# CREATING ORDER OUT OF CHAOS

**IN AN EFFORT TO STANDARDIZE DISPLAY ADS ON MOBILE DEVICES**—and make them easier for brand and media managers to buy—the Mobile Marketing Association created six standard ad units for mobile phones and recommended specific ad sizes for tablets.

The MMA analyzed some 150 billion mobile ad impressions in the second quarter of 2011 and found mobile ads were being bought and delivered in some 60 common formats in the U.S.

The new standards in the Universal Mobile Ad Package are aimed primarily at helping agencies and media buyers ensure that their clients' dollars are being used efficiently, says Greg Stuart, president and CEO of the MMA. "When you cull the industry down to a limited number of standardized ad units that everybody takes, you just save yourself a lot of operational expense."

The Universal Mobile Ad Package consists of three small sizes geared to feature phones—120 x 20 pixels, 168 x 28, and 216 x 36—and three sizes of banner ads for use with the larger screens common to smartphones, 300 x 250 pixels, 300 x 50 and 320 x 50. The ad standards were finalized in January after a month-long comment period, and networks and publishers had until the end of March to comply with the guidelines and receive compliance stamps to be displayed on their websites and marketing materials. The new ad standards are recommendations and not requirements, so a marketer that wants to run a mobile ad in a customized size, or a publisher who wants to offer one, will not be prevented from doing that. "We're not trying to limit the business," says Stuart. "We're just trying to provide a baseline for efficiency."

The screen sizes of tablet devices and the relatively dynamic nature of ads on tablets led the MMA to offer only initial size guidance in this version of the UMAP, including seven sizes in popular use today and four more formats that are currently in trials. The organization says it will revisit the question of standardizing tablet ads when the market is further along in its initial development phase.

In addition, the UMAP has recommended that audio ads placed on smartphones—a channel with growth potential given the rise of Internet radio and streaming music services such as Pandora—be standardized around a 15-second length. —BRIAN QUINTON

# WHAT DO YOU NEED?
## IS AN APP OR A MOBILE WEBSITE RIGHT FOR YOUR BRAND?

For many marketers the appeal of mobile is the opportunity for acquisition any place, at any time. With that goal in mind, the obvious question is mobile app or mobile website. They are equally effective and appealing. A branded app through the marketplace can make a deep impact on m-commerce with endless opportunities for customized functionality and enhanced user experience.

Additionally, once an app is downloaded it becomes a billboard serving as a constant reminder for the owner to interact with the brand. The downside to a dedicated app is that the app space is becoming increasingly congested, making it harder for apps to stand out.

An optimized mobile website often has a longer shelf life and has the ability to be discovered through organic browser search which is important if you're looking to reach a new audience. Because of the proliferation of apps and the longevity of a mobile site, it probably makes more sense to first optimize your mobile website and then determine whether a mobile app is a good strategic move for your brand.

This question, however, may answer itself depending on the audience you are trying to reach and the mobile device they use. If the majority of your audience uses the Blackberry as their phone of choice you will definitely want to have an optimized mobile site. On the flipside, Android users prefer using apps to mobile sites (more than Apple users). The answer to this question is quite complex and completely dependent on your objectives and the audience you are trying to reach. (New research confirms a trend noticed last summer: U.S. smartphone users are spending more device time inside their downloaded apps and proportionately less of their day browsing the general Web.– JENNA LEBEL, MANAGING DIRECTOR OF STRATEGY, LIKEABLE MEDIA
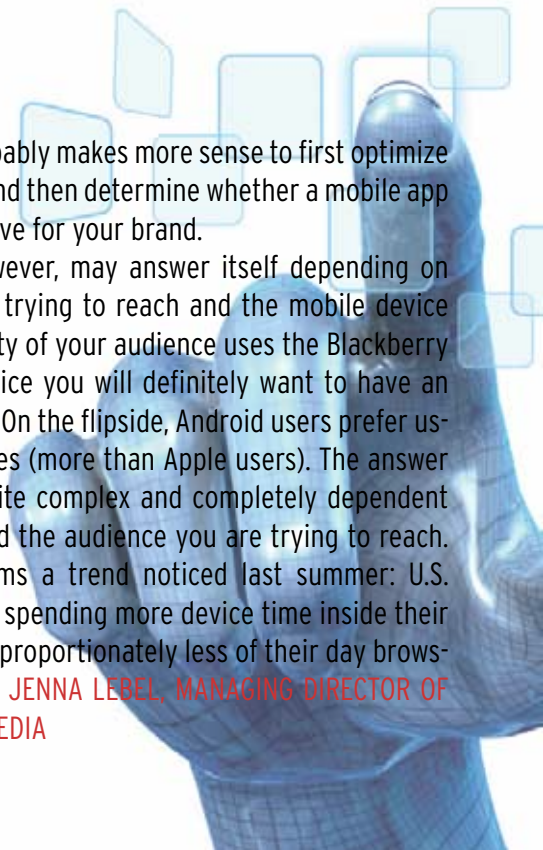
## ANDROID VS. APPLE
### CITI TARGETS TABLET BANKING APP TO KINDLE FIRE

Apple has 62% of the tablet market today and may extend that share to 70% by the end of the year, according to research. But marketers not willing to write off the Android tablet audience are faced with a problem: Which Android device to create those apps for? In March, Citibank placed its first official Android bet on the Kindle Fire, the tablet launched last September by Amazon. The new Citibank Kindle Fire app is similar to the bank's iPad app but is specifically designed to suit the Kindle's operating system, screen size, resolution and other form factors.

The Citi app is the first customized for Kindle in the finance section of the Amazon Appstore for Android. The app will use the Kindle Fire's 7-inch full-color touch screen to let Citi customers create graphs and other visual aids in managing their cash flow, transferring funds, paying bills and accessing rewards.

Citi also recently released an iPhone app that lets members of its ThankYou Rewards loyalty program pool their points for a common goal via social cooperation.

Shortly after its launch, Amazon said that sales of the Kindle Fire—which retailed for under $200—exceeded 3 million units. Analysts have suggested that Kindle Fire sales in the last quarter of 2011 may have reached 6 million, making it the best-selling Android tablet in the market at that time.

But more recently, Amazon refused to break out sales data specific to the Kindle Fire in its quarterly earnings call last February, offering only year-over-year sales results for the entire family of Kindle products, including both tablets and ereaders. And analysts are now speculating that Amazon sold the Kindle Fire at a loss last year, to dominate the non-Apple tablet market and to sell more downloaded content from its store.

Marketers who present Android apps have most often distributed them through Google's Android Market (recently rebranded the Google Play Store). But unlike Apple's apps, which go through a thorough investigation before being uploaded to the iTunes Store, Android offerings are not pre-screened for malware or viruses before being added to inventory but are vetted after entering the inventory. –BRIAN QUINTON

## HOT DIGGITY DOG
### VIENNA BEEF OFFERS RESTAURANTS CUSTOM SMS PROGRAM

Marketing through mobile can be very effective, but small, independent mom-and-pop operators don't always have the budget—or the know-how—to design and implement campaigns on their own. Chicago hot dog maker Vienna Beef is taking that obstacle out of the way by offering its restaurant customers throughout the country free access to a customized text messaging program that lets them get their daily and weekly specials onto the phones of loyal Chicago dog fans.

The custom text program is being offered through Chicago-based mobile marketing and technology company Vibes Media, which serves as both an authorized short code provider and campaign executor. Vibes supplies the short code, 31901, that Vienna Beef's restaurant clients can then offer to their patrons as a way to receive special offers and updates. Vienna Beef then designs a calendar of offers for each restaurant client, links them to the keyword specific to that restaurant, and then uploads them to Vibes—as much as a year's worth at a time. Vibes then makes sure that the proper messages get delivered at the specified time.

"The program is free to our customers, and while we expect they'll use it mostly to promote Vienna beef products, they can also include messaging about any other programs they want to run: announcements about catering, parties, or special events," says Carrie Bodman, marketing coordinator for Vienna Beef.

Client restaurants that sign onto the SMS program get point of sale materials promoting the text service to their diners, including table tents, counter cards and banners if they wish. Those customers send a text message to 31901 using a code, usually the name of the restaurant, and receive back a message asking them to agree to receive texts from their favorite hot dog place.

Those texts usually include coupons for half-price, two-for-one or free-with-purchase deals that customers can redeem simply by showing their mobile phone at the point of sale. Since the operations are low-value, restaurant clients don't worry about keying in redemption codes. –BQ