in mobile advertising to be very important especially when it comes to organizing and running major campaigns for different brands. This is because an individual company has to spend as much as Euro 0.3million without co-sponsors. Therefore it is reasonable to invite other brands to be part of the campaign in order to spread the cost of the campaign. Since the campaigns costs are paid by all the sponsoring partners the amount saved by these companies can be use for other value creation purposes. This assertion is in conformity with (Haig, 2002) statement that sponsorship for an already established service is another way advertisers can reach out to mobile phone users, the amount of money saved can be used to add value to the service or reduce costs for customers.

Other forms of mobile advertising

Besides, there are other forms of mobile advertising which was not mention in the theories: MMS advertising, this type of advertising adds images, text, audio clips and ultimately, video clips to (Short Message Service / text messaging). It is a natural evolution from text messaging which already has a large user base especially in Europe and Asia and is now slowly growing. Again MindMatics is doing video screening where consumer are sent a text message with a question if they want see a video and consumers have to text back to accept or reject if they accept they can then watch the advertising message on their mobile phones or the advertising messages can also be embedded in a link as soon it is click on consumers can watch the movie on internet or mobile phones.

In addition MindMatics use java application to create a virtual show room such application is downloadable hence the end-users can view it on their mobile phone, for example a virtual show room was created by MindMatics for Audi car for celebrating 25 years of Audi Quattro, the campaign was via WAP push through Nokia mobile phones for Series 60 handset. MindMatics recorded 18.2% response rate in the initial promotion. According to respondent the competition is the most important form of mobile advertising. The information obtained from MindMatics is presented in (**Table 5.3**)

Table 5.3 Forms of Mobile advertising

Issue	Theory	MindMatics
Forms of mobile advertising		
Competition	+	+
Location-Based service	+	-
Mobile Coupons	+	-
Alerts	+	+
Sponsorship	+	+

+ =Findings in conformity with theory

- =Findings not in conformity with theory

5.2 Within case-Analysis of 12snap-Lokomobil

5.2.1 Factors Affecting Mobile Advertising

Branding strategy

Mobile advertising has underlying goal of branding, this is because the content of mobile campaigns which is well developed in order to attract the attention of the user sit in the mobile phone of recipient of the advertising messages for quite sometime thereby facilitating brand recognition and recall. As a result the case findings is in line with (Mylonopoulos and Doukidis, 2003) discussions that, wireless e-mail had been regarded as an effective tool to enhance brand awareness, build or test customer loyalty, and develop or enhance demographic database. In addition, (Okazaki, 2005) maintained that branding strategy is one of the main reasons for company's decision to adopt mobile advertising

Facilitating conditions

In view of 12snap-Lokomobil it will be very difficult for the company to run mobile advertising campaign if there is no available facilities and infrastructure as well as rapid increase in Java and Symbian enabled phones. These among other facilities have uniquely leverage 12snap-Lokomobil strong capabilities to create and develop entertaining and innovative mobile application. This is conformity with the theory of (Okazaki, 2005) that, the integration of competing standards and fragmented systems across countries, cross-network support for SMS, and higher connection speeds as well as web-enabled handsets with would significantly affect mobile advertising adoption.

Location-Based service

Location-Based service has been identified by 12snap-Lokomobil as a best way of providing anytime, anywhere personalized marketing messages to targeted customers using new satellite technology like GPS, therefore this is in accordance (Barnes, 2003) suggestions that GPS facilities together with other location based-service will give companies strategic advantage in mobile advertising, the reason being that there is tendency for consumer behavior and receptiveness to advertisement to be influence by location and time, and marketers can persuade the consumer to make impulse purchases by giving the right information at the right time, and at the right place. (Okazaki, 2005) further stated that, because of unique feature mobile internet, cellular phone manufacturers and service providers are increasingly attracted by commercial viability of applying the satellite-based global positioning system (GPS) to the wireless service.

Service costs

The case findings reveal how mobile medium is regarded as inexpensive way of sending advertising messages, in this case both creative and media costs are merged into one cost. This combination to some extent makes this medium less expensive and the major cost during the campaign appears to be the messaging costs, therefore this is in conformity with (Leppaniemi et al., 2005) claims that within a few seconds companies can undertake marketing campaigns targeting tens of thousand of people with a proportion of the costs compared to other direct medium such as telephone and direct mail. (Henten et al., 2004) further stated that SMS has become an important source of profit for mobile operators as the cost of delivering an SMS service is much lower than prices charged

Regulatory control

12snap-Lokomobil was formed in 2002 and since then the company have organized and run several mobile campaigns including one for Siemens. However the EU regulations on Privacy and Electronic Communications which extends control over unsolicited electronic communications including commercial email and SMS came into force in the UK 2003. In addition to that MMA code of conduct was ratified in 2003. Thus even though the company abides by the regulations, it had little impact on their decision to utilize mobile medium in delivering advertising messages. Therefore this is not in agreement with (Okazaki, 2005) suggestions that regulatory control is one of the important determinants of mobile advertising adoption

Cultural barriers

With regards Cultural barriers the case findings reveals that cultural difference in Sweden as well as Europe does not have significant influence on mobile usage. Therefore the case is in agreement with (Okazaki, 2005) theory that because of increasing political and economic unification in the European Union, companies may perceive such cultural barriers as controllable. The information obtained from 12snap-Lokomobil is presented in (Table 5.4)

Table 5.4: Factors affecting mobile advertising adoption

Issue/ Areas	Theory	12snap-Lokomobil
Factors influencing company's mobile advertising adoption		
Branding Strategy	+	+
Facilitation conditions	+	+
Location-Based service	+	+
Service costs	+	+
Regulatory control	+	-
Cultural barriers	+	+

+ =Findings in conformity with theory

- = Findings not in conformity with theory

5.2.1 Effective Mobile Advertising Campaigns

Mobile Push campaigns

With regards to Push advertising campaigns the case findings shows that the level of activity from the end-user is low, because consumer does not initiate the interaction. The response rate from such campaigns is about 6 % which is lower than average campaign rate. On the contrary the 12snap-Lokomobil makes every effort to deliver messages to the mobile phones of consumer using existing customers' database. This initiative account for high level of activity from the advertiser and low activity from the consumer, therefore the case is in agreement with (Jelassi et al., 2004) mobile advertising framework model which indicates low level of activity on the part of the end-user and high level of activity on the part of the advertiser in push campaigns.

Mobile Pull campaigns

In this type of campaigns the level of activity from the end-user is very high and it result in high response rate of about 20%.The reason being that consumer actively pull the adverts toward themselves by “texting” in or calling a phone provided by the 12snap-Lokomobil in other to participate in campaigns, this initiative from the end-user account for high response rate as well as high level interactivity between end-user and 12snap-Lokomobil, as a result the case is in conformity with (Jelassi et al., 2004) advertising framework model as well suggestions that by applying a pull approach, advertisers use their traditional marketing media mix such as TV, radio, print or packaging to promote an interactive mobile campaign. And customers can request for precise information via their mobile phones.

Mobile dialogue campaigns

The case shows that there is high level of activity in this type of campaigns. Both push and pull campaign can be turn into dialogue campaign if the length of the campaign spans over several months instead of few weeks or months for push or pull type of campaign. However in the view of 12snap-Lokomobil dialogue campaigns cannot create long term relationship with customers, but if the brand offers good value and satisfaction to the end-user, then the relation can start between the company and the customer.

This partly contradicts theory of (Jelassi et al., 2004) which suggests that the main aim of dialogue campaigns is to create long-term relationship with consumers. The information obtained from 12snap-Lokomobil is presented in (Table 5.5)

Table 5.5: Effective Mobile advertising campaigns

Issue	Theory	12snap-Lokomobil
Effective Mobile advertising campaigns		
Push campaigns	+	+
Pull campaigns	+	+
Dialogue campaigns	+	-

+ =Findings in conformity with theory
 - =Findings not in conformity with theory

5.2.3 Forms of Mobile advertising

Competition

12snap-Lokomobil regards competition as one of the most important form of mobile advertising. This is particularly important for their clients in fast moving consumer goods such as MacDonald's, Pepsi cola etc. This is because it is easier to organized and more so competition do have great impact on consumers since they find it easier to participate in. it is very beneficial when it comes to launching a product or services. Some of mobile competition used are Txt n win, SMS voting, quizzes. Therefore case is in conformity with (Haig, 2002) suggestions of how competition can be used to launce a service, to build database, or to limit opt-outs. Grapevine interactive marketing (2000) further stated several kinds of mobile competition:

- **Simple Entry:** Simple Entry enables consumers to enter a competition by simply SMS a keyword associated with the brand to a competition number.
- **Txt 'n Win:** Text 'n Win is the way that consumers can enter a branded competition through SMS and win prizes.
- **Quiz:** Quiz entrants send a brand keyword to an SMS competition number. In reply they receive a question and then they need to reply with an answer. Correct answers qualify for branded prizes. Questions can be around the brand, event or promotion
- **SMS Voting:** An SMS voting competition provides an innovative way for viewers and listeners of traditional broadcast media such as television and radio to interact express an opinion or vote on an issue whilst the broadcast is in progress.

Location-based service

Location-based service, no information was collected on location-based service since 12snap-Lokomobil seldom provides these types of services.

Mobile Coupons

The case reveals that sending mobile coupons is welcome in Sweden and there is no problem at all for 12snap-Lokobil to send mobile coupons, because the customer who "opt" in to receive the coupons receive a certain percentage of discount, and 12snap-Lokobil and icopoun have team up to offer brands to transmit bar codes as picture message that can be that can be scanned and integrated into EPOS, the case therefore is in agreement with theory of (Dickinger et al., 2004) that companies can send mobile coupons to mobile phones through SMS, by way of targeting based on customer profile, time sensitivity such as receiving discounts and efficient handling of most of the transaction through the mobile phones.

Alerts

The case findings identified alerts as important tool in mobile advertising because of the instant messages that can be sent through mobile devices to specific audience who have registered or “op-in” to receive these type of messages, therefore the case is in agreement with (Haig, 2002) suggestions that Alerts can also be used to deliver real time information such as sport results, stock quote and business news all for sale purposes it should be permission-based though. It can also be used together with a chat based - service.

Sponsorship

The case findings indicates that sponsorship as a form of mobile advertising campaigns is very important in helping the brands to save cost, especially where the campaign is major one involving different kinds of brands. This because the campaign can cost from \$10,000 to several million of Dollars. This is in line with (Haig, 2002) statement that sponsorship for an already established service is another way advertisers can reach out to mobile phone users, the amount of money saved can be used to add value to the service or reduce costs for customers. The data obtained from 12snap-Lokomobil is presented in table (**Table 5.6**)

Table 5.6: Forms of Mobile Advertising

Issue/ Areas	Theory	12snap-Lokomobil
Forms of mobile advertising		
Competition	+	+
Location-Based service	+	-
Mobile Coupons	+	+
Alerts	+	+
Sponsorship	+	+

+ =Findings in conformity with theory

- =Findings not in conformity with theory

5.3 Cross-Case Analysis

This second part of the chapter deals with summary of the findings in the analysis. The two cases will be compared with each other in order to identify difference and similarities between them.

5.3.1 Analyzing Factors Affecting Mobile Advertising Adoption

Branding Strategy: In analyzing branding strategy no difference could be found between MindMatics and 12snap-Lokobil. Both cases viewed mobile medium as a good and innovative way of creating brand awareness among target market since it involves a lot content development which can stay in the mobile phone of the end-user.

Facilitating Conditions: With regards to facilitating conditions no differences was found when analyzing facilitating conditions. Both case companies' claims that the availability of facilities and conditions has significantly influence their mobile marketing activities.

Location-Based Service: Both case companies claim that the economic potential of location-based service have impacted on their mobile marketing activities. Therefore there is no difference between the two cases

Service Costs: No difference could be found between the two case companies in relation to service costs. They all consider mobile medium to be relative cost-effective and efficient than traditional media.

Regulatory Control: When it comes to the effect of regulatory control on mobile advertising adoption no difference could be found between 12snap-Lokomobil and MindMatics. The two case companies see regulatory control to have little impact on their decision to run mobile campaigns, the reason being that the 12snap-Lokomobil was formed in 2002 whilst MindMatics was formed in 2002, meanwhile EU and MMA regulations and code respectively came into force in 2003.

Cultural Barriers: MindMatics and 12snap-Lokomobil both see cultural barriers as controllable and therefore cultural differences can not fully influence the use of mobile phones in communication. The data obtained from the cross-case analysis is of factors affecting mobile advertising adoption is presented in the (**Table 5.7**)

Table 5.7: Cross-case Analysis of factors affecting mobile advertising adoption

Factors affecting mobile advertising adoption	12snap-Lokobil	MindMatics
Branding Strategy	Yes	Yes
Facilitation conditions	Yes	Yes
Location-Based service	Yes	Yes
Service costs	Yes	Yes
Regulatory control	No	No
Cultural barriers	Yes	Yes

5.3.2 Analyzing Effective Mobile Advertising Campaigns

Mobile Push Campaigns: No difference could be found from the two case companies when it comes to mobile push campaigns, the reason being that both 12snap-Lokomobil and MindMatics records low response rate from such campaigns and the level activity on the part of the end-user tend to be low as well. The reason being that in such campaigns normally the case companies initiate the interaction by pushing the advertising messages on the end-user. Where the end-user might not respond or delete the message just after reading it.

Mobile Pull campaigns: The two case companies claimed to have recorded high response rate from running this type of campaign. Because consumers willingly pull the advertising messages toward themselves by actively participating in the campaigns. Hence the level of activity and interaction between the two case companies and the end-users tend to be high and encouraging.

Mobile Dialogue campaigns: Considering the third area of effective mobile advertising campaigns, no difference could be found between the two case companies when analyzing the degree to which mobile dialogue advertising campaign can create long-term relationship with end-users. The reason being that dialogue campaign approach only does not guarantee long term-relationship between with end-users and the case companies, instead it is the value that the brand can offer to the customers. The data obtained from the cross-case analysis of effective mobile advertising is presented in the (Table 5.8)

Table 5.8 Cross-Case Analysis of Effective Mobile Advertising Campaigns

	Effective Mobile Advertising Campaigns	
	12snap-Lokomobil	MindMatics
Mobile Push Campaigns	Low level of interactivity	Low level of interactivity
Mobile Pull Campaigns	High level of interactivity	High level of interactivity
Mobile Dialogue Campaigns	Do not create long-term relationship	Do not create long-term relationship

5.3.3 Analysing Forms of Mobile advertising

Competition: Both companies use competition as form mobile advertising. This is because competition has proved to be effective in driving customer participation, launching of new product or service and building of customer's database.

Location-based service: No difference was identified when analyzing location-based service, the reason being that both 12snap-Lokomobil and MindMatics did not offer this kind of service. This is because of low user demand for LBS. It is also has been rarely integrated into campaigns because brands are yet to agree in using it. But one area where LBS fit well is service bundling company where companies can sell directory service and consumer will be asked to pay extra amount of money for the value added.

Alerts: The two case companies use alerts as a form of mobile advertising to provide instant messages, therefore no difference could be found when analyzing the usage on alerts as mobile advertising form

Mobile Coupons: Differences was found as to use of mobile coupons in advertising. MindMatics stated that the company used mobile coupons on trial basis with few retail client, but because of problem of integrating additional hardware for scanning the mobile coupons into already existing system and limiting of fraud. Retail clients rarely request MindMatics to implement it for them. But 12snap-Lokomobil in conjunction with icoupon a London based company are offering retailers and brands the possibility of to transmit bar code as picture messages which possible to be scanned and integrated into EPOS (electronic point of purchase).

Sponsorship: Both case companies in this case study use sponsorship as form of mobile advertising, the reason being that some of the major campaigns can cost from \$10,000 to several million Dollars, so there is the need to invite other companies to be part of the campaign by way of sharing the cost and in return the partnering companies have their brands advertised to the

target market. The data obtained from the cross-case analysis of forms of mobile advertising is presented in the (Table 5.9)

Table 5.9 Cross-case Analysis of Mobile advertising Forms

Mobile advertising Forms	12snap-Lokomobil	MindMatics
Competition	Yes	Yes
Location-based service	No	No
Alerts	Yes	Yes
Mobile Coupons	Yes	No
Sponsorship	Yes	Yes

5.3.4 Summary of the Analysis

Mobile advertising is becoming the most important applications in Mobile commerce (M-commerce), due to high interactivity of wireless devices.

With regard to research question 1) How can the factors affecting organization's mobile advertising adoption be described? Branding strategy, facilitating conditions, service costs, were seen to be most important factors. The next was cultural barriers and LBS.

With respect to research questions 2) How can organization's effective mobile advertising campaigns be characterized? Mobile push campaign activities tend to records low response rate and low level of activity whilst Mobile Pull campaign activities tend to record high response rate and high level of activity however in future Mobile dialogue with be the most important campaign approach.

Concerning the research questions 3) How can organization's mobile advertising forms be described? Out of the five mobile advertising forms (Competition, LBS, Mobile coupon, Alerts and Sponsorship) competition was regarded as the most important advertising form because of the degree with which it drive customer participation. Strangely Location-Based service is not implemented regularly as mobile advertising form because of low user demand and lack of awareness about this service. However other forms of advertising such as Video screening, MMS, Java application are emerging because of advances in mobile technology.

We will present the review of the three research questions in the form of conclusion, discuss the meanings and implications for management, theory and suggestions for future research in the next chapter.

6 Conclusions and Implications

In this last chapter we analyzed the empirical data of the case companies. In this chapter answers to the three research questions and overall conclusions drawn from the study will be provided. Finally, implications for management, theory and suggestions for future research will be given.

6.1 Findings and Conclusions

6.1.1 How Can the Factors Affecting Organization's Mobile Advertising Adoption Be Described?

The two cases in our thesis seems to have similar factors that influence their decision to adopt mobile advertising, the factors that was brought up in the case studies were as follows:

Branding strategy: Through the mobile campaigns the case companies record high brand recall and recognition thereby considering mobile medium as one best way of crafting branding strategy.

Facilitating conditions: We discovered that both case companies see facilitating conditions. Such as availability of web-enabled mobile handset with 2.5 and 3 G functionality as well as telecommunication infrastructure as one of the important reason that influence their decision to apply mobile technology in advertising campaigns.

Location-Based service: The ability to use satellite and mobile technology to provide personalized advertising messages based on the location of the end-user has gain much popularity in mobile commerce application because promising economic potential in this type of services.

Service costs: We found that both case companies consider mobile advertising cost to be relatively lower as compare to traditional media such TV, Print, internet. Therefore major brands such MacDonal'd's, Sony, Citi Bank, Budweiser, Nivea are being attracted into using mobile medium in their advertising campaigns.

Regulatory control: Both case companies claim that regulatory control had little impact on the decision to run mobile campaigns the reason being that both EU directives and MMA code of conduct came into force in 2003, during that time the case companies were already running mobile advertising campaigns.

Cultural barriers: When it comes to cultural we found out that both case companies see it to be controllable therefore it cannot have negative effect on people's receptiveness to wireless advertising messages.

We have drawn more specific conclusions after discussion the first research questions, these are presented as follows: branding strategy, facilitating conditions and service costs were regarded by the two case companies as the most important determinants of mobile advertising adoption. In case of location-based service, the cases do not provide it because of poor user demand.

6.1.2 How Can Organization's Mobile Advertising Campaigns be Characterized?

The findings which was discovered in this area is that both companies investigated reveal that in running mobile Push campaigns the level of involvement on the part the end-user is very low, this result in low response rate which falls within the range of 5-7 % .The reason being that the advertising messages are push on to the consumer instead of them requesting it.

In the case of mobile pull campaigns both case companies indicates that the level of involvement and interaction between the case companies and the end-users is very high, the active involvement of consumers account for high response rate which falls within the range of 20-30%. This is because consumers pulls the advertisement towards themselves by requesting for particular information via their mobile phones.

With regards to dialogue campaigns, it was found out that it also result in high level of interactivity between the advertiser and the end-user, but the degree to which it creates long term relationship is very minimal in all the two case companies.

We have drawn more specific conclusions after discussion the second research questions, these are presented as below.

Mobile pull campaigns is seen to be more effective in terms of engaging end-users during the campaign than mobile push campaign, however in future mobile dialogue will the most important form of campaign because of continues interaction between the case companies and the end-users.

6.1.3 How Can Organization's Mobile Advertising Forms be Described?

The two case companies studied agreed that they have implemented some of the following mobile advertising forms:

Competition: which is made up of Text n win, SMS voting, simple entry, draws etc, have been claimed by the case companies to be one of the most important form of mobile advertising which can drive customer participation.

Location-based Service (LBS): which can be referred to as a service that supply the end-user of these services with customized information according to their position. Is rarely use as form of

sending advertising messages to mobile phones users, the reason being that both case companies stated that there is low user demand for such services.

Alerts: Both case companies have agreed on using alerts as form sending instant mobile advertising messages such as news, new offer, promotions, and other messages and it seen to fit well with mobile media because

Mobile coupons: Both case companies have different views of using mobile coupon as form of mobile advertising, MindMatics claims it is not popular with its retail client because of integration and fraud problems. On the other hand 12snap-Lokomobil together with icoupon are offering retailers and brands the ability to transmit bar codes as picture messages which can be scanned and integrated into EPOS (Electronic Point of Sale) systems.

Sponsorship: This is another area that the two case companies converge on the same explanation that is sponsorship is being use when organizing and running major advertising campaigns. It helps in spreading the advertising cost among the sponsoring partners.

In addition, it was found out that as the mobile technology unfolds other advertising forms such as MMS, EMS, video screening and use of Java application to create virtual room that is downloadable on to users mobile phones has been implemented in some advertising campaigns and is gaining grounds as mobile advertising forms.

In summary competition as been regard as the most important in campaigns

6.2 Implications

6.2.1 Implications for management

Our findings and conclusions we arrived at in the previous section leads to number issue within our research area. Our findings might contribute to companies want to utilize the mobile medium to deliver advertising message in this fierce competitive and fragmented media landscape, but also companies which currently are deploying mobile technology in their overall marketing strategy.

- From our study, it was obvious that companies view mobile medium as effective means of creating brand awareness and brand recall, since the mobile advertising campaigns involve a lot of content development.
- Clearly, Facilitating conditions are seen to be the foundation for running mobile advertising campaigns this is because without the availability of telecommunication infrastructure and

sophisticated mobile phones, running mobile advertising will be difficult task, therefore management should commit portion of their budgetary allocation into research and development of mobile application and technology.

- Location-based service, is seen to have economic potential, this is because through LBS companies can provide personalized advertising messages depending on the location of the end-user thereby creating added value to the consumer. Companies should therefore create more awareness about this service in order to create high user demand.
- When it comes to regulatory control and cultural barriers companies should not see these factors as obstacle to adopting mobile advertising, this is because the regulations ensures good practice in the mobile advertising industry and as we learn from the case companies cultural differences does not have negative impact on mobile advertising adoption.
- With regards to suitable campaigns, management needs to consider the pro and cons of Pull, Push and dialogue campaigns. The difficult task in organizing pull campaign is the ability to create advertisement that can appeal to target market and entice them to call in, text in order to participate in a campaign. In the case of push campaigns management need to verify the quality of existing database of customers or externally purchase database in order to ensure good response rate during a campaign.
- Companies should lay more emphasis on mobile dialogue campaigns because it allows for continues interaction between the end-user and the company which both pull and push campaigns can offer a little.
- In designing effective mobile advertising campaigns management there are four elements that management must take into consideration: Emotional, Interactivity, Entertaining and Incentive. The campaigns can be emotional if it contains voice and sound, the interactivity comes in when companies makes it possible for getting immediate feed back form end-user, the entertainment element of the campaigns is where the company make the campaign exciting by including game, and exiting stories.
- Management must provide incentives in the form of prizes, sample offerings, and if possible cash to drive high volume of campaign participation.
- When it comes to combining mobile devices with traditional media in integrated advertising campaigns, management should use the mobile medium for interactivity and the traditional media like TV, radio, print for wider coverage.

6.2.2 Implications for theory

The main purpose of this paper was “to gain better understanding of mobile advertising in B2C Marketing” past research have provided us with theory upon which we formed our research purpose and research questions. In this study we have explored and described a remarkable development within a specific research area. We investigated three research questions in order to reach our research purpose.

In the case of research question one “factors affecting mobile advertising adoption” it was found out that most of the findings in the study support the existing theories. In research question two “mobile advertising effectiveness” we found slight differences on mobile dialogue campaigns and its effect on creating long term relationship. Regarding research question three “forms of mobile advertising” there was slight difference on location-based service and mobile coupons. In sum, this research contribute to existing theories on use of mobile advertising in B2C Marketing. Furthermore, this study provides a foundation upon which further studies may be conducted.

6.2.3 Implications for Future Research

Mobile advertising is an important area within mobile commerce. In recent times there has been a lot prediction by research groups about the potential growth of mobile commerce (m-commerce) and mobile advertising, due to increasingly popularity of mobile applications using Global positioning System (GPS). Yet not much research has been done in this area. There are many interesting issues regarding mobile devices as an effective advertising tool. That could be further investigated. There are several opportunities for further empirical investigations in future research.

- In this study we focused on mobile advertising adoption by companies, further investigation should be conducted on consumer’s willingness to accept the advertising messages through the mobile medium.
- With regards to mobile technology, it will be appropriate to investigate how mobile technology will affect consumers purchasing behavior.
- In future an effort should be made to explore how cultural factors affect perception about mobile advertising which can pave the way for internationalization of wireless advertising messages across the globe.

- Furthermore, in our findings we realized location-based service is rarely used as effective mobile advertising tool, hence there should be research on identification and choosing suitable target which the companies wish to attract and keep and what value added service should be offered to this target market.
- When it comes to privacy issues, European consumers do not take it lightly so there is the need to be investigated in future.
- A future research should explore other determinants of mobile advertising adoption which was not measured in the current study.

As a matter of fact, research opportunities stated above shows the ongoing research in this area is important. Wei et al., (2004) stated, in today's world full of knowledge industries, more people are inclined to depend on technologies that combine internet and mobile communication tools. In addition, consumers now have more choices before they make decision, this is because they can obtain information easily and quickly over wireless network. This in turn has led to intense competition between companies on how to win loyal customers (ibid). Only by integrating the mobile medium into overall marketing strategy will this highly interactive channel led to highly integrated advertising campaigns.

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APPENDICES:

APPENDIX A: INTERVIEW GUIDE

APPENDIX B: WORLD LIST

INTERVIEW GUIDE

COMPANY'S INFORMATION

Name of the company ?
Respondents name and Position ?
Number of employees ?
Year of company formation ?
Main area/areas of your operation ?

Factors affecting organization's mobile advertising adoption be described

Which factor(s) affect your company's decision to adopt mobile advertising?

Does your company's decision to adopt mobile advertising include any of the following?

- Branding strategy
- Facilitating conditions
- Location-based services
- Service costs
- Regulatory control
- Cultural barriers

Effective Mobile advertising campaigns

How does Mobile Push Campaigns affect level of campaign interactivity between your Company and end-user?

How does Mobile Push Campaigns affect level of campaign interactivity between your Company and end-user ?

In what way(s) does Mobile Dialogue Campaigns create long-relationship with end-users?

Mobile advertising forms

What forms of mobile advertising does your company use in its campaigns?

Does your company's mobile advertising forms include any of the following?

- Competition
- Location base service
- Alerts
- Sponsorship
- Mobile Coupons

Which of the mobile advertising forms is most important in your organization and why ?

WORD LIST

C-HTML (Compact Hyper Text Markup Language) is a subset of the HTML markup language , it language for publishing information on small appliances such as smart phones, smart communicators, mobile PDAs

iHTML: (Inline Hyper Text Markup Language) Gives the tools for building dynamic websites and web applications that allow real-time interaction between the user and content being presented.

Content Provider: A company that provides services to mobile phone users or network operators. These services could be shopping, web surfing, chat rooms, playing games, accessing data such as music and books through a server.

HDML (Handheld Device Markup Language) A specialized version of HTML designed to enable wireless handheld devices to obtain information from Web pages.

HTML (Hyper Text Markup Language) The language for Publishing information on the WWW world Wide Web

Mobile Browser: is a web browser designed for use on a handheld device such as a PDA or mobile phone

Mobile Portal: A web in a wireless usually offers a search engine and/or links to useful pages, news or other services.

(M-commerce) Mobile Commerce: Delivery of service through wireless Devices

MMS: (Multi Media Messaging) a method of transmitting graphics, video clips, sound files text messages over wireless networks using the WAP protocol

3G (Third Generation) A mobile services which provide the ability to transfer both voice data (a telephone call) and non-voice data (such as downloading information, exchanging email, and instant messaging).

Ubiquitous Access: getting information “anywhere at any time”

WAP (Wireless Application Protocol) is a secure specification that allows users to access information instantly via handheld wireless devices such as mobile phones, pagers, two-way radios and smartphones

