

Trend: Mobile Living

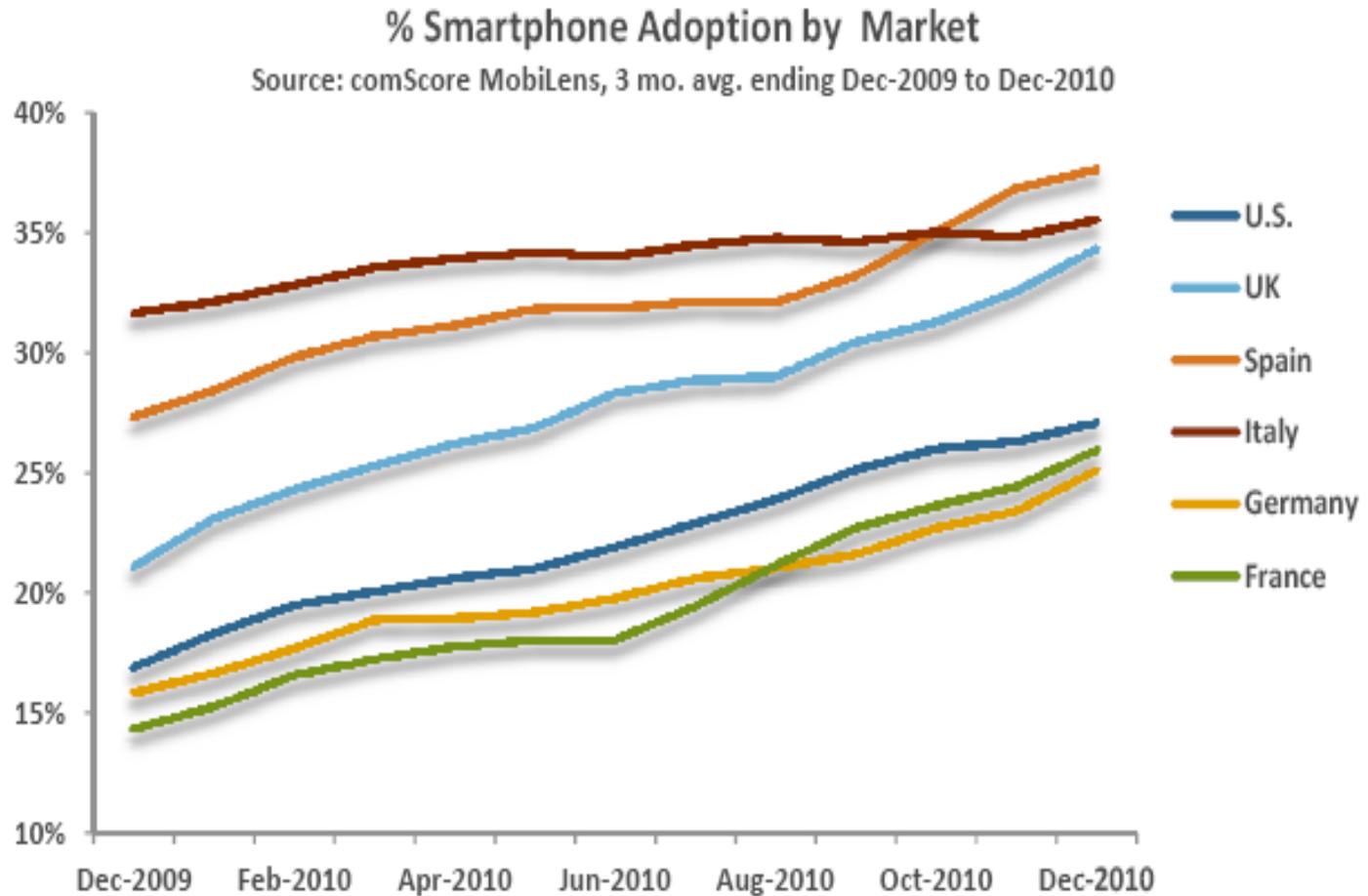


About this trend



- 2011 is predicted to be a transformative year for mobile with consumers purchasing more products and services directly from their phones.
- The growth in mobile media usage is largely attributable to the growth in Smartphone adoption which grew from **16%** to **27%** in the US and from **21%** to **31%** in Europe in 2010. **ComScore**
- Throughout 2010 device technology continued to improve rapidly, providing consumers with an increasing amount of technological features to utilise during their mobile experience. These included improved content experiences, video recording capabilities, and touch screens.
- Highlighting the increased importance of mobile as a platform, latest research indicates that **10.6 million German consumers** now use the mobile web, with **5.4 million** making transactions. **Warc**

Our Key Markets are Witnessing Rapid Growth in Smartphone Usage

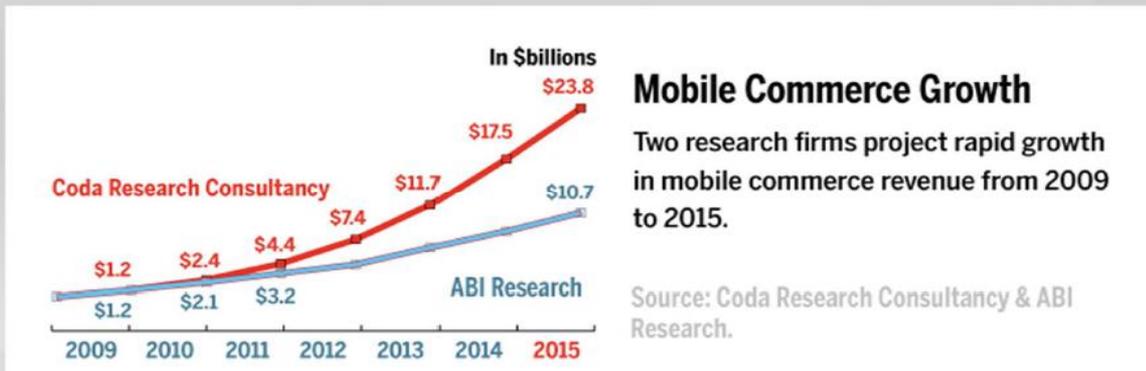


This will result in increased mobile commerce, which will impact consumers in a number of ways:

1. Smartphones will be the new credit card
2. Consumers will grant access to more personal data
3. Location-based marketing will grow
4. Online and offline shopping will seamlessly merge
5. Mobile Transactions will grow
6. Consumers will pay for more mobile services
7. Mobile will be the battle ground for loyalty

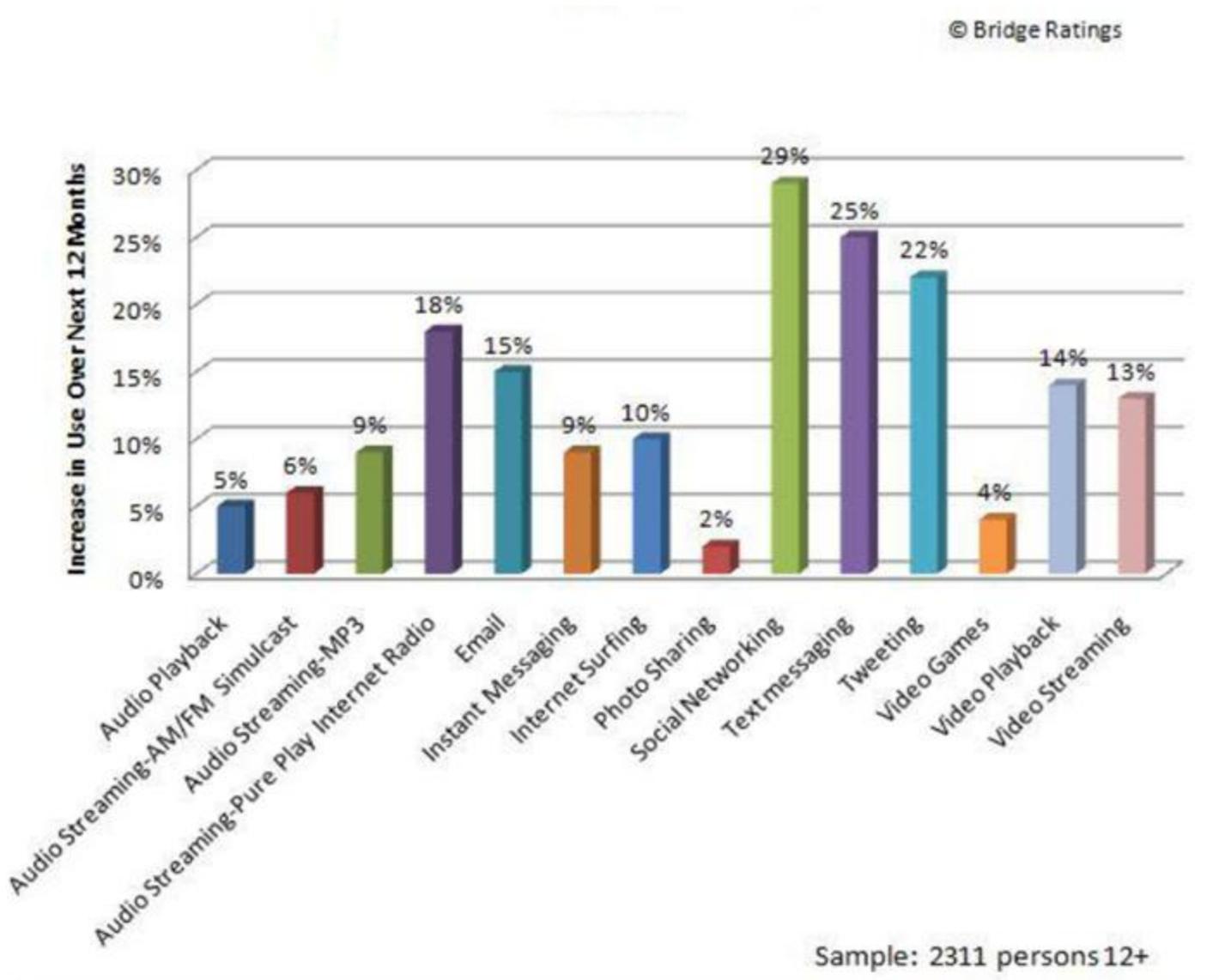
Copyright DMI / Brendan Hughes 2011

The Future is Mobile



For more detail on each of these trends, [click here](#)

Mobile – Consumer Use Projections



Mobile Presents a Variety of Options for Integrated Campaigns



Top Mobile Campaigns

- **British Airways:** British Airways mobile email campaign promoting the airline's mobile application garnered a 50 percent open rate and **70,000** click-throughs, which resulted in approximately **250,000** downloads of the app. The application allows club members to manage their account and reservations, check-in, and access real-time flight information via their mobile device.
- **True Blood TV series** ran a rich media mobile ad campaign which increased viewership **38%**. The goals of the marketing campaign were to excite existing fans, and intrigue the uninitiated to drive tune-in. Imagine browsing online looking for a movie and the first touch of the screen turns into a bloody fingerprint. Tap it again and get another fingerprint, then the blood pours down and takes over the screen and the activation pops up, a tap-to-watch-trailer call-to-action with a banner ad.



Top Mobile Campaigns (cont'd)

Lego: A leading toy store in Germany advertised Lego with an innovative campaign to bring people to their website. They included QR codes which are able to encrypt all kinds of information including web links. The QR codes were made of Lego, colourful and 3D. QR codes can be scanned by mobiles and bring users directly to a campaign page and are highly interactive methods of advertising. Each QR code suggested imaginative possibilities for what could be built using Lego. Customers were then directed to a webpage where they could purchase Lego products.



Ralph Lauren's Interactive Storefront

Interactive windows allow you to shop when the store is closed, if you pass by and see something you like.

You can scan the QR code and instantly be taken to the relevant product on their site, which you can then purchase. This neatly combines two trends – QR codes and mobile commerce.



A NEW ERA IN MOBILE TECHNOLOGY

Ralph Lauren is proud to present shopping directly from your phone or mobile device with the launch of m.RalphLauren.com

In addition, we are pleased to be the first US luxury retailer to utilize QR codes with m-commerce. The two-dimensional QR Codes offer a new level of shopping convenience. Simply use your mobile device to scan a code—from select magazine ads, store window displays and other places—and you will be linked directly to our website: No typing, no hassle.

..... **FREQUENTLY ASKED QUESTIONS**

What is a mobile site?
A mobile site is simply a normal web site formatted to fit your mobile phone or device.

Is it necessary to download anything to shop the mobile site?
No. Just enter m.RalphLauren.com into your mobile phone browser and voila ...

Can any phone access the mobile site?
Any phone equipped with a web browser can access m.RalphLauren.com.

Will it cost me on my phone bill to use the mobile site?



RL MAGAZINE

A LUXURY LIFESTYLE QUARTERLY

Know the code
QR technology is about to change your life
▶ [READ MORE](#)



HOW TO: QR CODES

Learn more about QR codes and how to download the software to your phone
▶ [LEARN MORE](#)





How will this impact travel?



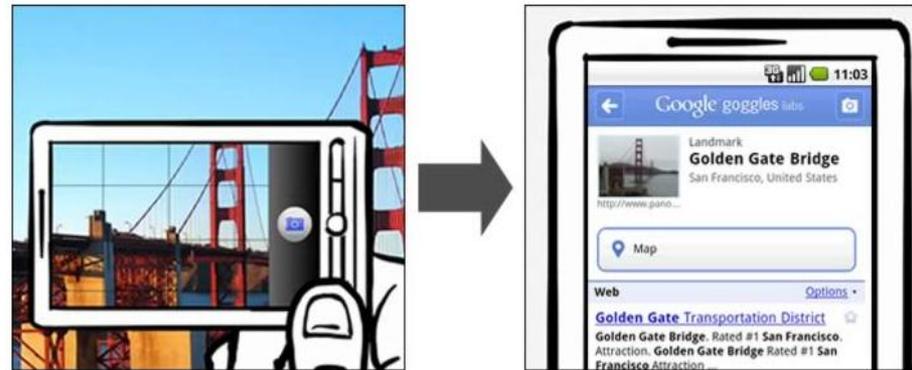
- **Google** reports that more businesses are booking travel by mobile. Mobile travel bookings accounted for **15%** of all reservations in 2010, up **+69%** from 2009, when around nine per cent used the medium.
- eMarketer predicts close to **30 million** US mobile phone owners will be researching travel via mobile devices by 2012, up from 19.7 million in 2010.
- A recent mobile travel study in the UK revealed that while travelers want to use their phones to check flight times, book flights and hotels, it is **applications that offer an insight into their destination** - weather reports, how to ask for coffee, restaurant reviews - that are most appealing. **ETC**
- The **smartphone is replacing guidebooks and maps**, connecting travelers with their surroundings, each other and travel brands better than any guide could. **JWT**
- **Identifying the synergies** that exist between all consumer touch points – traditional PC internet, mobile media (via app and browser), tablets, etc. – and understanding how consumers use these devices to fulfil different needs and convenience levels will be of critical importance to marketers. **ComScore**

The Rise of the Digital Guide

Travellers are increasingly foregoing traditional guidebooks in favour of **mobile apps** and **digital editions** that are likely to be more up-to-date, easier to carry and cost less.

Highlighting this trend, US sales of international guidebooks **fell 20%** between 2007 and 2009, while Wikitravel saw a **30%** rise in year-on-year traffic as of November 2010.

Digital guides allow consumers to get insider details on the places they are visiting. For example, **Google Goggles** and **Wikihood** provide instant information on landmarks and history through camera and mapping features, with the Google app also translating text.

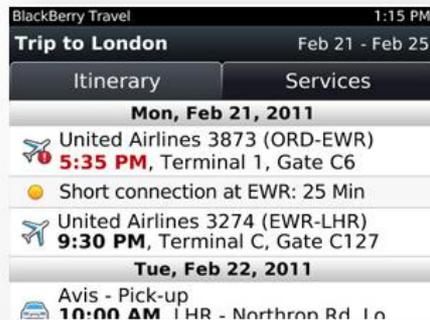


As the digital realm becomes more personalized, travellers will come to expect **uniquely tailored rather than generalized information** from the travel brands they interact with.

The Rise of the Digital Guide (cont'd)

Launched in February, **Blackberry's Travel app** allows owners to book hotels and flights, manage their travel itinerary, find local things to do through Yelp and receive notifications of itinerary changes.

The application also taps into **LinkedIn**, letting users compare itineraries.



Starting in June, **Samsung phones** will include a social travel service, Tripper, that will help users find nearby points of interest, create itineraries, add (and share) photos, ratings and reviews.

Apple's rumored **iTravel app** is reported to be focused on suggesting apps for users based on location (e.g. a ticket finder app for someone in a theatre district).

Added Value Through Augmented Reality

The **Museum of London** used its extensive art and photographic collections in an innovative way by launching an augmented reality iPhone application called Streetmuseum that reveals the history of London past.

Over 200 sites have been picked where users can look through their iPhones and see the past emerge, locked as an overlay across the present scene

