>>Mobile Technology: Making Print Interactive

Business Development Strategies
Introduction

Mobile devices like smartphones and tablets have become a primary source of portable media from which we can obtain information and communicate with other people. While the mobile channel continues to evolve and grow, print and other traditional media platforms continue to be an important element of the media mix. These offline platforms can be used as a springboard for online engagement with the use of mobile technology.

Mobile-enabled magazine ads, brochures, postcards, out-of-home media, packaging, labels, t-shirts, and much more can be part of a blended approach to spur interaction and engagement in new and interesting ways. Through this approach, consumers can access valuable offers and have engaging experiences; marketers achieve greater measurability to track against their goals; and service providers have new value-added services they can offer around design, deployment, management, and reporting related to integrated campaigns & applications.

Statistics highlight just how pervasive mobile technology is in our day-to-day lives:

- According to the CTIA Wireless Association, over 280 million Americans carry mobile phones – that’s over 90% of the nation’s population!
- The International Telecommunications Union states that there are over 5 billion global mobile phone subscriptions as of 2010.
- ABI Research reports that global mobile marketing and advertising expenditures will exceed $16 billion in 2011.
- A CTIA study entitled Teenagers: A Generation Unplugged highlighted that four out of five teens carry a wireless device. The majority (57%) consider their cell phones key to their social lives.

A new study from InfoTrends is designed to determine the importance of integrating mobile technology with print and other media types to activate, cultivate, and engage customers. When mobile technology is integrated with marketing, advertising, and media, it provides a clear call-to-action and an instant response mechanism to prompt consumer engagement. Even so, consumers are bombarded with a sea of marketing messages every day, and only the most relevant messages will stand out. This study explores what specifically drives consumers to interact with mobile codes, mobile messaging, and augmented reality, as well as critical success factors from marketers and service providers when conducting integrated mobile campaigns and applications.
Project Objectives

This benchmark InfoTrends study explores the concept of offline-to-online engagement through integrating mobile with print and other media types from the perspective of consumers, marketers, print service providers, and technology providers. It highlights where the market is today, provide projections for the future, and deliver valuable insight about effectively integrating mobile technology with traditional media. The study will provide strategic information to help executives and business owners:

- Assess the state of integrated mobile campaigns in the market today and their future directions.
- Understand marketing executives' needs, perceptions, and challenges when developing and delivering integrated mobile campaigns for B2C, B2B, and mixed models.
- Understand strategic and tactical requirements for successfully integrating mobile technology with print and other media types to drive engagement, education, acquisition, retention, and loyalty of target audiences.
- Summarize critical success factors for integrated mobile campaigns and recommend appropriate future strategic direction for marketers, technology providers, and service providers.

This study will:
- Segment and profile consumer experiences with integrated mobile campaigns and applications
  - Demographics
  - Type of mobile technology currently used
  - Consumer preferences for mobile communications from marketers
- Explore marketer perspectives on integrating mobile with print and other media types through survey activity and in-depth interviews
  - Perceptions, priorities, and strategies for the use of mobile technology
  - Utilization of mobile response technology, including mobile codes, mobile messaging, and augmented reality.
  - Different media applications where mobile technology is integrated
  - Perceptions on effectiveness
  - Future plans for mobile marketing, including integrating mobile technology with print and other media types.
- Current state of mobile technology adoption with print service providers
  - Understanding of mobile tools and technology used today
  - Mobile marketing services offered to customers, including integrated mobile campaign services
  - Type of print applications where mobile technology is integrated
• To gain additional insight into the tools, technologies, and services used to support integrated mobile campaigns and applications, InfoTrends conducted over a dozen in-depth interviews with the following types of key mobile content and technology providers:
  >> Mobile marketing agencies
  >> Mobile barcode campaign management providers
  >> Marketing service providers
  >> Publication service providers
  >> Augmented reality solution providers
  >> Wireless carriers

**Market Research**
The research includes an extensive review of existing research and interviews with consumers, marketers, technology providers, and service providers across a variety of market segments. It identifies audience demographics, critical success factors, best practices, and existing barriers surrounding integrated mobile campaigns and applications.

**Secondary Research**
Over the past 24 months, InfoTrends has conducted extensive research with technology vendors, service providers, marketers, and consumers related to marketing effectiveness, technology and services. Relevant research reports to this study include:
- Multi-Channel Communications: Measurement and Benchmarking
- Capturing the SMB Business Communications Services Opportunity
- The Cross-Media Direct Marketing Opportunity
- The Evolution of the Cross-Media and Marketing Services Provider

InfoTrends will also thoroughly examine existing market information on key applications, market segments, competitors, and product categories. We anticipate utilizing a variety of sources, including:
- Research reports
- Industry trade associations
- Published industry reports
- Whitepapers and case studies
- Websites
- Government statistics
- Industry databases

**Structured Surveys with Consumers (1,192)**
InfoTrends conducted a structured survey with 1,192 consumers in the United States that own mobile phones, including both smartphones and feature phones. This survey identifies level of awareness, level of interaction, and key attributes that drive consumers to interact with mobile codes, mobile messaging, and augmented reality.

**Structured Surveys with Marketers (315)**
This structured Web survey studied over 300 corporate marketers to explore their strategies, tactics, and plans for deploying integrated mobile campaigns to engage with their target audiences. Areas of study include level of awareness and adoption related to using mobile response technology, call-to-action effectiveness, operational challenges, internal and external services utilized, and barriers to utilization.
Structured Surveys with Print Service Providers (87)

Print service providers have embraced mobile codes, and we wanted to understand the mobile dynamics in this market. Over 80 print service providers were surveyed to determine their understanding and utilization of mobile response technologies, the services they are offering to customers, and the types of print applications that are integrating mobile technology with.

In-Depth Interviews (13)

InfoTrends conducted a series of in-depth interviews with key mobile technology providers, service providers, and marketers that are utilizing integrated mobile campaigns. The intent of the interviews was to gain additional insight into the tools, technologies, and services used to support integrated mobile campaigns and applications. These interviews were conducted with over one dozen agencies, marketers, service providers, and technology providers in the mobile space.

Analysis & Project Deliverables

This study provides an extensive analysis of the desk research, surveys, and personal interviews to provide a comprehensive understanding of the opportunities and issues impacting these markets. The research clearly defines challenges and opportunities when integrating mobile technology with print and other media types to drive offline-to-online engagement.

This study has four main components:

- **Report:** The report will provide a comprehensive view of the survey results, an analysis of the in-depth personal interviews, and InfoTrends' view on the implications the results have for the market.

- **Presentation:** The PowerPoint presentation will contain bullet points, pie charts, and bar graphs relevant to the results of the survey. It will also include an executive summary.

- **The tabulated data:** This information will represent the full set of data responses to the Web surveys. Banner points will be based on specific survey questions.

- **The banner index:** This document will provide the full details on the breakout by question for each of the banners.
Terms & Conditions

Liability for Advice
Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

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Terms
Clients may have other business units co-fund the study, review the questionnaires, and receive a copy of the report at no additional charge. InfoTrends invoices the first half of the fee upon initiation of the contract and the second half upon delivery of the report.

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**Headquarters**
U.S.
97 Libbey Industrial Parkway
Weymouth, MA 02189
USA
+1 781 616 2100
info@infotrends.com

**Europe**
960 Capability Green
Luton, Beds LU1 3PE
United Kingdom
+44 1582 635048
euro.info@infotrends.com

**Japan**
Hiroo Office Building
1-3-18 Hiroo Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp