

# Integrating Mobile Apps Into Your Marketing Plan

Mandeep Grover & Erik Ingvaldstadt



# The rise and rise of smart phone

- 8.7 mn units shipped in 2009 (30% smartphones)
- Smartphones used by 16% of AUS workforce and 12% of AUS consumers
- Smartphones users are higher value (20-70% more) as compared to normal customers
- Within 1 year, iPhone has emerged the 2nd most popular smartphone (~1 million handsets)



Source: Telesyte. Comparative Analysis of Australian Smartphones and Vendors, 2009

# iPhone = innovation credentials

## IPHONE'S MIDAS TOUCH

Published 26 October, 2008 technology

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a Comment

Tags: ANZ, Banking, iPhone, Mobile Internet



ANZ uses iPhone functionality as brand leadership statement.

One of the latest ANZ ads features banking via iPhone. Our contacts tell us that although the mobile internet service is niche in terms of usage, it is having a disproportionate effect

on perceptions of innovation and brand image.

We also read that iPhone, a device positioned to the market as largely about mobile internet use, is finally driving previously slow growth in the use of mobile internet in Australia. Interestingly, the intense competition of the mobile phone market is driving pricing to the point where in some markets, the predominant form of internet access is via a mobile phone...

Click below to watch the TV ad:

**iPhone Presence= Positive impact on perceptions of innovation and brand image**

**ATL is focusing on Apps in anticipation of this.**

# The app store gold rush...

**BBC NEWS**

## Apps 'to be as big as internet'

By Maggie Shields  
Technology reporter, BBC News, Silicon Valley

**The market for mobile applications, or apps, will become "as big as the internet", peaking at 10 million apps in 2020, a leading online store says.**

March 24, 2009 9:58 AM PDT

## Report: Mobile-app store users to quadruple in 2013

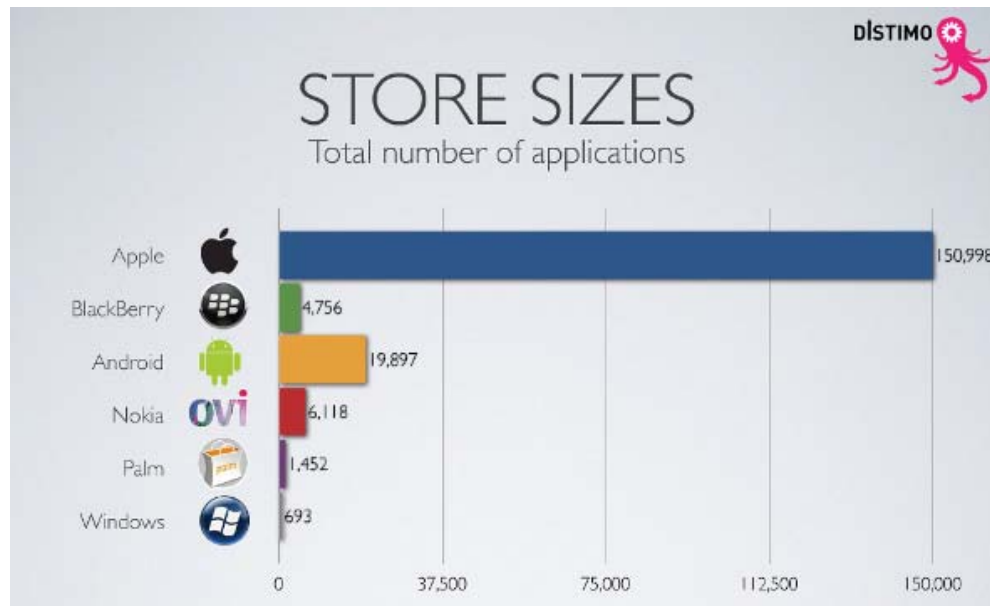
by Dawn Kawamoto

Font size Print E-mail Share 12 comments

0 tweet Share

Update at 2:52 p.m. PDT, with a report from AdMob about global Internet traffic on smartphones.

With the popularity of Apple's iPhone mobile-application store growing and competitors Palm and Google teeing up their efforts, the number of smartphone users tapping into mobile-application stores are expected to reach 100 million in 2013, according to a research report released Tuesday by In-Stat.



Source: BBC News; CNET. March 24, 2009; The State of Mobile App Stores, Wired, Feb 23 2010

What does this mean for  
ACUVUE® Brand contact lenses?

# Profile of a contact lens considerer

GEN Y

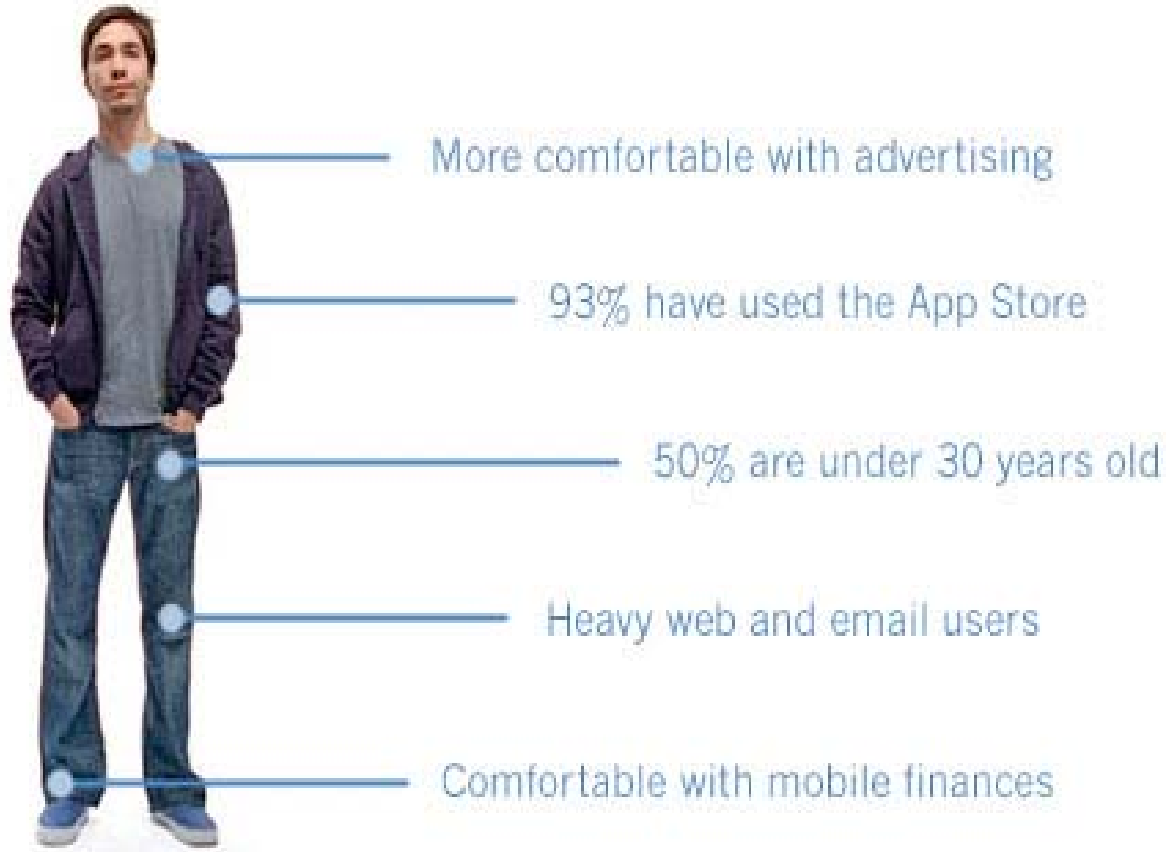


Heavy web & Email users

Want to associate with innovative brands

Hard to reach through conventional media

# Profile of an iPhone user



# Linking iPhone & ACUVUE® brand contact lenses



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# Campaign Overview

## **Objectives:**

- Drive trial & purchase for *1-Day Acuvue*® Moist contact lenses
- Test & Learn and with a new media channel



## **Consumer Insight:**

“My glasses are an integral part of my personality. However at times they hold me back from expressing myself and taking part in key activities”



## **Challenge:**

Design an application which could fuel consumer engagement with the brand, at the same time give them an opportunity to sign-up for trial.



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# Campaign Overview

## **Strategy:**

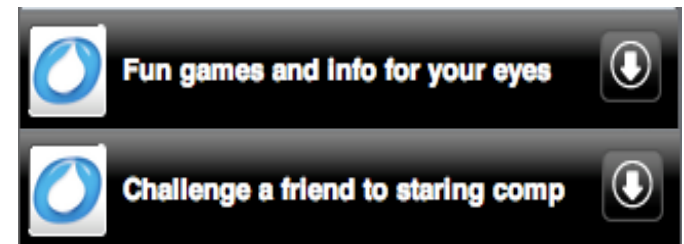
- Add value to the consumers lives thus driving engagement & loyalty
- Demonstrate measurable business return of the app within 1 year of launch

## **Creative Execution:**

- 4 fun games linked with the eyes, thus creating the brand connection
- Subtle branding with trial download functionality built in the app
- Using Google maps & geo-positioning to drive consumers to Optometrists

## **Promotion:**

- CPC & CPM ads on Ad Mob network
- eDM to glasses wearers
- Consumer PR
- Direct link from brand site



# Consumer Journey



1. Click on the targeted online media



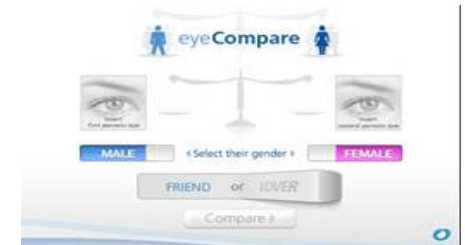
2. Directed to iPhone App Store



3. Install eyeSuite



4. Play Games



5. Find an Optometrist



6. Sign up for trial



Step 7: Purchase a 90 pack & get \$20 i-tunes voucher

# Results

Measure	Target	Result	+/-
App Downloads	2,500	5,000	120%
Voucher downloads (through the app)	100	250	150%
Ranking among FREE APPS	Top 50	29th in Entertainment 14 <sup>th</sup> in Healthcare	
Voucher Downloads (TTL Campaign)	14,000	12,000	85%



Great "just for fun" app! ★★★★★

by converting\_in\_sydney - Version 1.0 - 16-Jun-2009

For an obviously corporate app, Acuvue have done quite well. The 6 apps are amusing - especially the mirror - and well designed! (Of course the iPhone can act as a mirror without the app - but still a good idea :))

[Report a Concern >](#)

Next to Hamish & Andy

# The EyeSuite in the news...

The screenshot shows the Sydney Morning Herald's Executive Style section. The main article is titled "Business goes for iPhone apps" by Louisa Hearn, dated July 8, 2009. The article features a large image of a smartphone displaying the EyeSuite app, which shows a close-up of a person's eyes. Below this, there are smaller images of other iPhone apps: Zippo and iShowroom. The page also includes a sidebar with "Top Executive Style articles" and "Gadgets Topics".

*Sydney Morning Herald-July 8 2009*



## J&J rolls out Acuvue iPhone app

by Anita Davis 26-Jun-09, 16:05

[Johnson & Johnson](#) | [Phone](#) | [Apple](#) | [MRM](#)

SYDNEY - Johnson & Johnson Vision Care has launched an iPhone application on the back of a social media campaign first launched on Facebook in 2007.

The mobile application, promoting Acuvue contact lenses, gives Australian users six capabilities ranging from a staring-contest game to an optometrist locator.

The Acuvue eyeSuite, developed by MRM, follows a similar social media campaign launched on Facebook in 2007 that lets audiences send wink messages to friends.

"In 2007 we launched the first branded Facebook application in Australia, the 'Acuvue wink', which saw more than a million winks sent," said Mandeep Grover, marketing manager for J&J Vision Care in Australia and New Zealand, adding that digital is an increasingly important medium to the brand.

**Brand Republic- June 26 2009**

## ASIA

### iPhone marketing: Cracking the code



By Mandeep Grover  
March 09, 2010

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See how by keeping a few ground rules in mind, it is possible to differentiate an iPhone app and demonstrate success.

Every new medium that gets introduced in the media mix presents new challenges for marketers. After the global financial crisis, marketers have to be more accountable than ever before for every dollar they spend to promote their brands.

The launch of iPhone 3G in 2008 heralded a revolution in the world of smartphones. One of the most attractive features of the iPhone is the App Store that gives developers and corporations a unique way to interact with iPhone users. The gold rush of applications has transcended platforms such as Android, Nokia, Blackberry, and Amazon Kindle, and has mushroomed into an industry of its own.

**iMedia Connection- Mar 8 2010**

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# Lessons Learnt

- App works best as part of an integrated campaign
  - Another media touch-point; Not stand alone
  - iPhone=“currency of cool” =relevant for specific TA
  - Think across platforms (Blackberry, Android, Nokia)
- Key to establish a strong association to the brand's *value proposition*
  - Bloomberg=News
  - Eyes= Acuvue
    - Staring Competition, Wink & Blink and Eye Compare

# Lessons Learnt

- Add value to the consumer's lives
  - Staring Competition
  - Vanity mirror
  - Find an optometrist using Google Maps
  - Free Trial Voucher
- Set the right KPIs to measure success
  - An integrated backend is key
  - Number of downloads, leads and conversions
  - Brand health to measure awareness/perception

# Lessons Learnt

- Choose the right category for you App
  - Entertainment segment is the most competitive
  - Repositioned to the Healthcare & Fitness segment
  - Relevance and salience are key
- Promote the app at every touch-point
  - Targeted promotion through CPC/CPM campaign
  - Website, eDMs, Newsletters, Print ads, Employee T-Shirts!

# The jury is still out

- Too early to see actual conversion rates
- Total campaign metrics are on par with last year, but iPhone has lower installed base than Facebook and lower trial rate
- Because of the Optometrists, closing the loop is hard – measuring it is even harder
- We can measure downloads, but not usage
- Commercial apps have exploded, raising the bar

# Thank You!

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