

Economic Downturn Hitting UK Mobile Advertising

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Consumer recall of mobile advertising has fallen seven per cent since the beginning of the year, but the longer term trend is still up.

The latest quarterly Mobile Advertising Report by Brightkite and GfK Technology has shown a decrease in mobile advertising recall in the UK, perhaps a reflection of the economic downturn hitting this particular advertising channel.

The longer term trend is, however, still positive with an increase of five per cent since Q4 2008.

Colin Strong, Deputy MD of GfK Technology, comments

“We are still seeing an impressive level of recall for mobile advertising, indicating that it is a healthy advertising channel that’s here to stay. However, it’s inevitable that the current economic conditions will have taken their toll.”

The US is actually showing an increase in mobile advertising awareness over the last quarter, up five per cent from Q1 2009, taking it to 38 per cent awareness.

Despite the overall decline in UK awareness of mobile advertising, those who did recall advertising were better at remembering what the advertisement was endorsing – with recall of advertising by network operators, mobile phones and gambling companies leading the way, perhaps reflecting an increased acceptance of this channel.

Colin Strong, Deputy MD of GfK Technology, comments

“We have seen a slight decline in awareness of mobile advertising across all channels this quarter, with the biggest fall in recall being for SMS and mobile web based advertising. However, we continue to see strong underlying growth in advertising recall and must remember that UK response rates to mobile advertising continue to compare favourably to other forms of direct marketing.”

About GfK Technology

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