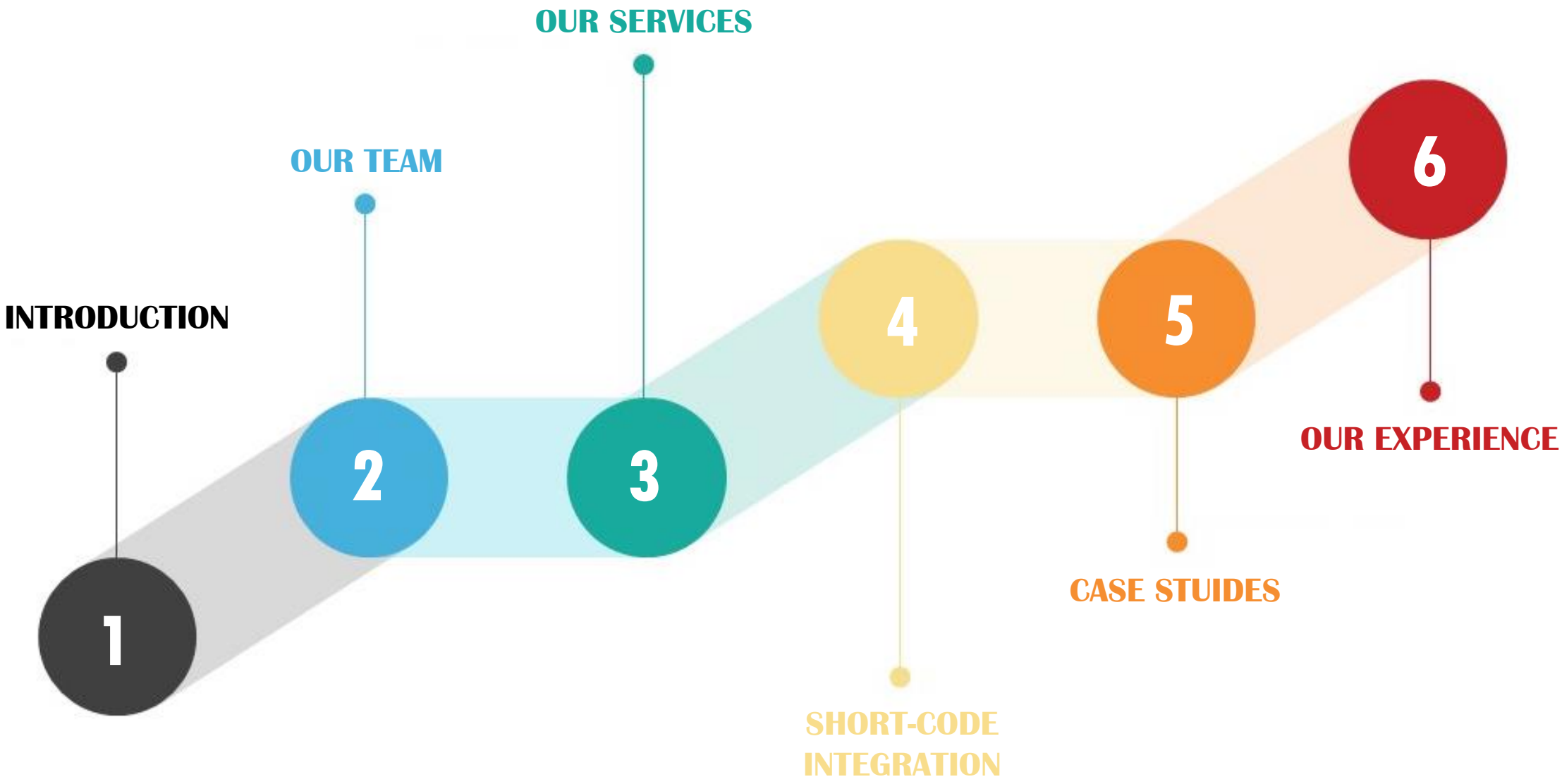
MOBILE ADVANTAGE COMPANY

CORPORATE PROFILE

The Mobile Advantage Company

AGENDA


INTRODUCTION
1
OUR TEAM
2
OUR SERVICES
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4
SHORT-CODE INTEGRATION
5
CASE STUIDES
6
OUR EXPERIENCE

MOBILE PRESENTS A NEW OPPORTUNITY…

98% **Reach** Rate

High Response Rates
Avg 17-30% when done properly

Fast, To–the–Point & On-the-GO

Real-Time

Longevity of Accurate Information

Consumer Engagement

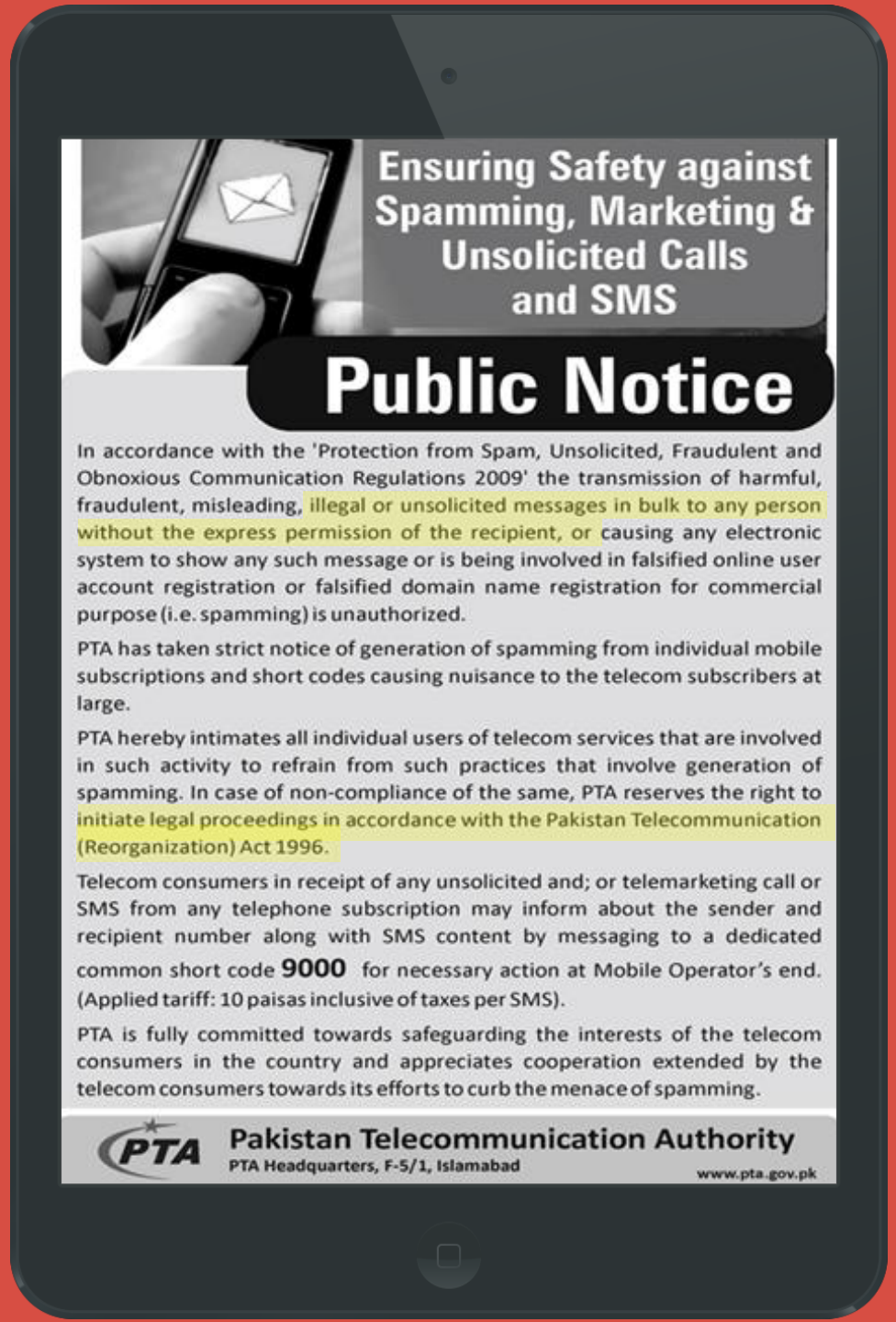
Social Media Integration

Viral Component

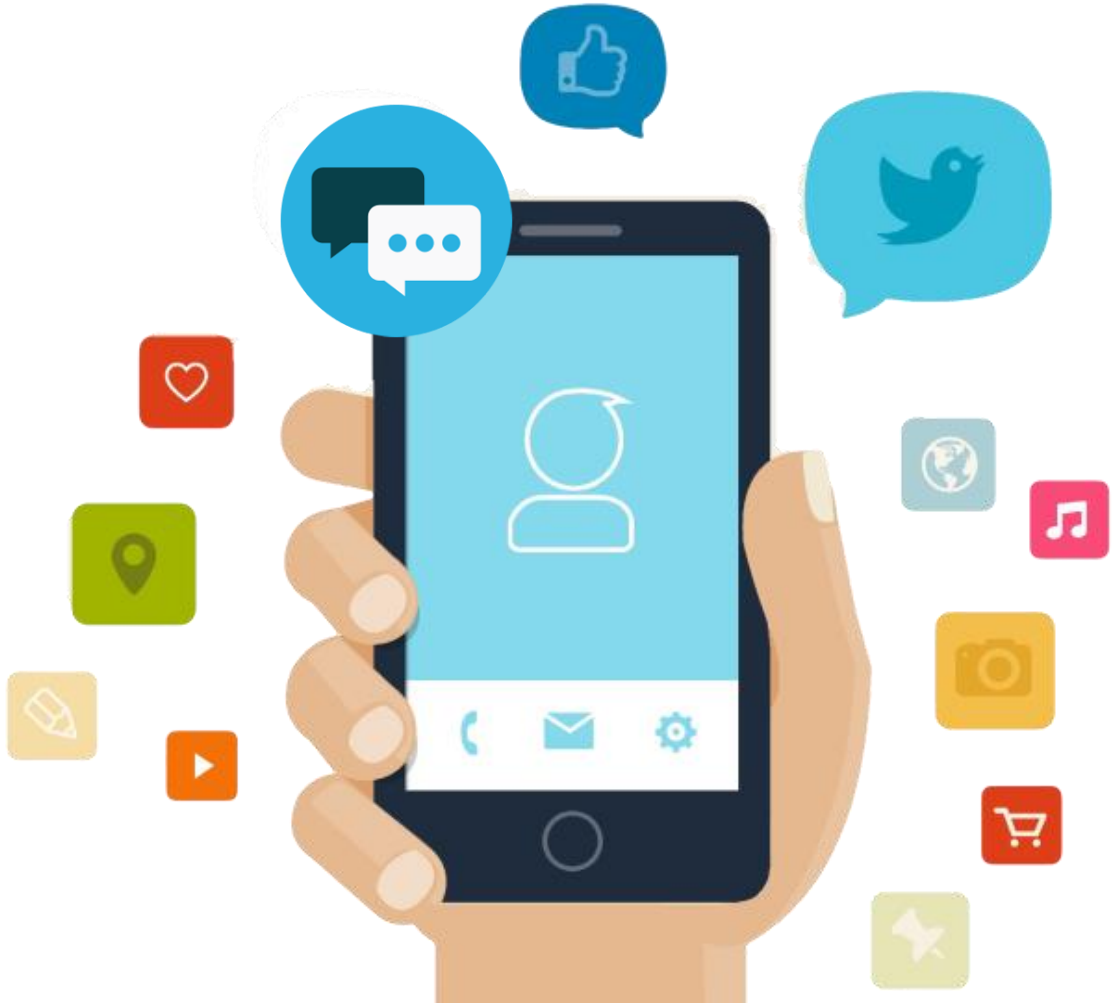
WHAT WE DON'T DO !!!

Mobile Advantage Company is registered with PTA and is a member of the Global Mobile Marketing Association. All our practices and services are in accordance with the LAW.

With our experience, our customers get the best results.



INTRODUCTION

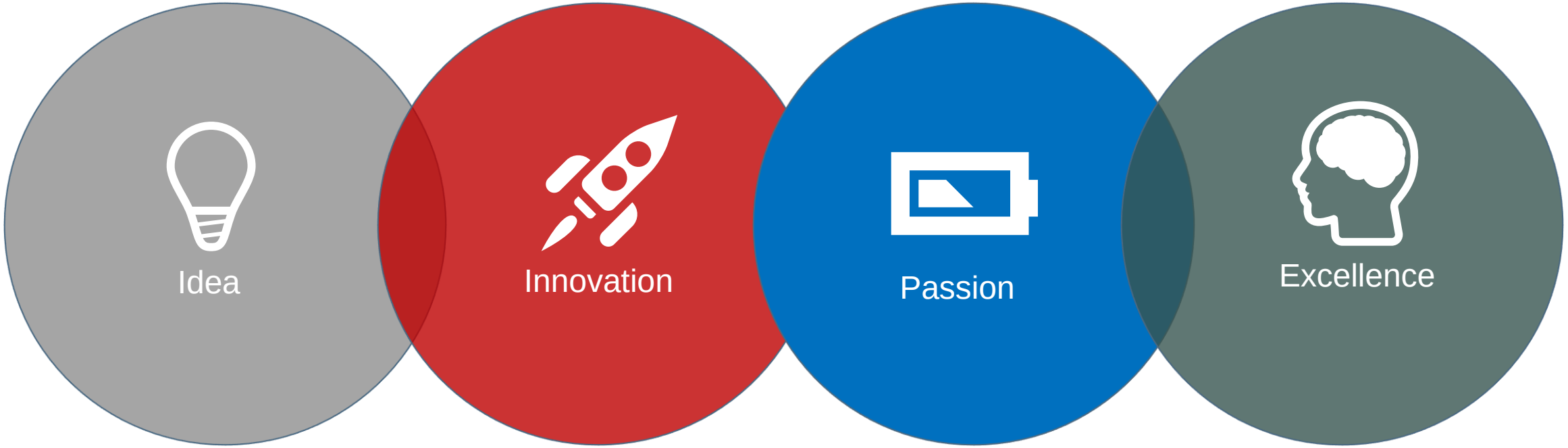


We bring mobile advantage to your business needs. We create, manage and execute mobile marketing campaigns along with innovative ideas to support businesses, organization and advertisers in their promotions, branding, and marketing using mobile media. We use mobile technology to help businesses interact with their customers in a highly targeted and personalized fashion.

We help you in meeting your business needs, like growing sales, increasing brand awareness, building customer loyalty or generating revenue.

MAD is where customers are left amazed by the services we provide.

OUR PHILOSHOPHY



We believe in serving with integrity, quality and striving with youthful passion. We come up with new ideas and exceed our customers' expectations.

Meet the Team

Who are behind the scenes

OUR TEAM

Parvez Abbasi

Chief Thinking Officer

Asim Sattar

Business Unit Head - Central

Waseem Abbasi

Business Unit Head - South

Imran Afridi

Business Unit Head - North

Adeel Bin Khalid

Manager Ops

OUR 4 STEP ROADMAP TO MOBILE ADVANTAGE

Mobile Advertising Campaigns via SMS Broadcast to your target audience (Profiled based on the products & services to reach the right customer)

Short-Code is the best way for 2 way dialogue. A short-code can be to

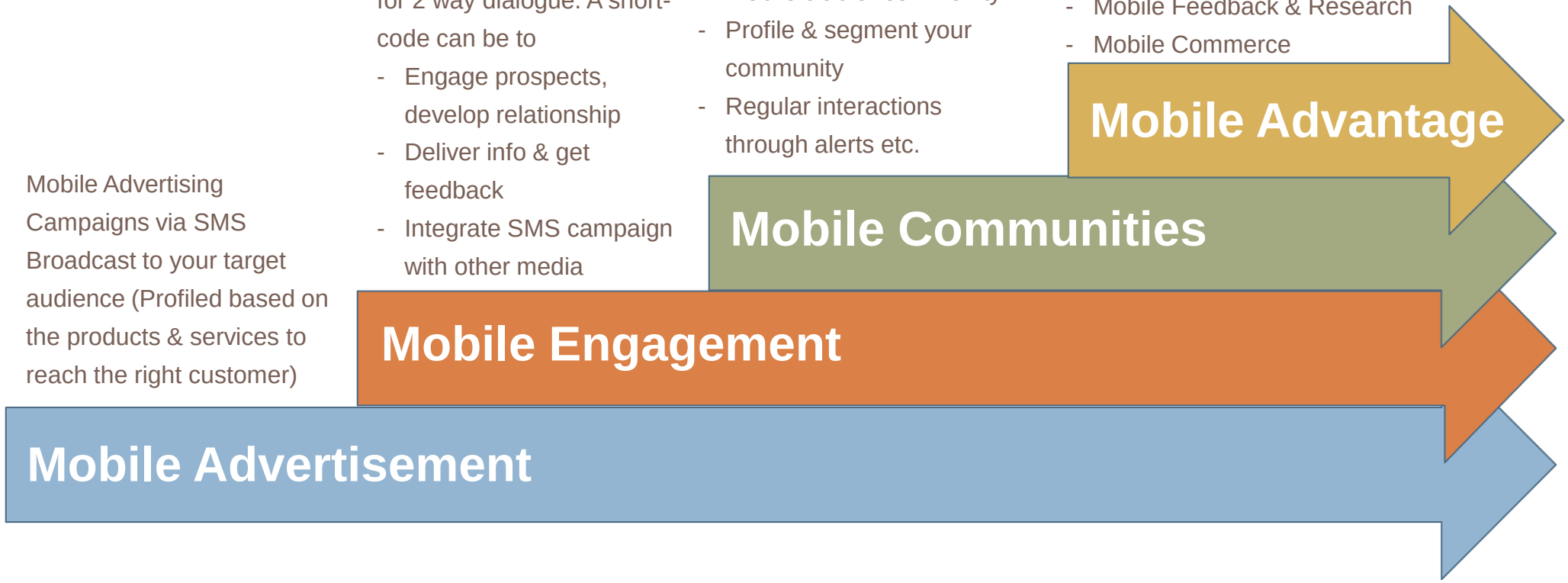
- Engage prospects, develop relationship
- Deliver info & get feedback
- Integrate SMS campaign with other media

A mobile community is used to

- Build database of prospects & clients
- Get their opt-in into your mobile club or community
- Profile & segment your community
- Regular interactions through alerts etc.

Build Mobile Advantage through strategic M-Applications

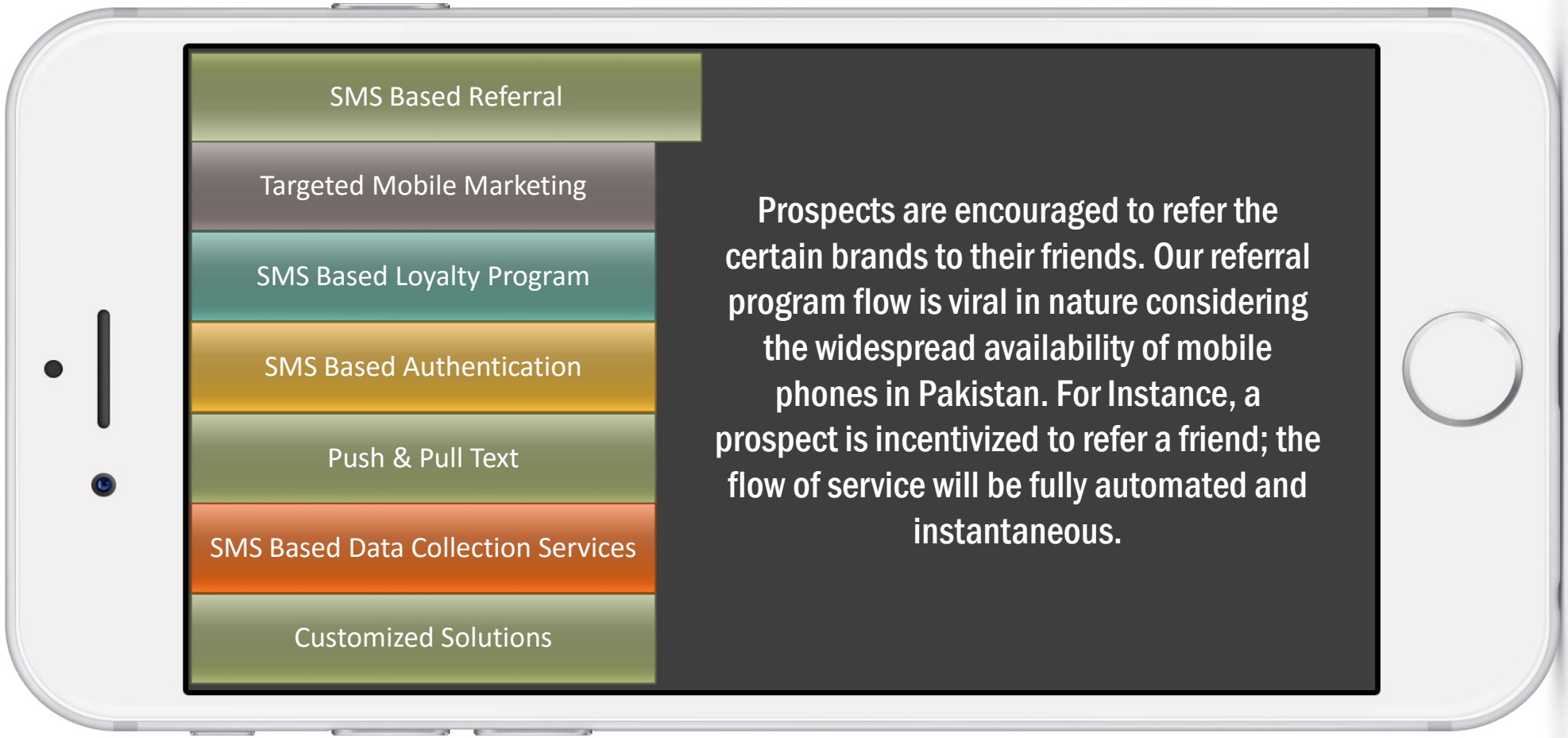
- Mobile Loyalty
- Mobile Learning
- Mobile CRM
- Mobile Events
- Mobile Feedback & Research
- Mobile Commerce



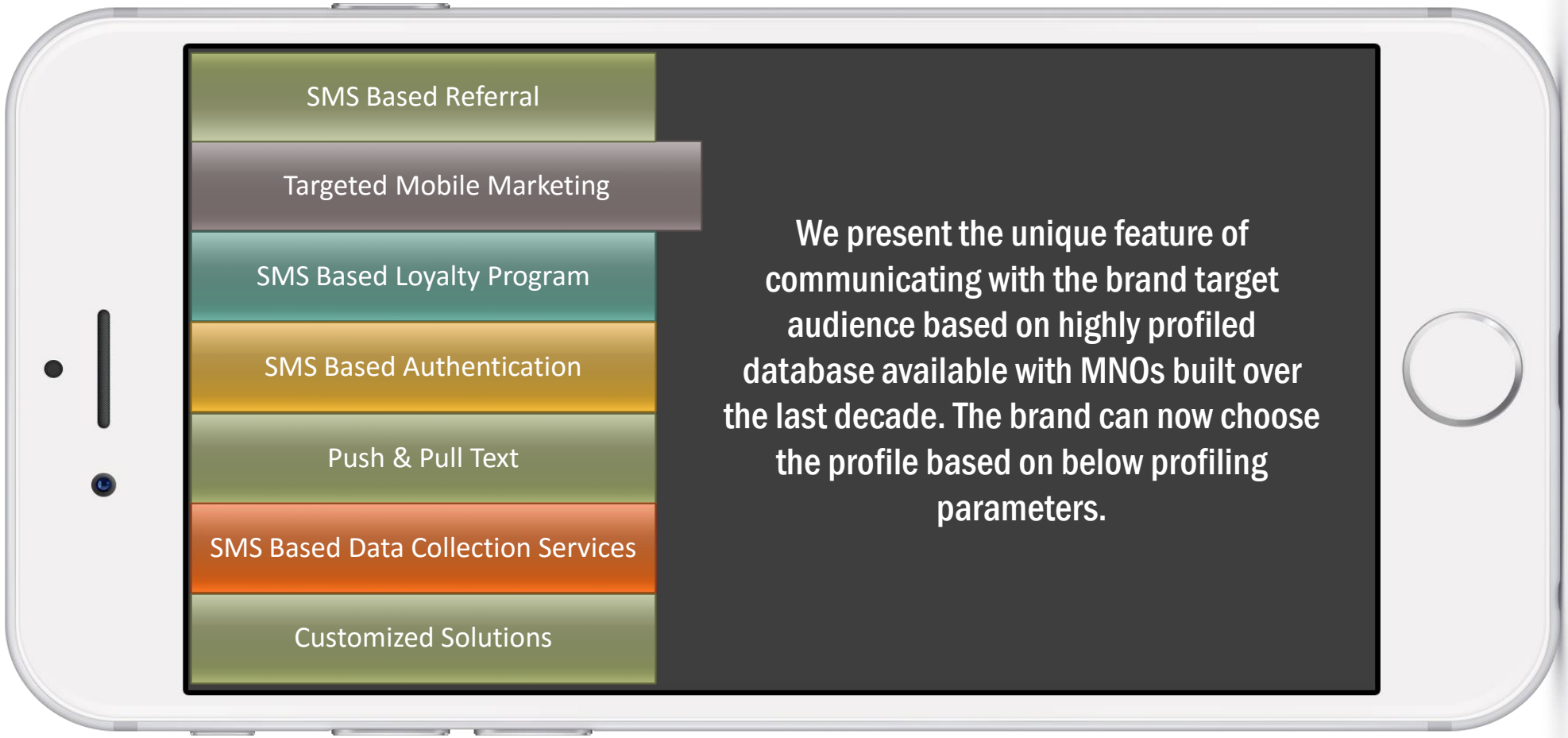
Our Services

We specialize in Mobile Advertising

OUR SERVICES



OUR SERVICES



OUR SERVICES

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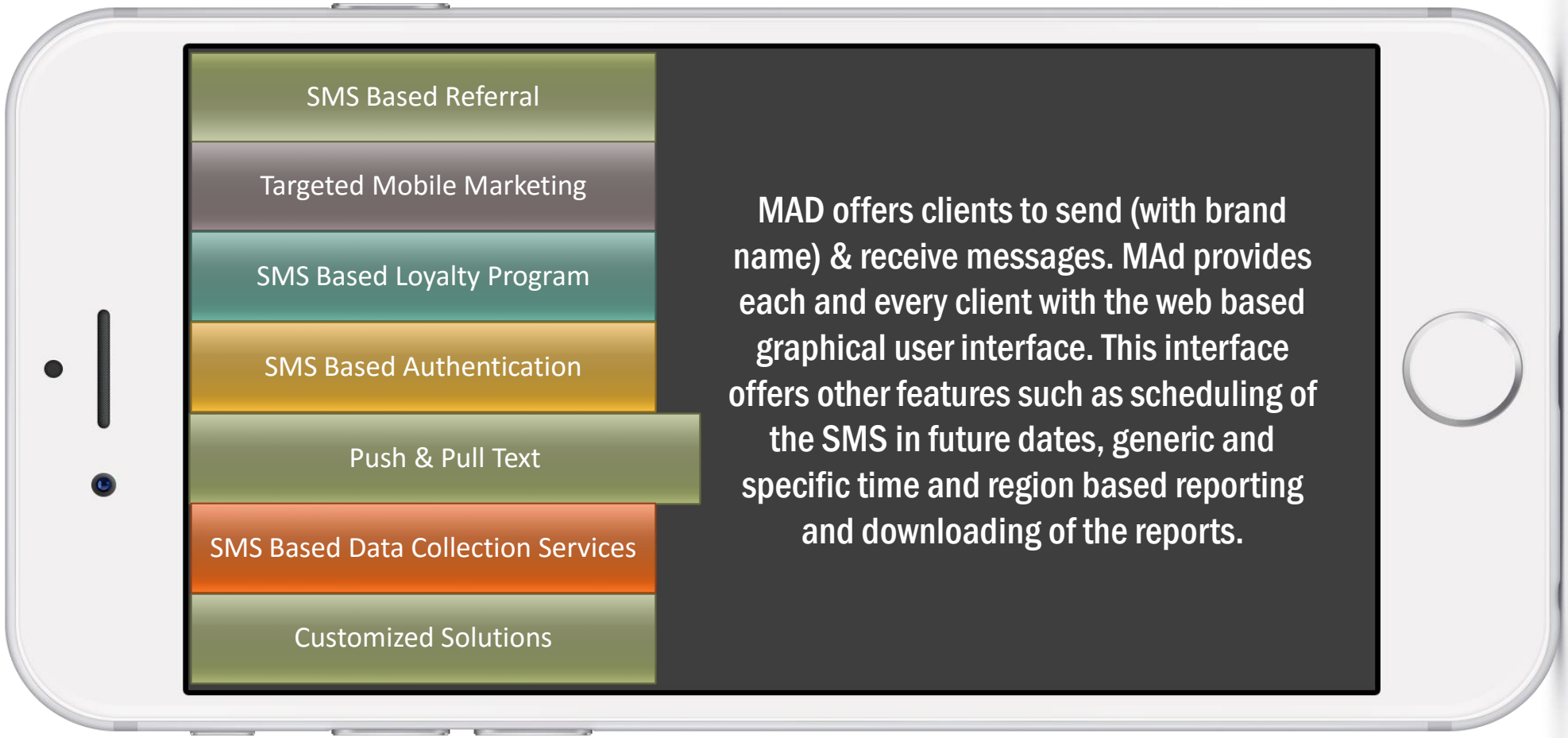
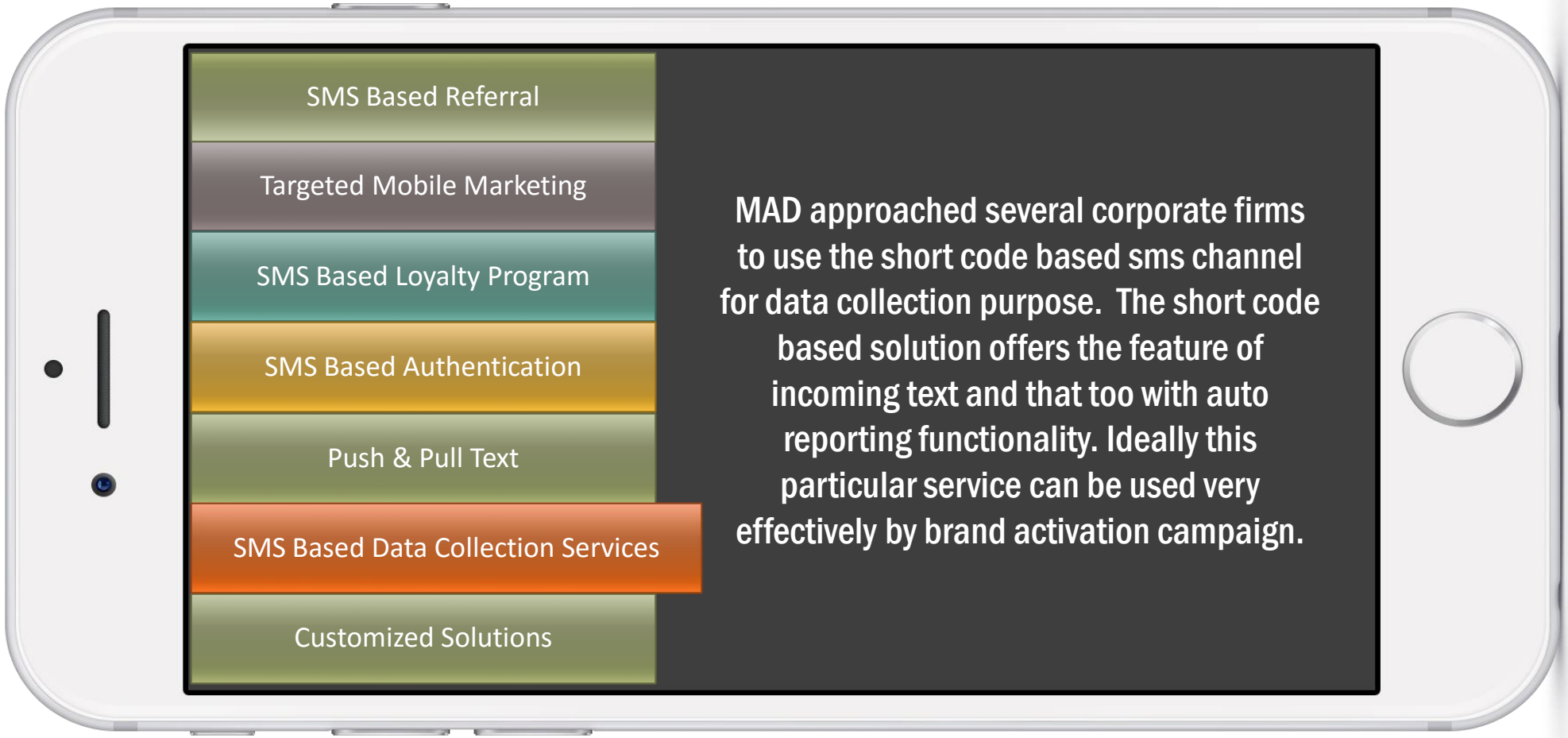
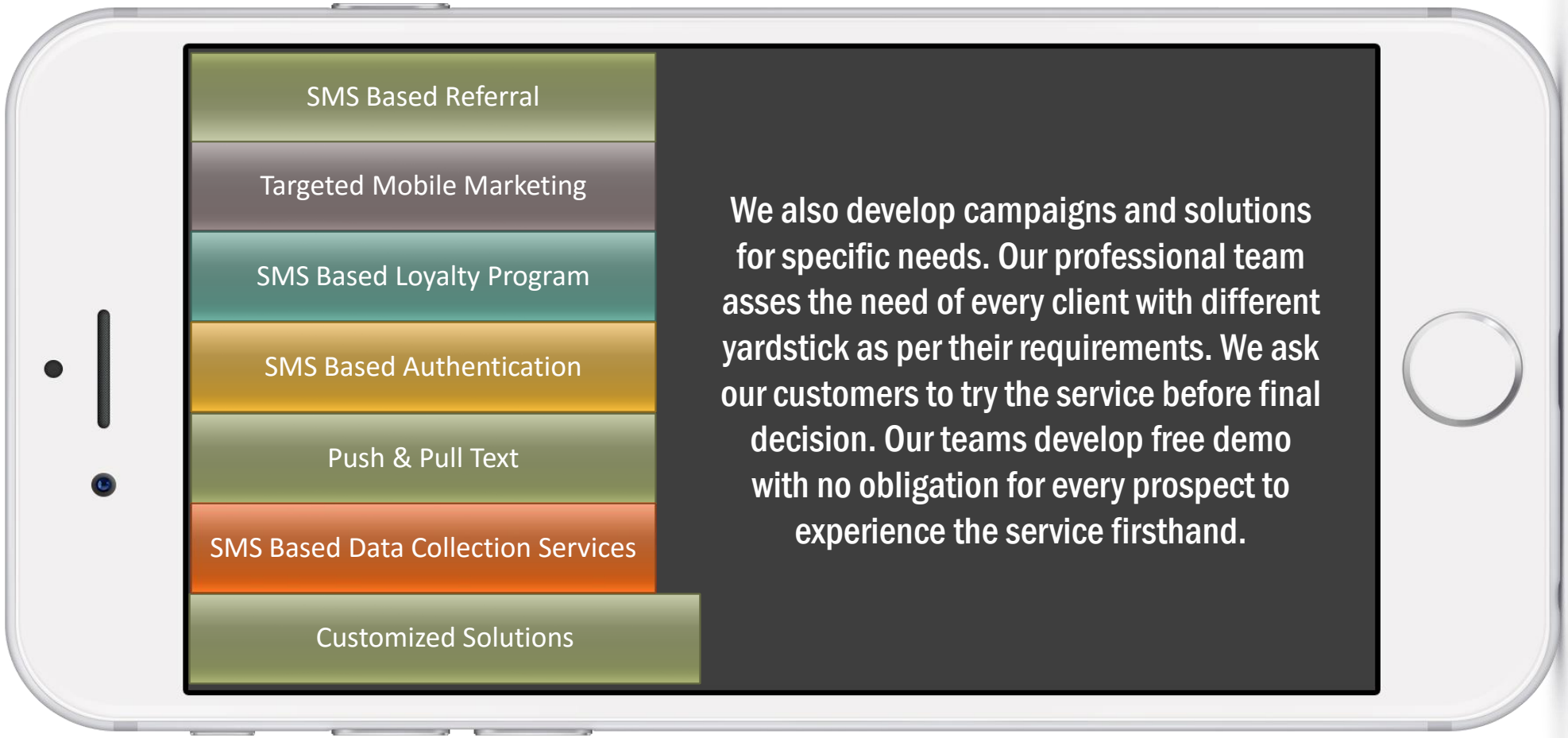


OUR SERVICES



OUR SERVICES



Short-Code Integration

Short-Code is the best way to interact with your consumer

WHAT IS A SHORT-CODE?

An SMS short code is a 4 or 5 digit phone number that is used by businesses to opt-in consumers to their SMS programs

The gathered contacts are sent text message coupons, offers, promotions, etc.

A consumer interacts with an SMS short code by composing a new text message on their mobile device, and addressing it to the businesses 4 digit SMS short code.

For example, 8786 is a short-code – Easy to remember and is a legal way of using SMS for advertising needs.

Usually an SMS short code is advertised to consumers in-store, online, or through traditional advertising channels such as television, radio or even print

When a customer wants to opt-in to an SMS campaign, in addition to the SMS short code, they'll also need to know the SMS keyword, e.g. BURGER, WIN, or a COUPON NUMBER

TYPES OF SHORT-CODES

DEDICATED SHORT-CODE

- Means that it will only be used by one business. For example, NADRA has the dedicated SMS short code number 8300. This means that no other business can operate on NADRA's SMS short code number, because it's dedicated to that specific business. When it comes to SMS marketing, most large brands or organizations go for dedicated short-code.
- A dedicated short-code is expensive and the entire process takes about 4 months for the code to be operational
- Another example is Pink Ribbon who have a dedicated short-code 8099 for Pakistan.

SHARED SHORT-CODE

- Means that it's used by many different businesses. In the case of a shared short code, each business sharing a short code would be assigned a unique SMS keyword, which helps an SMS provider like MAD to determine which SMS campaign a consumer is trying to opt-in to.
- For example, lets say there's a restaurant, and a clothing store both using the same shared SMS short code. If people wanted to opt-in to receive SMS messages from the restaurant, they'd text the restaurant's SMS keyword "FOOD" to the shared SMS short code, while people that wanted to opt-in to receive SMS messages from the clothing store would text the retailer's SMS keyword "FASHION" to the shared short code.
- A shared short-code is cheaper and requires only a couple of days to be operational

Mobile Advantage Company offers Shared Short-Codes and also helps organizations in acquiring Dedicated Short-Codes

USES OF SHORT-CODE

It is never easy for a customer to read a billboard or an advertisement in a limited span of time. For example, on the Road, or on TV. Furthermore, the business never knows about that customer who is interested in their product or services. This is where Short-Code comes in.

BUILD COMMUNITY

To gather data of your potential customers and create a club for them to convert them into sales/revenue.

CONSUMER ENGAGEMENT

Regular engagement with consumers to build a database of loyal customers, future sales, share news/alerts/promotions, etc.

USES OF SHORT-CODE

A call to action is an instruction to the audience to provoke an immediate response. A customer can be asked to send an SMS, or Visit a Website/Facebook page, make a phone call etc.

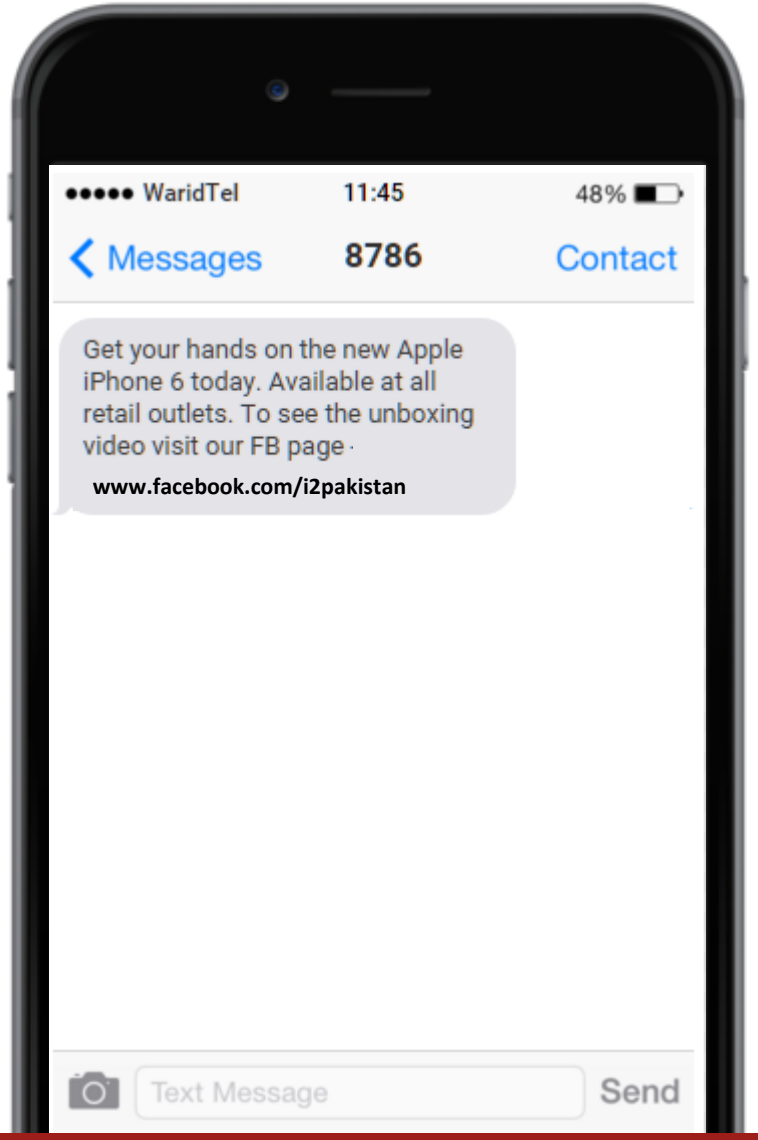
USES OF SHORT-CODE

TVC radio print integration by inserting short-code into TVC radio outdoor or print

Click the image to play video

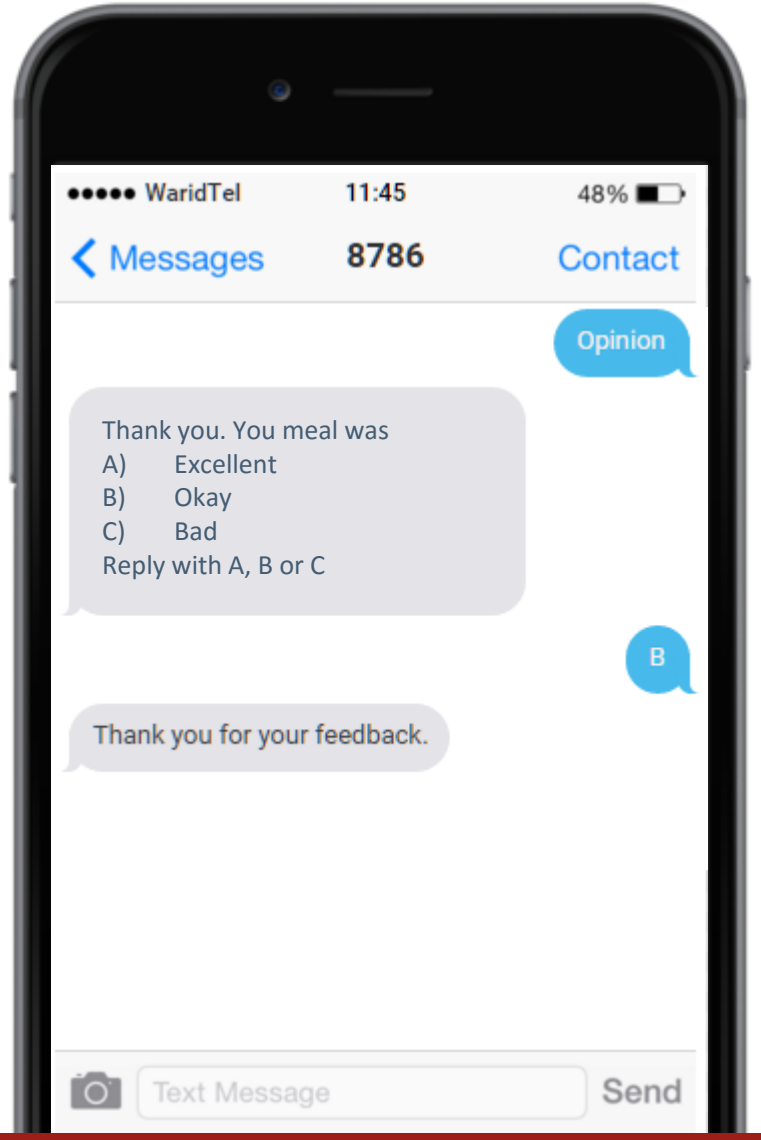
USES OF SHORT-CODE

Database and Community building similar to fb to engage and target future upcoming models and product / software updates



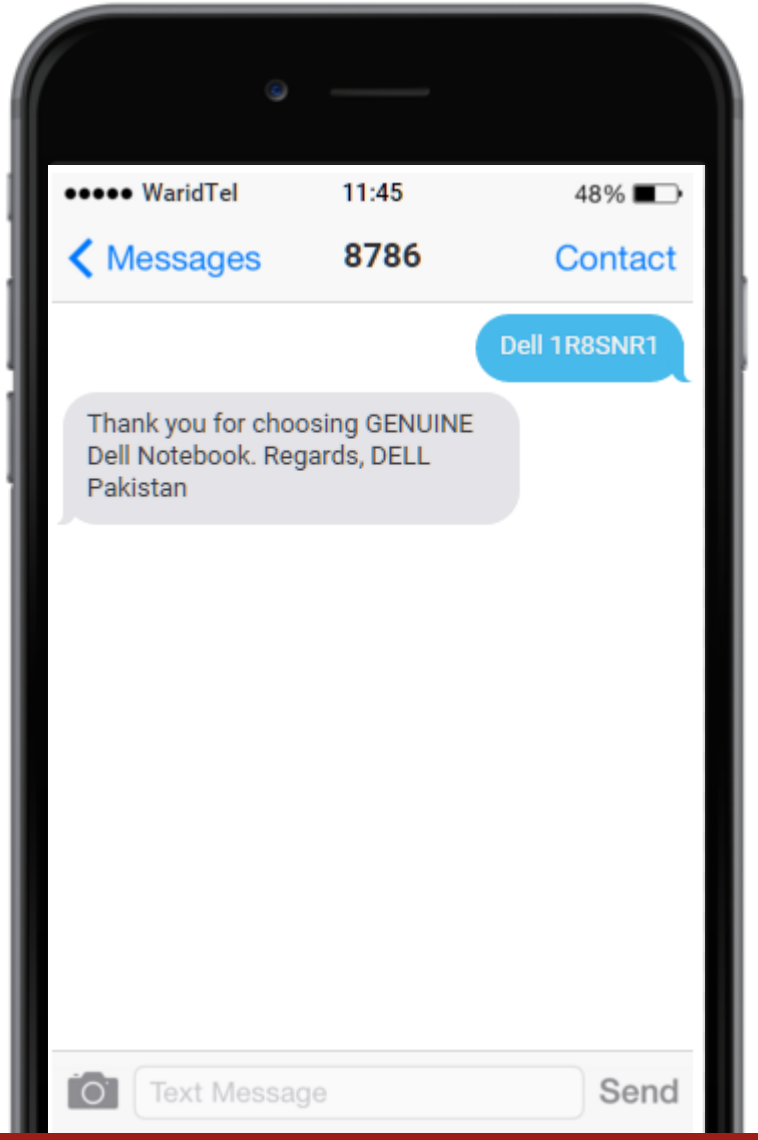
USES OF SHORT-CODE

Competitions and consumer feedback



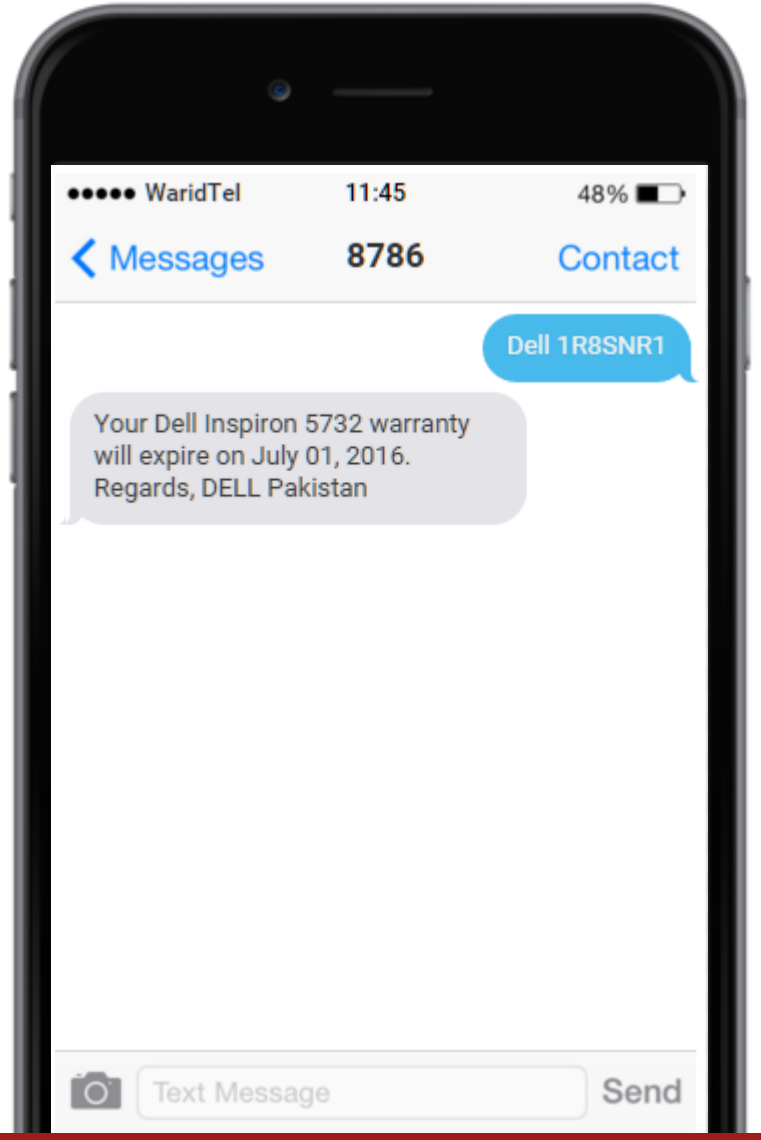
USES OF SHORT-CODE

Grey vs original product verification



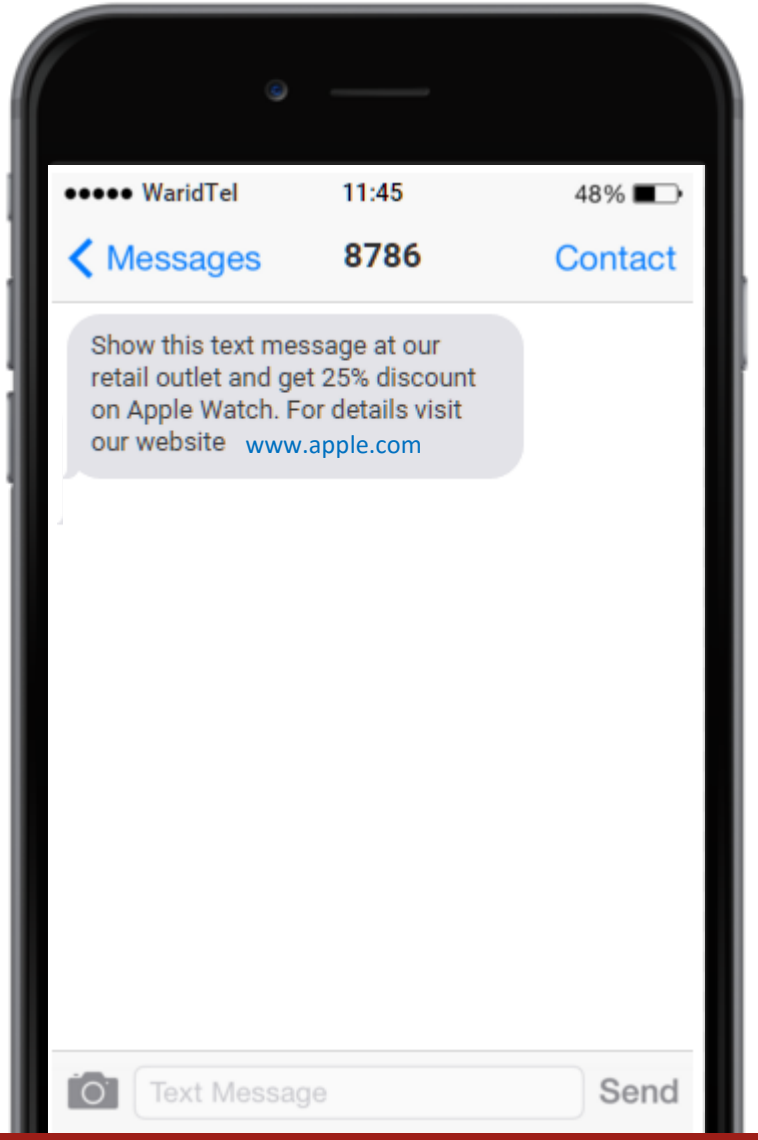
USES OF SHORT-CODE

Product Warranty Verification



USES OF SHORT-CODE

Promotions – Up-selling & Cross-selling



Case Studies

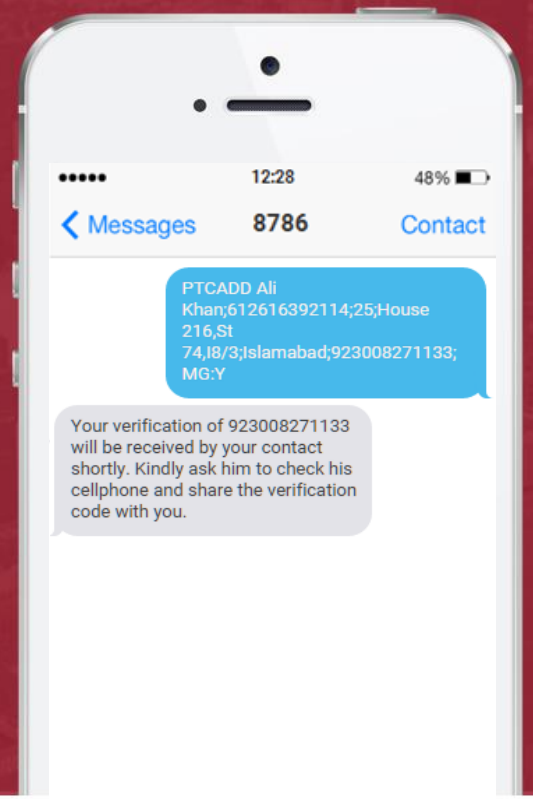
What we have done so far

CASE STUDY

PAKISTAN TOBACCO COMPANY – Data Collection

Objective

Pakistan Tobacco Company has engaged the Brand Ambassadors to collect the smokers data. Brand Ambassador used the paper files to record data and subsequently data entry team teams engaged to transfer information from paper to electronic data. This is where MAd stepped in to take up the challenge to speed up the process and authenticate the brand ambassador activities in the market.



Strategy

MAD team designed SMS based data collection and On Spot verification mechanism backed up with auto reporting structure.

Result

MAd incorporated SMS based Data Collection Solution, paper files eliminated. Data Entry activity eliminated at the back-end so is the expense. Unique Authentication Code generated and sent via SMS to customer mobile number generated by MAd solution that authenticates customer interaction in the market.

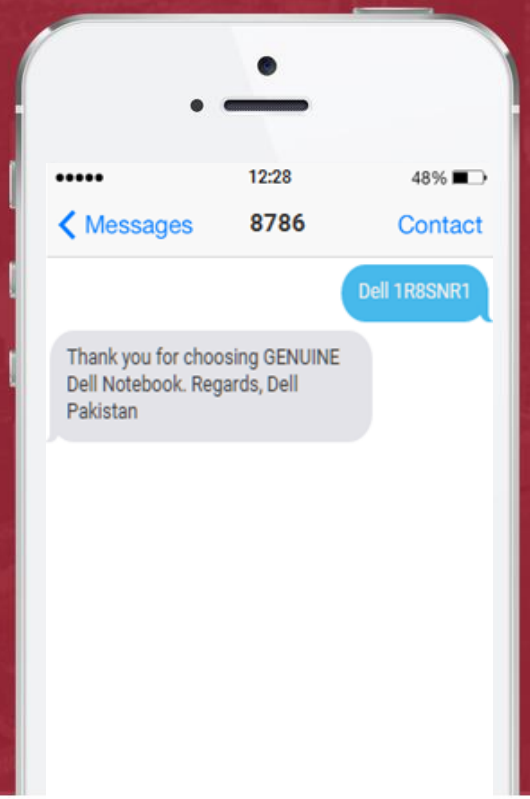
PAKISTAN TOBACCO COMPANY

CASE STUDY

DELL PAKISTAN – Product Authentication

Objective

Excess of grey machines imports, Fake warranties under Dell Brand name and brand image at stake were the factors that prompted Dell to have robust authentication system in place.



Strategy

MAD has designed sms based notebook authentication solution. All the consumer has to do to text a certain keyword with Service tag number printed on machine to dedicated short code (8786). The short code in return trigger a machine status via SMS on buyer's cell number.

Result

Dell Pakistan can now track the buyers remotely. It has enabled Dell to have the consumer's detail at almost no effort. It has won the trust of buyers. Consumer and Dell got rid of Grey importer and fake warranties providers. Dell has witnessed a considerable growth in sales after the introduction of authentication solution.

CASE STUDY

NESTLE – Product Promotion

Objective

Nestle Nescafe team wanted to create awareness regarding their new product Nescafe Cold Coffee. Nescafe team also had an ambition to reach the young and affluent audience across the country. Furthermore, they wanted to have utmost interaction with them. The quest for Nescafe team to have such an ideal solution that is interactive and viral in line with awareness oriented was fulfilled when MAd stepped in and took the challenge.

Strategy

MAd team designed SMS based incentivized solution to not only fulfil their quest but rather to exceed their expectations with an augmented solution for data collection and two way consumer engagement to support social media and press ads.

Result

Huge Buzz was seen in the targeted group spreading in different peers that has made it viral campaign. The young and affluent segment started recommending the product to their friends and it was a massive WORD of MOUTH campaign. This campaign doubled the product consumption couple with 100% auto profiled data of more than 45,000 consumers.

Due to success of the campaign, it was extended by another one month.

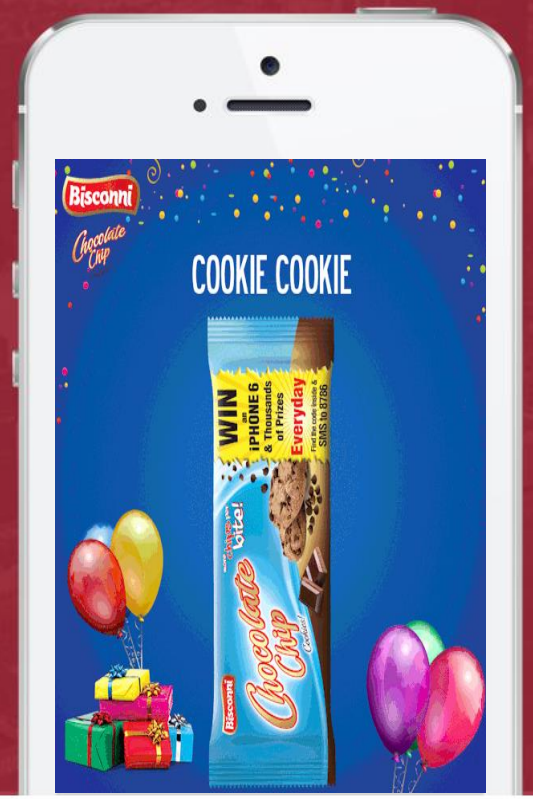
Nestlé

CASE STUDY

BISCONNI – Instant Gratification

Objective

Bisconni wanted to create awareness & hype for its Chocolate Chip Cookie



Strategy

MAd helped to design a campaign by offering incentive (Rs 30 topup) to customers who purchased ticky packs for 3 months. Bisconni further enhanced the campaign by giving away 70 iPhones to shortlisted winners. Campaign was promoted through a dedicated TVC and across Facebook.

Result

Six hundred thousand unique codes were created by MAd, hosted and shared via encrypted email to only one dedicated person working for Bisconni. The unique codes were printed by the Bisconni team and included instructions on how to claim the mobile topup via sms to 8786. These printed codes were then inserted into a percentage of the packs and distributed randomly into various markets across Pakistan. The campaign was promoted on media and when purchased the customer was informed either to “try again” or in the event of winning to text the unique code to 8786 in return for Rs30 topup which was instantaneously credited to their balance. Winners were also informed that they had a chance to win a iPhone.

Bisconni

CASE STUDY

TAMMER BANK – Profiling

Objective

Tameer bank wanted to reach senior citizens from SEC A and B to promote a saving product.

Strategy

The Mobile Advantage Company was engaged to work with selected MNO's across five major cities and identify the target audience who were sent a masked SMS from Tameer Bank informing them of the special offer. Print ads were also published in leading newspapers to create awareness with a short code call to action.

Result

Within seconds of launch the audience started to respond which resulted in hundreds of calls and thousands of sms responses across all cities and operators. Results were better than expected and Tameer decided to extend the service for another month.

تعمیر بینک
مائیکروفنانس

CASE STUDY

QUIZNOS – Customer Loyalty

Objective

Quiznos Sub opened up a new outlet and engaged MAD team to devise a strategy to keep bringing their valued customers back to the outlet again and again.

Click the image to play video

Strategy

MAD team designed an incentivised campaign by integration their short-code with their POS, where people dining in will send their check number to the short-code and will get a freebie.

Result

MAD received more than 4000 messages during a single month, with more than 60% people visting again. During the period of the campaign the footfall in the outlet increased significantly. The data was then further used for regular engagement by Quiznos.

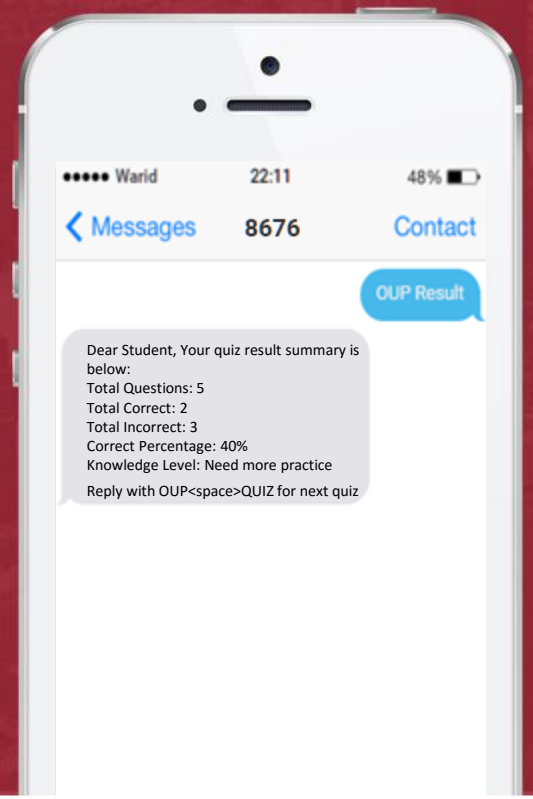
Quiznos
MMMM...TOASTY!

CASE STUDY

OXFORD UNIVERSITY PRESS – Education & Quiz

Objective

Oxford University Press wanted to help their students practice for their exams based on the past papers.



Strategy

Mobile Advantage Team, took the challange to create an application using which the students, based on their Class Level, Subject can practice for their examiniation using SMS with future growth for Mobile Application.

Result

The outcome was one of a kind application, especially in Pakistan, which is interactive, easy to use and MCQ based. Students can setup their profiles, give exams for different subjects, see their track record. Also, the application was linked with EasyPaisa as the service is based on subscription.

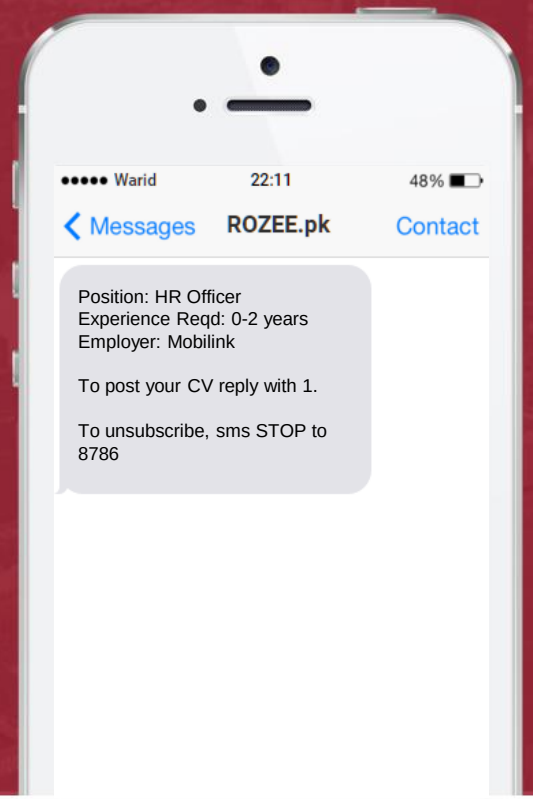
OXFORD UNIVERSITY PRESS

CASE STUDY

ROZEE.PK – Timely Alerts

Objective

Rozee.pk wanted to send job alerts to job seekers on their cell phones so that they do not miss their opportunities while staying offline.



Strategy

MAd proposed a solution that not only enabled the job seekers to get alerts of their related field but also facilitated them to post their CVs without internet connection by simply replying to the SMS.

Result

It is first of its kind service in pakistan. It has made people loudly say WOW! It was such a success that in just 1 month around half a million job seekers subscribed to the SMS alerts. It has not just facilitated the job seekers, the employers got massive responses against their job posts.

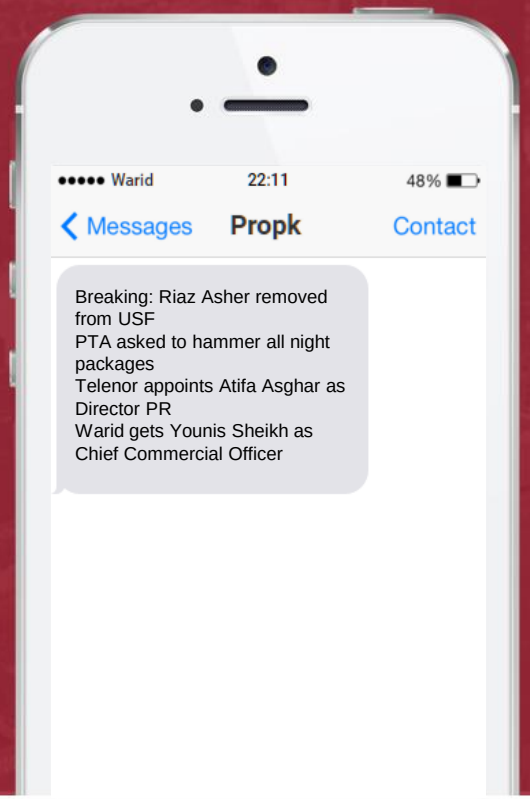
ROZEE.PK
PAKISTAN'S #1 JOB WEBSITE

CASE STUDY

PROPAKISTANI – Social Media Integration

Objective

ProPakistan.pk wanted to get their readers informed about special happenings and news regarding the telecom sector.



Strategy

MAD creative team designed a Graphical User Interface for ProPakistan.pk management using which they can send the important telecom news and related articles to their subscribers cell phones.

Result

It has made the readers of the Tech Blog feel privileged as they are getting the first hand information regarding the field of their interest without connecting to the PC. It has resulted in generation of excessive word of mouth and therefore the blog traffic has increased with URL integration.

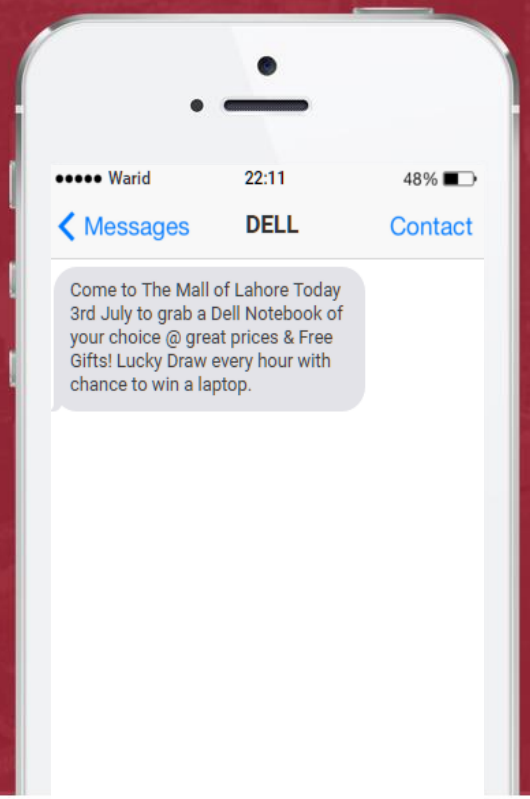
propakistani

CASE STUDY

DELL PAKISTAN – Customer Drive to Location

Objective

Dell wanted to increase the footfall to its three road shows in Karachi and Lahore to showcase their latest notebooks



Strategy

The Mobile Advantage Company was engaged to work with selected MNO's within the two cities and identify the target audience comprising of tech savy , computer literate people from corporate and business backgrounds. MAd profiled the target audience and sent DELL masked sms informing people of the event venue times and special offers.

Result

Despite security issues the events were a huge success drawing crowds from their homes and offices to witness and participate in the activities. Well over 100 new notebooks were sold from a stall on the first day. According to the mall owners average footfall increased by 5 times leading to parking problems due to the campaign.

Other Services
More Offerings to our Valued Customers

MASKED BROADCAST

These are targeted and profiled SMS campaigns sent to active mobile subscribers in collaboration with the Mobile Network Operators. Mobile Advantage, based on the customer's or products target audience creates a profile and designs a campaign.

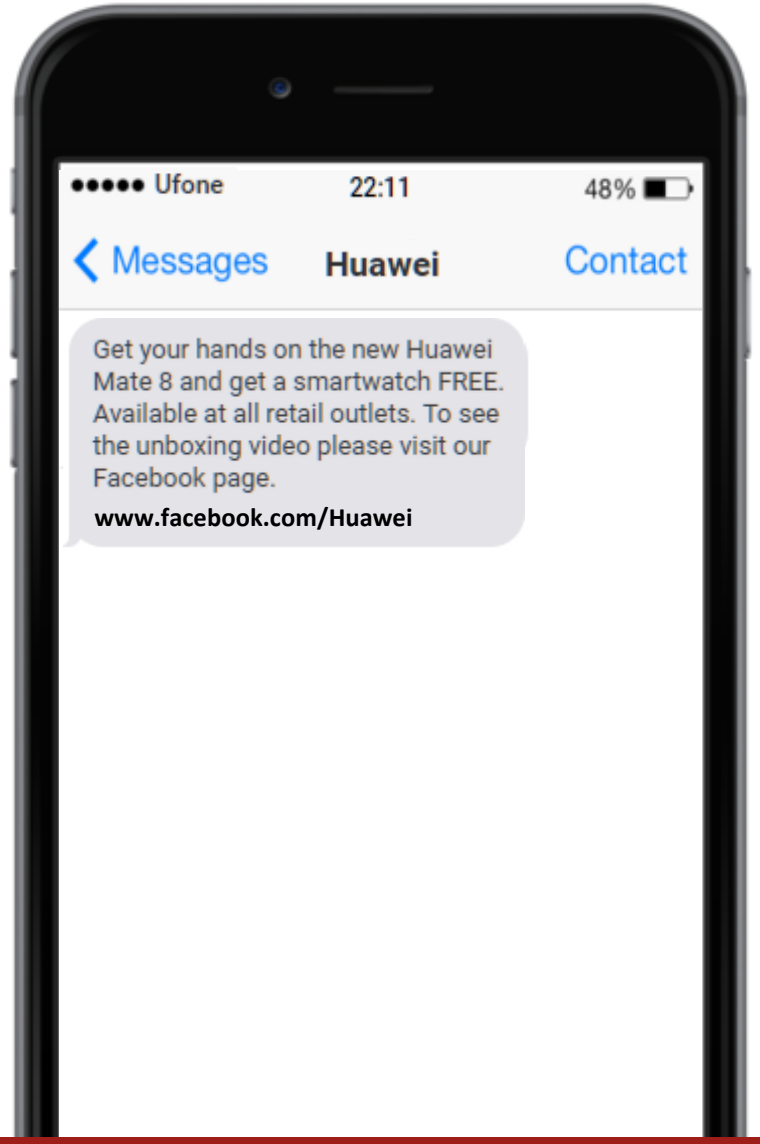
The profile is based on various elements, such as Gender, SEC, Likes/Dislikes, Age, Location, Handset Model/Type, etc.

The campaign is then developed keeping in mind, the schedule, target audience and content to gain the maximum output.

URL & SOCIAL MEDIA INTEGRATION

With increase in Smartphone penetration in the Handset Industry, usage of Social Media and Internet has also increased.

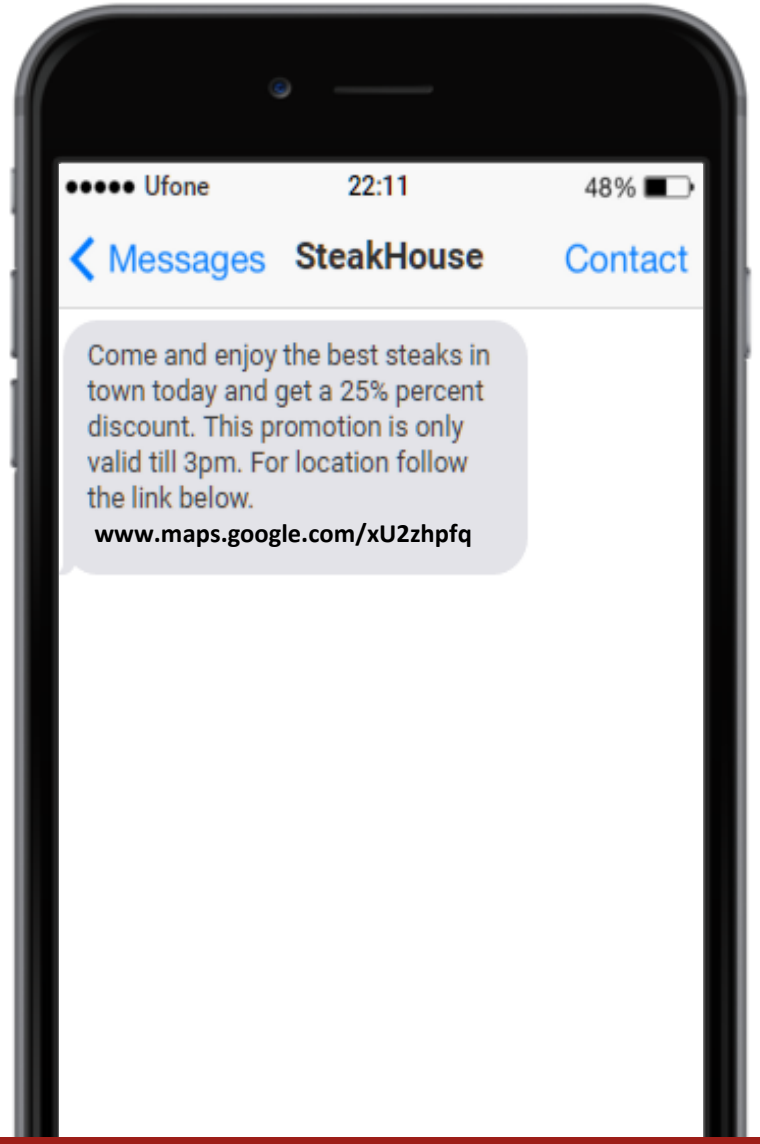
Consumers like to stay connected on the go and Brands want to reach their customer in read-time.



LOCATION BASED ADVERTISMENT

Location-based advertising (LBA) is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint consumers location and provide location-specific advertisements on their mobile devices.

When a consumer enters in the range of a particular cell-site or region, he/she gets the message on their cell phone. The messages are also time-bound, for example, a restaurant offers a promotion during lunch time. When the consumer enters or is present in the defined geographic area, they will receive that promotion.



QR & BAR CODES

QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode) that contains information about the item to which it is attached. Barcodes & QR Codes can be easily scanned by a Smartphone to display any information.

It can be more information for a product, a link to a URL or a Video, Contact Card, etc. Sky is the limit.

AGUMENTED REALITY

Augment Reality lets you and your customers visualize your 3D models in Augmented Reality, integrated in real time in their actual size and environment. Augment is the perfect Augmented Reality app to boost your sales and bring your print to life. For example

- AR can enhance product previews such as allowing a customer to view what's inside a product's packaging without opening it.
- Customer can place a furniture in their house before purchasing to see it how it looks or clothes on themselves.
- Augmented reality applications can complement a standard curriculum. Text, graphics, video and audio can be superimposed into a student's real time environment.
- Auto manufacturers can guide their customers about features of the cars in interactive way.
- And much more

POS INTEGRATION

We integrate your POS to create mobile applications, and integrate with SMS to deliver or take information from your customers in real-time.

For example, in restaurants integrating with the POS to take orders, especially in case of home delivery. Or a mobile app to take orders so that the waiters don't have to wait.

Mobile Financial Services can also be integrated such as EasyPaisa, MobileCash, etc.

Our Experience

We are the best when it comes to Mobile Marketing

OUR EXPERIENCE

Thank You!!!

Get in Touch !

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