

PERSONAL MOBILE DEVICES

What Advertisers Think
About the Migration of
Content to Personal
Mobile Devices and
its Effect on Advertising

 **Advertiser Perceptions™**

WHAT ADVERTISERS THINK ABOUT THE IMPACT OF PERSONAL MOBILE DEVICES ON ADVERTISING

Every day, more online content is moving from desktop computers and laptops to mobile devices—particularly tablets such as the Apple® iPad®. More than ever before, the name of the game is reaching the consumer where he lives. Increasingly, that’s out of the home and on the go: the train, the coffee shop, the mall, the hotel lobby, the office. But in a world of dedicated apps for smartphones and tablets, with optimized content and interfaces, it’s become clear that traditional browser-centric advertising models are an awkward fit at best.

That’s creating unprecedented disruption – and compelling opportunity – for advertisers and media properties to deliver engaging messages to readers and consumers. But thorny obstacles remain. What are the right formats for integrating traditional and mobile media? How is “the second screen” – the iPad in the TV room – affecting media messages and consumer choices? What are media brands doing to facilitate this momentous advertising transition? Are personal mobile devices the ideal bridge between print, broadcast, and online worlds?

Advertiser Perceptions is poised to help you analyze this dynamic and uncertain environment with an in-depth study about how advertisers are assessing the impact of personal mobile devices on advertising. Subscribers to this new Personal Mobile Devices study will gain a very current perspective on how advertisers think smartphones, tablets, iPads, and other mobile devices are reshaping the advertising landscape.

MARKET OUTLOOK

- What’s the current and projected size of the market opportunity for advertising with personal mobile devices?
- What are the budgets? What will they be? Who really owns them - Digital, Mobile, or Print teams?
- Where and how are ad dollars shifting?
- Where are the best prospects? Which ad categories and regions matter most?

ATTITUDES, OPINIONS AND PLANS

- What are the underlying beliefs and feelings regarding mobile advertising?
- Do mobile devices provide more engagement?
- What content works best?
- Will magazines and newspapers migrate? How – and how long will it take?
- How do advertisers view readers on these devices? Are they better? Are they counted in total audience?
- Does advertising work with these devices? How does it compare to desktop computers and laptops?

- What kinds of ads work? Should the ads be different? How do you create ads specifically for the medium?
- Which ad formats work best today and which will work best tomorrow?
- What ad trials are underway? What are the success metrics?
- Where do advertisers foresee personal mobile devices fitting into their marketing mix in one year? In five years?

DECISION MAKING

- How are advertising decisions made?
- Who is involved today, and who needs to be involved in the future?

BUYING CRITERIA

- Why do advertisers buy?
- What’s most important?
- What needs to change?
- What are the obstacles and accelerators?

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CURRENT AND FUTURE USE

- Which platforms are people using – today and tomorrow?
Where is the optimism and changes in ad spending?
 - iPad and other tablets
 - E-readers
 - Smartphones
- What types of ads are being created?
- How should media brands migrate their content?
- How do content and environment enter the mix?
- What are the issues surrounding pricing, measurement, and ROI?

COMPANIES AND BRANDS

- Which media companies and brands have embraced advertising on personal mobile devices?
- Who are the leaders today?
- Who will be the leaders in the future?
- What do advertisers think about these companies and media brands?
- How should advertising be priced?

RESPONDENTS

- 300 Completed interviews
- Sample source: The Advertiser Perceptions Database of Media Decision Makers
- Qualification: Involvement in media decision-making
 - Print
 - Digital
- Mix
 - Key advertising categories
 - Agency/marketer
 - Title/function
 - Media budgets
- Field and Delivery Dates
 - Field: April 2012
 - Delivery: June 2012

DELIVERABLES

- Presentation of analysis and findings
- Tables
- Report

WE INVITE YOU TO FIND OUT MORE...



Contact us at contact@advertiserperceptions.com

ABOUT ADVERTISER PERCEPTIONS

Advertiser Perceptions is the leader in providing the media industry with research-based advertiser insight and guidance necessary for strengthening brands and increasing advertising sales, market share and competitive advantage. We specialize in determining, analyzing and communicating what advertisers think—their plans, opinions and motivations. Our proprietary database of media decision makers is one of the largest in the world. The advertiser survey and questionnaire development process that we employ ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent many of the largest international media companies.