

Good Quarter One For Mobile Advertising

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SMS biggest riser as mobile marketing recall increases significantly in early 2009

New research has revealed a marked increase in the consumer recall of mobile advertising during the first quarter of 2009, with SMS seeing the biggest increase of all the most common channels.

The survey, carried out by leading research agency, GfK Technology, in conjunction with Limbo, reveals that consumer recall of mobile advertising has jumped to over half those surveyed (55 per cent) in the first quarter of 2009 to date, up from 43 per cent from the previous quarter (Oct-Dec 2008) and also up from 51 per cent in the period April-June 2008.

Whilst all channels have seen an increase in recall since the last quarter of 2008, the biggest growth is in SMS, web and radio advertising. Of these, SMS is the biggest riser - continuing to fulfil its potential as a key channel – making up 45 per cent of the mobile advertising recalled by consumers in quarter one 2009. This represents a significant nine per cent increase in recall of advertising, compared to Q4 2008 (36 per cent).

Network operators (13 per cent) continue to be the best recalled of the various mobile advertisers; followed by music related advertising - specifically music downloads (11 per cent). Aside from operators and music, the other areas in which mobile advertising is most commonly recalled are financial services (8 per cent), adult (7 per cent), gambling (7 per cent) and dating (7 per cent).

Colin Strong, head of Mobile Communications research at GfK Technology comments:

“These figures show a strong continued growth in the category, with advertisers continuing to embrace the amazing potential of mobile for very targeted marketing. The nature of the advertising recalled indicates that this is still early days, but more and more blue chip brands are experimenting in this area. SMS is often ignored when analysts look at mobile but it continues to be the most significant channel; with mobile web continuing to show significant growth.”

About the research

The Limbo-GfK “Mobile Advertising Report”™ is produced jointly by market research leaders GfK NOP and Limbo, one of the largest mobile social networks in the US. The Q1 2009 edition is based on a survey of 800+ representative adults in both the USA and the UK.

About GfK Technology

GfK Technology is a division of GfK NOP and a leading provider of tailored consumer and business research, including qualitative and quantitative research solutions, for the Technology, Telecommunications, Media and Entertainment industries.

For further information, please visit our website: www.gfknop.com

About the GfK Group

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of about 10,000 employees (as of September 30, 2008), more than 80% are based outside Germany.

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