THE
MOBILE MARKETING
ASSOCIATION OF SOUTH AFRICA’S
ANNUAL DIGEST 2014
Journey to success with the bank that calls Africa home.
FOREWORD

MMA SA has come a long way since first launching in South Africa in 2008. Given that the telecommunications industry evolves almost faster than the speed of light, it’s no wonder that most marketers say that they struggle to keep up with developments and grasp the opportunities available to them in the mobile space.

For those that are involved in this space and committed to increasing the awareness of mobile as a key channel in the marketing mix (or even in some opinions the most important), it’s critical that we work with marketing stakeholders to assist with this process and provide the tools to ensure a better understanding of the channel.

This inaugural digest, which we plan to publish on an annual basis, is the first step towards effectively communicating mobile marketing opportunities. We hope that in the months and years to come this will evolve to include more content to guide marketers on a successful journey of mobile discovery.

We hope that this version will provide the industry with insight and research to support making the decision to include mobile marketing in the communication mix.

With research showing that mobile media is the most pervasive marketing channel in this market and internet ad spend in South Africa overtaking the one billion Rand mark, committing to mobile is instrumental to any brand’s communication success.

Given the right strategy, mobile marketing has a direct correlation to building brand equity and sales success!

MMA SA would like to thank all those that have made this project possible. In no particular order- Alan Haarhoff, Nazeer Suliman, Alan Morrissey, Candice Goodman, Raymond Buckle, Ryan Smit and Tim Bishop. A very special thanks goes to our sponsor Standard Bank and Sagren Pather, without whom none of this would have been possible. Then to Howard Moodycliff, Andrea Mitchell and Ludwig Breedt whose countless hours putting this digest together afford you the opportunity to benefit from this content. You are the best! On a personal note, it has been a great privilege to work with each of you and I look forward to building on this success in the months to come.

Kind Regards,
Nicolle Harding

CEO MaxAxion and Chair of the Mobile Marketing Association SA
Mobile stands First amongst mass media

Thought leader Tomi Ahonen, once famously referred to Mobile as the 7th Mass Media, but in South Africa mobile stands first amongst mass and digital media.

“According to data from AMPS 2013 AB, mobile is as close as you can get to your audience in South Africa.” Raymond Buckle, CEO Silverstone Solutions and author of #mobilerocks AMPS 2013AB.

The mobile medium has grown at an unprecedented rate. SAARF (The South African Audience Research Foundation) only started tracking mobile/cellular in 2001 as part of the bi-annual AMPS (All Media and Products) Establishment data survey.

In 2007 the Internet was accessed by more people on a cellphone, than a PC. In 2008 mobile overtook Television, in 2009 Radio and finally Out-of-Home (Outdoor) in 2010, reaching a point of inflection, to truly become the most pervasive mass medium in South Africa.

As close as you can get to your audience in South Africa

Compared to traditional media, Mobile is also the only medium that is interactive at a mass scale; it is personal and allows one-to-one, bi-directional communication, which means consumers can respond to ads at the point of creative impulse.

Cellphone Penetration
With an adult audience of 37.2m adults (aged 15+) in South Africa, marketers can reach 36m (97%) through a cellphone in their household. In fact there are an average of 2.4 phones per household and 32.2m individual cellphone owners.

Basic Cellphone Users
14.6m cellphone owners (39% of all adults) only use voice, SMS or USSD, but no data. So you can reach them with text and voice marketing, and engage them with interactive SMS, USSD and IVR applications.

Data Users
The other 17.7m (48% of adults) use voice, SMS, USSD and Mobile Data, which means they browse the mobile internet and use apps.

They are generally more affluent and can be reached through display advertising including rich media ads whilst browsing the net or using apps, MMS messaging, email and push notifications through apps.

According to the AMPS survey there are 13.2m smartphone owners out there – but since the concept of a smartphone is so nebulous, we prefer to focus on the mobile data user segment as opposed to smartphone owners.

Tablet Users
A significant 5% of adults or 1.8m consumers own a tablet – they consume loads more data and media than the average consumer, and represent a very interesting and rapidly growing advertising audience segment.

Fixed / PC Internet
The “Fixed Internet” accessed via desktop or laptop computer, is used by 6.5m consumers or 17% of the adult population.

South Africa is Mobile First

The bottom line is that in South Africa, we live in a mobile first society. The audience is mobile, and even if they have access to the Internet through a computer – the immediacy, utility and personal nature of a mobile phone – gives the mobile medium an undeniable place in any marketing or advertising campaign or media budget.

The Mobile Rocks AMPS report is designed to provide the stats and facts to help business leadership, advertisers and marketers to get to grips with the scope of the mobile media opportunity in SA. It can be found here: http://lnq.in/MobileRocks
At Silverstone, we believe in mobile first marketing. To do it successfully requires an understanding of the mobile audience – who they are and how they engage through their mobile phones and tablets.

Part 2 of the #MobileRocks review of AMPS 2013 AB deals with the audience, their core profiles and demographics based on the channel they engage through.

The Living Standards Measure (LSM)

One of the fundamental ways in which AMPS defines the South African Audience is through the Living Standards Measure, which provides a relative expression of household living standard, income and affluence.

Expressed on a scale of LSM 1 to LSM 10, the average monthly household income ranges from R1,480/m for LSM 1, to R6,822/m for LSM 6 and as high as R36,883 for LSM 10 – with the average South African monthly household income being R10,609 in 2013.

The Silverstone MMA’s approach of over-coding the AMPS data to reflect the type of mobile access, shows that mobile data and internet access increase with corresponding increase in LSM and average household income – which means that adults in higher LSM groups are much more likely to use, and therefore be reached through mobile data dependent marketing approach than lower LSMs where marketers should use more traditional mobile channels like voice, SMS text and USSD.

Reaching Cellphone Owners

There are 32.2m adult cellphone owners representing 87% of South African Adult Audience.

So almost everyone has got a cellphone with their own number and at least the ability to:
- Make a call
- Receive a call or SMS
- Send an SMS to a short code from a call to action in any other form of media

Without adding any additional “media” costs, advertisers can amplify existing media spend by adding an SMS or USSD call to action to your advertising

The cost of a short code or USSD Number, keyword campaign and SMS messaging is negligible in the context of a typical advertising campaign.

Cellphone owners can also be reached through mobile advertising and marketing techniques, which offers the same and better reach, targeting, and are generally more effective and measurable than other forms of advertising.

Reaching Basic Cellphone Users

There are 14.6m adult basic cellphone users representing 39% of the South African Adult Audience.
#MOBILE ROCKS AMPS 2013AB

#2 the Mobile Audience

Basic Cellphone users can be engaged using SMS, Voice and USSD. Engaging users who don’t have data capable devices, and only use/have voice, SMS and USSD capability on their phone proves to be a challenge for most marketers. South African agencies and brands have a world beating track record for innovating with just that... The MMA has awesome case studies on award winning campaigns which excelled by using interactive voice, USSD and IVR apps.

Marketers can incorporate:
- SMS Short Codes with reply messages
- USSD numbers with interactive text menus
- Automated outbound voice messaging and Call back technology with IVR (Interactive - Voice Response) Applications
- Vouchers
- Mobile payments

Reaching Mobile Data Users

There are 17.7m adult mobile data users representing 48% of the South African Adult Audience.

![Graph showing mobile data user core profile](image)

Every data capable mobile phone has an internet browser. But not all browsers are equal, and can’t necessarily handle cookies or JavaScript. Not every phone has a big screen, fast internet and to the majority of South African users data is expensive.

That doesn’t limit them to browse the web or click on links, but they’re not going to like:
- To browse sites built for desktop users
- Download large graphic files
- Wait forever for a page to open

That means you need to be building mobile optimised web sites to support your campaigns. Its fine to build an App for Windows Phone, BlackBerry, Apple or Android – but keep in mind each represents a very specific and relatively fragmented audience segment, even in the upper LSMs. Do a mobile site with SMS integration first, and if budget or technical know-how is an issue, develop mechanics that suit the lowest common denominator and stick to utility features.

If budget is not an issue, customise the experience and take advantage of all the fantastic capabilities offered by Native Apps and the latest mobile features, technology and trends. Prioritize Mobile Web Apps, Android, Windows Phone, IOS, BlackBerry in that order...

#MOBILE ROCKS AMPS 2013AB

#2 the Mobile Audience

Reaching Tablet Users

There are a significant 1.8m adult tablet users representing 5% of the South African Adult Audience.

![Graph showing tablet user core profile](image)

A significant 5% of adults or 1.8m consumers own a tablet – they consume loads more data, content and media than the average consumer, and represent a very interesting, affluent and rapidly growing advertising audience segment.

For a category that didn’t exist 4 years ago, tablet penetration has grown exponentially - almost doubling between the first and second half of 2013 according to consumers surveyed in AMPS2013AB.

Multi-screening has major implications for TV advertisers; those multi-screeners spend 67 minutes or 15% of their media day on a tablet according to MillwardBrown – and therefor represents an opportunity to extend TV ads and provide immersive dual screen experiences for your campaigns. Digital advertisers and website owners must consider responsive design and touch/swipe v. click/scroll mechanics for user experience design of ads and sites. Native advertising with embedded rich media and interactive ads are a must.

Tablets are where marketers should be innovating, experimenting and “wowing” your target audience.

Comparing Core Audience Profiles

Very interesting insights emerge if you compare the core audience profiles of different mobile and digital access types.

Basic cellphone users are generally much older, mostly live in rural South Africa and earn by far the least of all access segments – even less than the average South African household.

In contrast, mobile internet and data users represent the youngest audience, mostly urban, generally more educated and earns 75% more than the average South African household.

Although a relatively small segment, tablet owners represent a significant audience opportunity, are by far the most affluent, educated and are almost exclusively found in urban Gauteng, KZN and the Western Cape. Regardless of what your brand or campaign’s core target audience is, the mobile medium is diverse and provides an opportunity to reach and engage “that” audience in exciting and interesting ways.
Part 3 of the #MobileRocks review of AMPS 2013AB, deals with the activities the audience are engaged with on their phones. There’s amazing growth in the uptake of specific mobile and mobile internet activities across the board with some revealing insights.

Mobile Activities with No Data Required

The diagram below represents the relative size and growth rate of cellular activities that do not rely on mobile data access and can be performed on non-data capable devices.

Receiving a Please Call Me Message is one of the largest measured mobile activities with an Audience of 28.7m. The fastest growing activities are Watching TV (40%), followed by Taking Video (38%) and engaging in a competition / voting or donating which grew at 34% to 6.76m users.

Mobile Activities which require Data

Below are the comparative audience size and growth rates of activities that do rely on mobile data. The faster growing activity in 2013 was social media on Twitter which grew at 167% to an audience of 5.8m according to AMPS. Mobile data and internet activity grew to an audience of 17.5m, which represents the largest data dependent activity on mobile.
#MOBILE ROCKS AMPS 2013AB

#3 Mobile Activities

### Internet Activities through mobile

Below are the comparative audience size and growth rates activities performed on the internet via a mobile device.

Within the context of mobile internet activities (captured under the Internet section of the AMPS Survey), IM/Chat represents the largest audience activity segment at 10.2m users, whilst downloading apps, closely followed by watching online video and Internet Banking were the fastest growing activities ranging between 71% and 66% Year on Year growth rates.

### Internet activity comparison by device type

An interesting analysis is comparing on which device, e.g. desktop/laptop or mobile internet activities are being performed.

Of the 18 activities tracked, only online TV has not achieved a “mobile moment” and it becomes clear that instant messaging, dating, online radio and music downloads are predominantly mobile activities.

A mobile moment, is defined as an opportunity where more than 50% of the audience performs that activity or consumes the service on a mobile device.
A WORD FROM
EFFECTIVE MEASURE

Alan Morrissey, MD Effective Measure South Africa

Effective Measure is the global digital Audience Measurement provider appointed by the IAB South Africa. Effective Measure is the global digital audience measurement provider appointed by the IAB South Africa that measures South African website and mobile traffic, and provides a digital ‘trading currency’ dashboard for publishers (media owners), agencies and brands to plan their ad placement effectively.

Effective Measure is audited and accredited by ABC UK to global standards set by JICWEBS. Therefore, the data provided is robust and trustworthy. Currently within the mobile space, Effective Measure captures all mobile traffic, be it mobile dedicated sites or responsive design via either a Javascript or PHP tag. The PHP tag is more effective for ‘feature phone’ heavy sites as these types of phones do not handle cookies very well. Another key aspect of Effective Measure is the collection of user profile data via HTML pop-up surveys (on desktop and smart device) solicited via tagged sites, whereby the user is asked to complete 26 demographic and psychographic questions. Once completed, Effective Measure can then track the profile and associate it to the sites they visit, consequently we build a large sample size per tagged site & section visited.

We have also built an online panel of circa 9500 active users who have opted into installing a browser plugin which allows us to track their traffic across all sites, not just tagged sites. Unfortunately, we cannot at present profile ‘feature phone’ users due to the limitations of the device. However, Effective Measure is working closely with the IAB South Africa and the MMA SA to come up with a solution to this, probably via USSD.

However, with the onset of many cheaper smartphones like the MTN Steppa, Alcatel Pixi, Huawei Ascend, Samsung Galaxy Star, Vodacom Kicka and cheaper data, the ability to profile these users will probably only be required for the next few years. Also, Effective Measure has recently successfully tested tracking both iOS and Android apps with a large South African online automotive publisher.

This should allow publishers in future to track this mobi-channel too. In terms of the latest Mobile report, this was an initiative started in December 2013 and the plan is to run this every six months to show trends across the market. The first two reports were free, but in future we plan to sell these. Please go to www.effectivemeasure.com to download the full report.

About Alan Morrissey

Alan Morrissey has been MD of Effective Measure in South Africa since November 2012. Previous to this he was at ABC UK for 8 years in a senior sales management position, looking after some of the largest UK Brand, Agency and Publisher clients for the global media Auditor. His particular strength is in website and mobile traffic analytics, and online audience measurement, especially in the contest of how it can be applied across markets.

Email Alan Morrissey on alan.morrissey@effectivemeasure.com

KEY FINDINGS

Some of the major findings of the survey of desktop Internet users include:

1. 9 out of 10 South African desktop Internet users access the internet via their smartphone.
2. Vodacom is the market leader of network operators in the smartphone market with 59.4 percent market share. Vodacom has seen a slight decline in market share since March 2014. MTN, Cell C and 8ta have seen a small increase in market share.
3. Samsung is the major smartphone provider followed by Blackberry and Nokia. Since the last report (March 2014) Samsung has overtaken Blackberry.
4. Purchase intentions of consumers reveals a significant drop in market shares of Blackberry and Nokia. This loss of market share has been filled by Samsung and will continue to do so.
5. Social media is the third most popular activity by South Africans on their smartphone, after instant messaging and email. As predicted, the use of messaging and social media has increased slightly since March 2014.
6. Facebook’s 16 billion dollar purchase of WhatsApp will put Facebook as the market leader in instant messaging applications at 77 percent.
7. About 21 percent of the smartphone owners do banking and finance related purchases using their smart phones.
8. Almost 50 percent of smartphone owners have been exposed to mobile based advertisements in the past.
9. 35 percent of these owners have Apple iPads (mini or standard) and Samsung Galaxy tablets.
10. Samsung is now the market leader in South Africa in smartphones and 2nd in tablets behind Apple.

SOURCE: Effective Measure Dashboard March 2014 and 2015
MEASUREMENT

THE MANY FACeS OF SOUTH AFRICAN SMARTPHONE USERS

By Ryan Smit
Research Specialist, Digital Market Intelligence at GfK Sub-Saharan Africa

Understanding smartphone users in South Africa is a difficult task - that’s why GfK has developed an application called FUNDI. FUNDI offers educational content and other features related to business and entrepreneurship, and in exchange for all of these useful features and valuable content, GfK anonymously monitors the user’s smartphone usage to understand how consumers are using their mobile devices.

Since launch, FUNDI has accumulated over 1500 users, and as a result of that GfK have collected mounds of data on how consumers use their smartphones. On average, consumers spend 117 minutes of every day on their smartphones. Time spent on a smartphone increases throughout the day from around 3 minutes per hour in the mornings and then peaks during the evenings between 8pm and 10pm, to almost 8 minutes per hour.

The average female consumer spends 122 min of her day on her smartphone, while males spend an average of 113 minutes on their devices.

In terms of the share of time, the most time, by far, is spent on communication activities (44%) and followed by social activities (15%), gaming (15%), browsing (8%) and media & video (5%).

In order to understand how smartphone users differ from one another, GfK performed cluster analysis to identify naturally occurring segments of smartphone users by looking at a combination of the 5 most used application categories – communication, social networking, gaming, browsing and media & video.

Through the analysis, 7 segments emerged from the data, each with specific characteristics that make them distinct from the other clusters of smartphone users. The clusters are named – Lightweights, Surfers, Socialites, Video Gamers, Chatters, Heavy Gamers and Heavyweights.

Lightweights spend the least amount of time on their devices, only 49 minutes per day on average. Their usage profile is that of an average smartphone user in terms of the time they spend on different activities.

Lightweights are more likely to be male than female, and interestingly, a higher percentage fall within the higher earning of the clusters, with 42% earning over R15k per month.

Surfers spent the largest portion of their time on browsing activities, surfing 18% of their 82 minutes per day spent on their devices. 64% of surfers are male and two-thirds of them work. 36% of surfers earn over R15k per month.

Socialites spend on average 97 minutes of their day on their devices, and one third of that time is spent on social networks. They are fairly balanced between male and female. However, 41.5% of them are under the age of 25, making them the youngest cluster identified.

Video Gamers spend an average of 102 minutes a day on their devices, with 23% of that time being spent on games and another 15% being spent on media & video. What is also interesting is that only 18% of them are under the age of 25, making them one of the older of the clusters.

Chatters spend an above average amount of time on their smartphones and 63% of that time is spent on communication activities. They are the second youngest cluster with 40% under the age of 25. However, they are higher in income than their close cluster cousin, the socialites, with 32% of them having an income over R15k and 78% of them reporting that they are currently working.

Heavy Gamers spend an average of 145 minutes of their day on their smartphones and 36% of that time they are playing games. Almost two-thirds of them are female, only 27% of them have a degree and only 16% of them report earning over R15k per month.

Heavyweights are the smartphone addicts – spending almost three hours of their day on their devices. Their usage profile is fairly regular, with half of their time spent on communication and 20% spent on social networks. Heavyweights are evenly split between male and female, but what is very interesting is only 5% of them earn over R15k a month. This is in contrast to their higher earning opposites, the lightweights.

The outputs of this cluster analysis show us that there are a number of different types of smartphone users in South Africa. As the size of the FUNDI community increases and as we track more data points, we will be able to identify whether there are any additional clusters to those that have been spotted so far.

GfK will be launching their Quarterly Smartphone Trends report in October this year, so please contact ryan.smit@gfk.com if you are interested in finding out more.

About Ryan Smit
GfK is the 4th largest market research company in the world, with over 13,000 employees in 100 different offices. GfK are world-wide experts on digital and mobile market intelligence, and have recently launched a mobile research programme in South Africa, including mobile audience measurement and a quarterly smartphone trends report.

Ryan Smit, Research Specialist in Digital Market Intelligence, is an experienced digital and mobile researcher, with over 9 years in the ICT industry. He has authored numerous annual reports on mobile device usage and smartphone & tablet trends, and has conducted customised research projects for all the major telecoms players in South Africa.

Ryan Smit, as the research lead for the GfK South Africa Mobile Market Intelligence programme, would be a valuable addition to the MMA SA South Africa Advisory Board, given his experience and role within the industry.
NIELSEN GLOBAL ADVERTISING TRENDS

As global consumers’ confidence and views of job prospects have slowly started to improve, so too has marketers’ spending on advertising, increasing by 4.8% in quarter one of 2014 to US$ 74.2 billion, as they try to convince consumers to buy more by marketing more.

The momentum has picked up in the Americas and Africa /Middle East, whilst the Asia Pac market remains cool due to a slowdown in the Chinese ad market. North American ad market spending grew by 6.9%, with a jump of 16.5% for financial brands. US TV spend increased by 11.7% while Newspaper spending declined by 6.3%. Latin American ad growth is the highest across the globe at 19%, with Argentina, Brazil and Mexico spurring this on, especially in the Media, Healthcare and Telecommunications categories. Europe’s ad market holds steady, with contractions lower than before, and major markets, like the United Kingdom, showing positive signs of recovery. Regional media investments in Pan Arab Media have buoyed Middles Eastern growth across the Industry & Services, Financial and FMCG sectors.

Globally, Financial Services companies have continued to spend unseating the Industry and Services sector with the biggest percentage increase. Telecommunications, Durables and the Clothing & Accessories sectors have not seen the same level of spend as before.

SOCIAL STUDIES
SOCIAL MEDIA’S EFFECT ON THE TV EXPERIENCE

- During 2013, 36 million people sent 990 million Tweets about TV, according to Nielsen Social.
- The Twitter audience for an episode is, on average, 50 times larger that the number of authors who are generating Tweets.
- Commercial breaks aren’t Tweeted breaks: Viewers send the majority (70%) of their Tweets during program time rather than during commercial time. In fact, the percent age of Tweets during programs versus commercials was driven by the share of commercial time within the program’s airtime.
- The two-way relationship between Tweets and TV ratings: Live TV ratings had a meaningful impact in Twitter activity among 48 percent of the episodes. The results also showed that the volume of Tweets caused significant changes in live TV ratings among 29 percent of the episode.
- In an analysis of the overlap of brand and TV Tweeters between August - October 2013, Nielsen Social found that 5.5 million people Tweeted about both brands and TV during the period.
- TV Tweeters up 73 percent of the total number of people who Tweeted about the brands during that time, and they sent an even greater portion – 89 percent – of the Tweets about brands.

NIELSEN LOCAL ADVERTISING TRENDS

Investment in South African advertising spend for the year to end June 2014 reached R37,896 billion increasing ahead of inflation at 7.3%. All media types delivered growth, except for the continued pressure on Print media spend, both newspaper and magazine, which posted 2nd consecutive year declines. Investment in Internet ad spend moved past the billion Rand mark, to account for 3.3% of all spend.

The top 5 growth categories are Financial Services, Government (Education & Health), Media Promotion, Retail and Travel (Sports & Leisure).

Within the Fast Moving Consumer Goods (FMCG) sector, the largest category, adspend contribution declined from 24.1% to 22.8%, with annual growth of 1.8%, driven by little change in support in Health and Beauty, Beverage and Home Care products. Smaller sub-categories such as Baby and Pet Products posted increases in spend of 10.4% and 45.1% respectively. Despite the sluggish support behind FMCG products, Unilever maintains the number one advertiser position and Pick’n Pay Supermarkets the number one brand advertised.

16.5% of all adspend comes from the Financial Services category, up from 13.6% in the previous year. The top Financial Services advertiser is First Rand Bank Ltd in 6th position. There are 20 Financial Services institutions amongst the Top 100 advertisers and 32 brands in the top 100 brands, with Outsurance the biggest spending Financial Services brand, ranked 6th overall on the list.

The most significant decline in ad spend is evident in the Business to Business and Industrial categories.
Marketers, Brand Managers and members of the digital industry need to be aware of the main changes to the WASPA (Wireless Application Service Providers Association) Code of Conduct that comes into effect on 26 August 2014. WASPA exists to ensure that consumers receive world-class mobile services and that members operate in accordance with ethical and reasonable business practices. As the digital and mobile industry in South Africa expands and matures, WASPA has recently revised their code of conduct to create a clearer, simpler guideline and adequately incorporate the most important advertising rules. Call it a “Dummies” Guide if you will, but I suspect most of us are not going to read the new code in its entirety. Like Friday afternoons, a 27 page PDF is a ‘good intentions’ killer.

So for all you busy marketers, brand managers and digital industry professionals, here is a ‘must read’ guide to some of the most important changes:

1. Annoying subscription services

As anticipated, the section dealing with these has been overhauled for clarity and has been properly aligned with the MNO (Mobile Network Operators) “Double-Opt-In” process that protects you from being subscribed to services without your permission. (Section 15)

2. Cell number confirmation

When a cell number is captured via a web form it has to be proven that it belongs to the person completing the form. This can be done by sending a SMS with a password like an OTP or clicking a unique link from the SMS. No prizes for guessing why this has been added. (Section 12)

3. Direct marketing

In a smart move, the sprinkling of sections relating to this have been consolidated and aligned to the Electronic Communications and Transactions Act (ECTA), the Consumer Protection Act (CPA) and the Protection of Personal Information Act (POPI). So if you align to the WASPA code, you should be good to go with the various legislations and acts. (Section 16)

4. Direct marketing times

Unless agreed otherwise, direct marketing (for example via SMS) may not be carried out during:

- Sundays
- Public holidays (contemplated in the Public Holidays Act, 1994)
- Saturdays before 09:00 and after 13:00
- All other days between the hours of 20:00 and 08:00 the following day

Sending SMS messages at inconvenient times gives the industry a bad name. So be nice and think before you send.

5. Advertising requirements

This has been defined per type of service. For example, to distinguish between pricing information requirements on packaging compared to radio adverts. Advertising is divided into TV and Cinema, Radio, Print, Web and USSD. A must read for marketers. (Sections 8 to 13)

6. Competition Terms & Conditions

WASPA have consolidated these requirements into one section and provided a handy checklist and template you can use to ensure you provide all of the necessary details. (Section 5)

7. Pricing information

You don’t need to display entry costs if the cost of entry is free or at standard rates. In the past, SMS campaigns had “standard rates apply” and USSD services “20c per 20s” tagged below them. I’d still recommend informing entrants though as some consumer segments keep a close eye on their airtime budget.

8. Opt-Out Keywords

Carried through from the previous version but still worth mentioning are the 5 keywords that indicate an opt-out request: ‘END’, ‘CANCEL’, ‘UNSUBSCRIBE’, ‘QUIT’ or ‘STOP’.

If you dabble in the digital industry I would recommend you take the time to read the code of conduct in full. WASPA have worked hard to simplify and streamline the new code and you can download it here:

TURN THE CELL PHONE INTO A ‘SELL’ PHONE

By Candice Goodman
Chairman Emeritus:
Mobile Marketing Association of SA; CEO, Mobitainment

Introducing the ‘sell’ phone… yes, the cellphone is a communication device but it holds tremendous opportunity to be used as a selling machine. We can use this simple mobile phone as a tool to create ROI for brands, enabling them to reach at least 32 million mobile users across South Africa.

As per the latest AMPS 2013B stats released in the MMA’s #MobileRocks report, showing that mobile penetration in South Africa is high, with 87 percent of adults either owning or having access to a mobile phone. “Today, mobile is used more than any other communication media – in fact mobile surpassed television as far back as 2009. Add to this the fact that the Internet is accessed more frequently via mobile phones than PCs and you have a winning formula on your hands,” comments Candice Goodman, Chairman Emeritus and head of Education & Training committee at the MMA of SA, and CEO of International award winning mobile marketing consultancy Mobitainment.

That said, marketers using mobile as a medium should be aware that in developing countries such as South Africa, mobile is used differently to that of developed countries. With this in mind, Goodman believes that it is the entrepreneurial spirit of Africa, coupled with the need for communication, commerce and community that has seen the creation of pioneering solutions in the mobile arena in Africa, by Africans. “It is not the technology itself that is changing the landscape of mobile marketing in Africa,” she stresses. “Rather, I believe that African people are changing technology and creating new opportunities for marketers to learn and share.”

One of the greatest differentiators of the African mobile landscape is the fact that while the mobile penetration rate in South Africa is high, only an estimated 41 percent of these users have smartphones. The remaining 59 percent make use of non-smart phones, a statistic which has led some South African mobile marketers, like us, to the development of mobile marketing solutions that do not require the use of smartphones. These solutions leverage the innovation of African born technologies that were a world first: Prepaid Airtime, USSD, ‘Please Call Me’ and Mobile Money.

“USSD is probably the most successful technology you’ve never heard of,” Goodman reveals. Essentially USSD is a call communicating through text as opposed to voice. It’s a method that is cost effective, works across all phones and networks and most importantly, is familiar to the mass market – a tool with unlimited potential for marketers communicating in this sector.

In the same vein, ‘Please Call Me’ (PCM), a technology that was first created in South Africa, has become one of the most widely used functions on a mobile phone, with 40 million adverts sent via PCM per day. PCM is a free service that will allow a user to send a notification to another user, even if they do not have any airtime – the cost is supported by an advert.

Statistics published by our MMA member, Millward Brown have revealed PCM to be a highly effective marketing tool – nine out of 10 South Africans know what a PCM is, while one in two people claim to have sent a PCM in the last week. Moreover, 64 percent of people who have read the advertising on a PCM claim to have responded.

Automated voice messages are also an effective tool and one which allows for interaction with consumers via the phone’s keypad, for example, allowing for language selection, multiple choice answers, barcode entries and SMS replies, as well as hot key transfers to live agents.

“Ultimately, a choice of mobile marketing channels for your brand message is the key to developing loyalty in commoditised markets,” Goodman maintains. “Offering a ‘lowest common denominator’ option which allows for the lowest cost to the consumer, can be used on the most basic of ‘entry level’ phones and provides a multi-language option.”

Effective mobile marketing relies on an understanding of the market you wish to target – it’s about asking the right questions and more than that – really listening to the answers. To this end, we believe the use of mobile surveys – creating a mobile platform which allows brands to converse with potential and existing customers to understand them better, also allows for the up-selling of products. Key here is allowing the customer to decide how they want to answer the survey: via SMS, USSD or mobisite.

“While your campaign may take place via the mobile platform, the objective is ultimately to drive consumers in-store,” she comments. “Sending out unique mobile coupons is a method that has been in use for years, but closing the loop in-store has remained a challenge. Integrating the redemption process into a retailer’s point-of-sale is a viable solution and a powerful option for FMCG brands and one that promises great success.”

“At the heart of every campaign lies one key factor – make it fun,” stresses Goodman. She continues, “aren’t loyalty programs essentially a game for consumers to play – with rules, levels and rewards – that should ultimately drive the behaviour you want from them?”

Indeed, mobile campaigns have proved time and time again to work extremely effectively in the mass market. With a variety of channels to choose from, a wide reach and the opportunity to create real engagement with consumers, brands stand to benefit from significant ROI on these campaigns. “The golden thread is speaking to the right person, at the right time, with the right message,” Goodman concludes, “and it’s our job as mobile marketers to take care of that message”.

About Candice Goodman
Chairman Emeritus: Mobile Marketing Association of SA; CEO, Mobitainment
Candice Goodman was the first Certified Mobile Marketer in SA and is now Chairman Emeritus and heads up the Education & Training committee of the Mobile Marketing Association of South Africa. Her mobile marketing consultancy, Mobitainment, was the first African company to win a Mobile Marketing Association Award back in 2009, and has become one of the longest and most consistently international mobile marketing award winner in Africa with wins for the last 6 years!

It recently earned the title of Organisation of the Year from the Direct Marketing, showing how Direct Marketing is seeing the importance of mobile in the marketing mix, and would like to see the MMA SA members in that committee in order to share my passion and show people how to go mobile. I would like to assist in creating or localising content for an MMA of SA training and certification programme.
MOBILE COUPONS
COME OF AGE

By Howard Moodycliffe
Head of Marketing & International, wiGroup

Since Coca-Cola distributed what is widely regarded as the first coupon in 1888, the
global market for coupons has been booming, with a forecast $43 billion
coupon market in the US alone by 2016. The value offering of a coupon is simple.

They are generally distributed via mail, coupon envelopes, magazines, newspapers,
the internet and more recently mobile phones. They give consumers instant discounts
on items that they most likely are already purchasing on a regular basis.

With the advent of the mobile phone, ‘couponing’ has morphed into a massive global
market. Juniper Research’s ‘Mobile Coupons: Consumer Engagement, Loyalty &
Redemption Strategies 2014-2019’ report found that there were 560 million mobile
coupon users worldwide in 2014, with an expected 1 billion by 2019. The report found
that this surge in user numbers is in large part driven by increased retailer
engagement with the various mobile channels. Unsurprisingly, the fact that retailers
are now integrating coupons into loyalty programs to a far greater extent was making
a huge impact on the effectiveness of their mobile coupon campaigns.

A (very) brief history of the humble mobile coupon

The most basic form of mobile coupons emerged with the advent of SMS, but due to
a lack of regulation and a tendency by marketers to spam their mobile audiences with
often unwanted SMS, this form of mobile coupon quickly lost favour and credibility
among consumers. Even targeted, permission-based SMS coupons were plagued
by the limitations of the mobile medium, such as fraudulent use, no links to available
inventory, and the messages themselves being shunted to the depths of the
consumer’s inbox.

Over time, things became more sophisticated. Platforms emerged that could
generate unique codes for individual SMS coupons, allowing for better tracking and
eliminating some forms of fraud. Things really got sexy when the internet became
mobile-first and you could send an SMS that would take you to a beautiful full colour
branded mobile coupon, or let customers type their phone number into a mobile site
that would send them a link to their mobile coupon.

Suddenly, Apple and Google disrupted everything by introducing mobile app
platforms. Marketers now had a simple yet elegant delivery mechanism for mobile
coupons that, along with the increasing popularity of QR codes, provided
customers with a highly personalised experience. The evolving mobile coupon
technology brought clever new ways of redeeming unique coupon codes and
destroying coupons that weren’t used within a specific timeframe. Things were
getting interesting, albeit only on the surface.

A monkey in dress (is a monkey no less)

These changes in mobile coupon delivery were merely skin deep. At its core,
the coupon was still the same. A clever marketing tool that was one step away from
greatness. It was a monkey in dress, different to the eye, but still a monkey.
The question that no one had an answer to - how to close the marketing loop?
How can a marketer take his mobile coupon campaign all the way through the various
stages of a typical consumer purchasing journey to ultimately end up at the point of
sale, fulfilling its promise of closing a sale?

There are many reasons why the majority of mobile coupon platforms and services
don’t offer point-of-sale (POS) integration. It’s hard to do, often expensive,
time-consuming and requires specialist skills that aren’t always readily available.
In many cases, it also simply wasn’t a priority for the customer.

POS integration, however, is where marketers can close the loop, and is the coming of
age of mobile coupons. With POS integration, marketers can receive real-time
reporting and analytics, equipping them with never-before-seen customer
intelligence. Retailers, brands and their agencies can now - for the first time
ever - track the direct impact of their marketing spend on sales increases.
Campaigns can be adjusted continuously based on real-time feedback, and retailers
can be comforted by the knowledge that their reporting is aligned with their POS
reconciliation, and completely accurate.

With the imminent arrival of more sophisticated mobile transacting technologies
such as Near Field Communication (NFC) and Beacon, businesses will increasingly
need to look into POS integration or lose out to more nimble competitors.

Mobile ‘couponing’ has grown up and its strategic value to businesses is more
apparent than ever. It is no longer a monkey in dress, it is a 500 pound gorilla that’s
ready to add its weight to any mobile marketing campaign.

About Howard Moodycliffe

Strategic marketing exec with strong background in Mobile. Howard is currently Head of Marketing
and International at wiGroup (www.wigroupinternational.com). Previous roles include Paid Digital
Subscriptions launch team, News Ltd, Australia. CEO of Drive My Car Rentals, Australia’s largest
peer 2 peer car rental network, and co-founder of two mobile marketing platforms. Passionate
about all things mobile Howard is a member of the MMA SA advisory board and member of the
MMA EMEA location committee.
Q & A
With Nazeer Suliman
Communication Channel Director for Sub Saharan Africa at Unilever and Vice-Chair MMA SA

WHY IS SOUTH AFRICA’S MOBILE ACCESS SO UNIQUE VS. THE REST OF THE WORLD?

I don’t think that we’re that special. We’re not some major outlier. I think most D&E markets share certain peculiarities when it comes to mobile access and that most of these variations are driven by political, economic, regulatory and even cultural factors. One, we know that feature phones are still predominant in South Africa and the rest of Africa. But we also know that smartphone penetration is on the rise – and with more accessible data costs and a growing consumer class, growth and opportunity will be exponential. Two, we’re a bit slow on the mobile payments space. While South Africa has a significant unbanked segment and informal economy, we’ve been really slow to adopt widespread mobile payments, versus a market like Kenya, where thanks to Safaricom’s M-Pesa and a combination of other factors, a whopping 45% of Kenya’s GDP is now moved in this way. Three, is that we’re kind of saturated from a penetration perspective - a marketer’s dream and a MNO’s retention and ARPU challenge – and most certainly more so than most African markets. Take Ethiopia, where mobile access is still nascent as a result of tighter state regulation, we’re light years ahead in this regard.

JUST HOW QUICKLY IS THE MOBILE MARKET GROWING IN SOUTH AFRICA?

South Africa is a saturated mobile market and this slows down growth for obvious reasons. However, this is not a bad thing as it presents an opportunity for MNO’s to up-trade consumers, enable greater and more sophisticated usage scenarios and hence grow ARPU. But this is also heavily dependent on the growth of the ‘consumer class’, cost accessibility and improved network infrastructure. A virtuous cycle if you like.

WHAT ARE THE QUICK WINS FOR BRANDS AND MARKETERS TO ACHIEVE SUCCESS ON MOBILE?

First, understand your consumer and be guided by them versus being directed by the technologies on offer. I think most agencies and marketers get caught up in the technologies and how they are pushed top down, rather than how these technologies and opportunities serve people, add value or augment experiences. Great big ideas based on real consumer insights will always win. Put people first. Second, when doing this, don’t underestimate the power of the existing technologies on offer.

As demonstrated by Safaricom’s M-Pesa, the capabilities of feature phones to support mobile payment and distribution systems is significant. Second, know that bandwidth is a major issue for mobile users. A good user experience using GPRS, 3G and 4G is dependent on bandwidth, server round trips, latency and content size.

A golden rule is to always aim to deliver a sub 1 second response or you risk losing the user’s interest.

WHY SHOULD A BRAND OR MARKETER WANT TO GET INTO THE MOBILE SPACE AND WHAT ARE SOME OF THE OPPORTUNITIES OUT THERE?

Simply because not wanting in would be commercial suicide! Just like other traditional channels and media platforms, mobile provides a pervasive opportunity to engage and connect with consumers at scale. But most importantly, it also allows for 1:1 engagement and an opportunity through effective data management and a smart PRM programme for marketers to deepen and own the relationship with the consumer. There are various technologies and opportunities, from basic USSD, IVR to social video, rich media display, visual search, geolocation, blue tooth, NFC and many more. For example, through mobile wallets, we’re seeing new disruptive technologies that are enabling the evolution of new mediums of exchange, which is a possible future of money. Through mobile offers, we’re seeing time based promotion support and infrastructure services for both merchants and marketers.

Through mobile ‘couponing’, we’re seeing an opportunity for increased frequency of store visits and the added benefit of increasing overall shopper transaction value. Mobile social is enabling real-time sharing of experiences, interests, presence, information and personal content via social network apps or socially enabled mobile apps – with mobile adding new capabilities through location related services, proximity marketing and novel ways of augmenting the shopper experience through visualization mechanisms like augmented reality. For the retailer or vendor, mobile enables new POS management which can vary from basic stock re-order/payment to full POS management, invoicing, reporting and EPOS data integration.

The key is how to leverage, deploy and use these technologies and opportunities in new and truly meaningful and engaging ways.

About Nazeer Suliman

Nazeer Suliman is Communication Channel Director for Sub Saharan Africa at Unilever, based in Johannesburg. He was previously the Consumer & Online (C&O) Lead at Microsoft South Africa, where he drove sales and marketing across Microsoft's consumer products, including Windows Phone, MSN and Windows Live. Before joining Microsoft, Suliman spent three years as managing director of Universal McCann (UM), a global media agency. The youngest and only black MD of a foreign-owned media agency in South Africa, his accomplishments include the launch of UM’s digital arm, UM Connect, in 2009.

He started his career as a media strategist at advertising giant Ogilvy, previously worked at the BBC's Innovation & Learning Department in the UK and for media agencies Notabene and MindShare, where he developed communication channel plans for brands like Nike, Nestle and FNB. He also worked as head of media management for the mobile company Cell C.

Suliman is married, with two young children. In his spare time, he enjoys traveling and spending time with his family.
THE STANDARD BANK MMA SMARTIES™ AWARDS

The Standard Bank MMA SMARTIES™ Awards show takes place in South Africa for the first time brought to you by the Mobile Marketing Association in partnership with Mobile Web Africa. The annual Mobile Web Africa Conference is a prominent feature on the global industry calendar and provides real insight into the state of mobile in Africa.

The SMARTIES™ Awards is the only global awards program created specifically to recognize best in class mobile work from around the world. Judged equally on creativity, strategy, execution and results, SMARTIES™ provides a benchmark for the industry and continues to raise the bar for marketers and their agencies.

Each year, the SMARTIES™ competition attracts the best work from virtually every corner of the worldwide mobile marketing community. In addition to the Global SMARTIES™, the MMA launched regional programs in EMEA, LATAM, NA and some local countries, and has expanded the regional program in APAC.

A NOTE FROM TIM BISHOP

Director, Deloitte’s Digital and Judge Chair of Standard Bank MMA Smarties Awards 2014

Entering awards for traditional and digital agencies is second nature, in many cases the awards are more important than the actual client work, and some even have massive awards budgets for funding awards targeted at being super creative. But in mobile it is different, with less (but very important) awards, along with the extreme measurability of the medium and the vast knowledge of platforms necessary to really succeed in the space... you can’t blag great mobile.

Judging mobile awards is tough, but having perspective is essential. We all know that the client budgets are not there yet and ‘mobile’ gets a disproportionate amount of spend in the marketing-mix despite evidence to the contrary. That said, there is no excuse for an ‘average execution’... It takes just as long to put a pixel or button in the wrong place as it does the right place, or naively create conversations on devices your target audience does not have. And as for great usability... come on! If you are a ‘mobile’ professional, you should live and breathe these things.

For great mobile, it’s not all about the tech... it’s about the big idea and to what degree you can move a demographic. It’s about putting yourself in the consumer’s place and properly understanding how they tick and then subsequently how to engage them, and funny enough, with mobile... you can ask them. South Africans have been predominantly mobile for a long time now and brands and agencies are only just starting to wake up, but Mobile is still very misunderstood.

That’s because mobile is not a separate channel, in the very same way that online should never been seen simply as an after thought to the marketing mix (The Experience mix). Mobile should not be an enigma to many brands, agencies and planners. Instead, it is just a 24/7 access point to a human being, and understanding that human being is where the skill lies.

If you perfectly align that understanding with the right tech to reach everyone at a level of quality the user now demands, then you have a chance of success. Regardless of tech, unless you craft with strong strategy, direction, user understanding and have flexible enough platforms to follow or evenly pre-empt your human users... you will fail. ‘Mobile’ is more of a lifestyle choice than a technology, wrap your head around that and then you may start to understand how best to take advantage, but make sure you come to the party ‘well researched’, add plenty of value and great relevant conversation.

There are some really great pieces of work in this year’s SA ‘Smarties’ and there are worthy award winners, but not enough in my view for a ‘mobile first’ country. Here, with our diverse cultural and technology mix you really have to fish where the fishes are and then more importantly use the exact bait (and that changes every day). However, it was great to see the use of USSD, IVR, SMS, LBS and mobile web along with a ‘light’ smattering of apps (of varying quality) in this year’s awards.

But the true judges are the South African consumers. How you engage them, add value, create usefulness and give them a sense of reward and belonging will be your real ‘award’ back to the brand, and a very well deserved one.

About Tim Bishop

With over 20 years in the online and mobile industry, Tim was the founder of the highly successful UK based music new-media company ‘Prezence Digital’ in 1998 and spearheaded Prezence Digital’s expansion into South Africa in 2002, and subsequent sale and handover to Primedia in 2013. With focus always on ‘Digital for the Masses’, he has been instrumental in high profile strategic and technological developments within Africa and across the globe, creating digital brand strategy and enhanced user experiences across online, touch and mobile platforms. Tim is extremely passionate in ‘Mobilising the Masses’, enabling brands and enterprise to take advantage of the prolific handset usage and growth across Africa.

Now as a Director and CTO at Deloitte Digital Africa (part of Deloitte’s global digital capability), he leads and drives many of the country’s most talented digitally skilled individuals, providing world-class strategy, digital transformation and ‘Meaningful Mobile’ solutions to leading global brands in the enterprise and consumer space.
CASE STUDY
Tastic Red Pot

Advertiser / Brand: Tastic
Category: South Africa - Brand Awareness Agency: Yonder Media

CREATIVE BRIEF

STRATEGY

- To build Tastic brand equity through awareness of the Red Pot Campaign
- Get 100 000 competition entries via mobile channels
- Inspire viral growth/talkability
- Gain Consumer Insight
- Grow the Tastic database for future communication

Target Audience

“I am an 18-45 year old woman, wife, mother, home maker, care giver. I am responsible for my household purchases. I earn around R4 000 – R30 000 per month. I know Tastic ….. My mom used it, I grew up on it, and I use it in my own household”

Creative & Media Strategy

To build brand equity through awareness we had to ensure that we reached and engaged as many SA females aged 18-45 as possible.

Our overall mobile strategy was built on the knowledge of the SA mobile landscape and the mobile technology that consumers use. In SA we have 32.9 million unique mobile subscribers. Just over 20 million consumers have access to the internet (6 million access the internet via feature phones and 14 million via a smart device such as Smartphone, Tablet, Laptop or Desktop), the rest don’t access the internet due to technology limitations (dumb phones) lack of education (don’t know how) lack of connectivity (signal not good enough where they live) and therefor they prefer to use text based technology such as SMS and USSD to get information. Source: Financial Results, Vodacom, MTN, Telkom, Cell C PR announcement, BMI, Blycroft, UBS, GSMA and Arthur Goldstuck (Q2, 2013). Based on this information we had a number of mobile touch points to ensure we catered for all target consumers in the mobile channel of their choice.

Media Strategy

We looked at the SA mobile and SA social media landscape and based our media planning, buying and implementation on the channels where our target market spend most of their time. In SA the main social media platforms that allow for advertising are Facebook with over 10 million unique users, Twitter with over 5.5 million unique users, MXit with over 6.5 million unique users and WeChat & WhatsApp each with over 10 million unique users. All of these social media channels have 90-100% mobile usage. WhatsApp does not have any marketing opportunities yet, therefor our image in the video only shows channels with marketing opportunity.

Demographics include mainly 18-35 year olds, with females making up 50%+ of the user base. Our media strategy included owned and bought media opportunities. Bought Media targeting females aged 18-45 included Facebook Like ads and Page Post Ads, Twitter Promoted Tweets and Promoted Account and MXit Splash screens and Tradepost messages. In addition to social media we used the mobile web to target female oriented sites and sites that supported print media such as Drum Magazine and Daily Sun. Finally to ensure that we also reached those who don’t have access to the mobile web and social media channels mentioned above, we used USSD-based platforms such as PleaseCallMe and Mobifun. These two text based media opportunities which work on the standard call functionality of all handsets, gave us access to the mass market without internet access.

Above The Line (ATL)(Radio, TV and Print), In-Store-, Taxi Branding- and Mobile Media was integrated to create a full 360° marketing strategy. ATL, In-Store Media and Taxi branding had various mobile touch points to allow our consumers to follow the story of the red pots on the digital channel of their choice.

Creative strategy

Tastic seeded 25 Red Pot kits across homes in South Africa. Each kit moved 10 times over a period of 6 weeks. Altogether 250 meals and many wonderful stories were shared to fill the pages of the Tastic Diaries.

The kits contained all the required elements to host a special lunch or dinner for family and/or friends. The kit also contained a tracking device to allow us to track the movement of the pots across the country via digital mapping.

The host of the dinner took photographs and recorded their recipe and memories in a Tastic Dairy. After the event the host could nominate a friend/family member to receive the red-pot kit and to enjoy the same experience...and so the 25 pots moved to 250 different SA homes...

The campaign also included a competition element for the general public. Consumers could win a red pot and the red pot experience.

Creative Messages

- Message 1
  Follow the story of the Tastic red pots across South Africa and stand a chance to win 1 of 1500 pots.

- Message 2
  Track the pot closest to you and you could change the destination of the pot to your home address! Also stand to win a red pot experience for family and friends. The creative goal was to create a desire and excitement in the target audience – to get them to want to follow the story of the red pots and to win a Red Pot. Beautiful images of a red pot was used in all ATL and mobile executions to draw off the pots, amplifying the beauty of a pot of Tastic rice and creating the desire to own one. All Creative messages had mobile calls to action for competition entry and to follow the story of the traveling red pots.

EXECUTION

Mobile Media got a fair share of the total media spend @13%. With 19% radio, 17% print and 51% TV spend. The mobile media budget was R600 000.
The Tastic team acknowledged that mobile media and mobile touch points would have a significant impact on the overall campaign reach and engagement. Tastic’s integrated marketing approach ensured that all ATL media and in-store activation media had a mobile call to action. This encouraged consumer engagement, which in turn contributed to us meeting the overall campaign objectives. We used a groundbreaking custom-built mobile-enabled mapping layer, which integrated with Google Maps, that GPS-tracked the pots’ movements - in real-time - showing their individual journeys, and allowing users to follow the pots as they were traveling and to see diary entries and photo galleries at each stop of a pot’s journey. Mapping was available for all mobile channels except USSD for which drop-down menus where used to display the destination of the closest pots.

The digital channels used where USSD application, Adaptive mobile site that worked on all mobile devices including feature, smart, tablets and desktop devices, a Facebook Tab, a Facebook bit.ly url a Twitter bit.ly url (these urls’s clicked from Twitter and Facebook to the adaptive site to cater for the mobile target audience that could not access the Facebook Tab) and a Mxit application. All of these channels where easily accessible and the competition could be entered via a friendly user journey.

To follow the red pot closest to them, consumers could click on any pot on the map to see the destination of the pot (suburb level for consumer privacy). They could then follow the story of the pot they selected by clicking on the actual pot and viewing the latest diary entry that was uploaded on all digital channels as the pot travelled from house to house. Those following the story of the red pots could enter the Red Pot Competition. To Reinforce Brand Intrinsic Value consumers had to answer a true or false question about the functional benefits of Tastic Rice. To Give Loyal Fans a better chance to win, get product in hand and increase sales we asked that our loyal fans upload a photo of themselves with a pack of Tastic Rice. We also asked if our consumers would like to receive marketing updates from Tastic in future.

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Through this approach and our social media following we grew the Tastic database and brand equity through awareness of the Red Pot Campaign. Close to 20 Million Ad impressions served and over 700 000 engagements via Adaptive Site, Facebook, Twitter, Mxit & USSD.

• Build brand equity through awareness of the Red Pot Campaign
  Close to 20 Million Ad impressions served and over 700 000 engagements via Adaptive Site, Facebook, Twitter, Mxit & USSD.

• Get 100 000 Competition entries via mobile channels
  Over 200 000 valid competition entries were received

• Inspire Viral Growth/Talkability
  The campaign generated over 50 000 shares

• Gain Consumer Insight
  90% of the entrants said that the smell of a pot of Tastic rice makes them feel Hungry. More than 20 000 images with Tastic products where uploaded to the digital assets.

RESULTS
The brand has been seeing a lot of competitors enter the market. As the largest rice brand in SA, a key objective for Tastic was to maintain brand affinity and equity.

The brand has been seeing a lot of competitors enter the market. As the largest rice brand in SA, a key objective for Tastic was to maintain brand affinity and equity.

To tackle the perception of a low quality product a rebranding was undertaken. This perception change included talking to a higher LSM market and communicating the new brand positioning of MORE. Our objective was to engage new consumers in a cross-device innovative engagement that delivered Hungry Lion’s new positioning and also drove acquisition and trial. A pilot campaign was developed to test a set of convergent technologies and trial the overall mechanic. Particular focus was paid to the new Double Big Boss Burger - a new, attractive addition to the Hungry Lion product range. As a challenger brand in the fried-chicken fast-food space, Hungry Lion is constantly looking to carry it’s voice further with digital innovation.

This campaign was part of the ongoing experimental, digital and mobile strategy that position Hungry Lion as the innovative new kid on the block, challenging conventions and attracting attention from potential consumers. The target audience was new consumers in a higher LSM than usual, LSM 6-8, who used desktop computers (as well as mobile devices). They were also younger, between the ages of 18 and 35.

As Hungry Lion’s core product, fried chicken, appeals to a wide range of the population, specific demographic targeting was not required. Thus, placement on a news site, with a publisher who could support the technology behind the innovative banner, was appropriate.

To bring the Hungry Lion brand promise of MORE to life, as well as showcase the Double Big Boss Burger which encapsulates the brand promise of MORE, an interactive expanding web banner was used. This employed convergent technologies that have only recently become viable to use together.

This first showcased the (single breast fillet) Big Boss Burger, and the user was prompted to follow the call to action to make the burger bigger by SMSing the banner’s unique code to the SMS short code - with the incentive of getting the bigger burger for free. Upon sending the SMS, the burger grew, adding a second fillet and...
the banner had to physically expand to accommodate it. Two further incentives prompted the user to SMS their product preference and location, expanding the banner each time to include the additional free coke and free ice cream respectively. The user was sent coupons to redeem the products in store. In this way, Hungry Lion challenged convention in the web banner space with an innovative, disruptive mechanic mirroring the brand ethos of MORE. It enabled trial while also bringing the user into the brand’s usual method of mobile communication. Using standard SMS functionality was ideal as it represents a low barrier to entry, and with smartphone adoption still relatively low in South Africa, it matched the intended audience well.

This is the first time this type of campaign has been run - a pilot innovation with a new product, new idea and new technology.

EXECUTION

As the campaign was executed on desktop banners with mobile integrated into the engagement, the budget was essentially split 50/50. The use of desktop media to draw attention; SMS to provide the touchpoint for interaction; web technologies to enable a rich, unique experience; and mobile coupons to drive users in-store all combined to achieve objectives of acquisition and trial, while showcasing the innovative nature of the Hungry Lion brand. The twice expanding banner visually supported the brand promise of MORE, and the mobile coupons further delivered this promise tangibly to the consumer.

Mobile and the enabling technology was at the heart of the campaign, as it is with most of Hungry Lion’s campaigns due to the target market being mobile-dominant.

By using this integrated approach, we moved the user from desktop into the mobile channel where we could effect a stronger behavioural trigger by delivering a coupon onto a more personal device that they could take in-store easily - enabling us to achieve the objective of trial. Much of the Hungry Lion digital eco-system is mobile-oriented, including a detect and redirect responsive website and always-on USSD platform. Engaging users in this way brings them into that integrated mobile space that Hungry Lion works well within.

Given that the South African market has a relatively low penetration of smartphones, SMS was the ideal choice, especially within the target audience. It is a familiar activity and doesn’t require any new or confusing technologies for the user.

The sophistication of the campaign came in solving the problem of matching the users’ mobile numbers to the banner and unique code that had loaded on their individual screens.

Client-side technologies: CSS3 animations, websockets.

The banner was built in HTML5. All animations were done with CSS3 keyframe animations and transitions. The banner had 4 stages, with animated transitions between the stages and animations for the idle states.

Server-side technologies: Node.js, Firebase, Modulus.io, websockets.

Incoming SMS’s were pushed to a REST API. The API was provided by a Node.js server running on Modulus.io. The API server parsed incoming SMS requests, identified appropriate WiCodes, sent outgoing SMSs using a REST API, stored user information (in Firebase), and pushed messages (through Firebase) to the websocket servers. Banners opened a websocket to the websocket server when they loaded.

The client-side websockets handlers were written in vanilla js. The websocket server listened for messages from Firebase, and passed them on the appropriate banner. The websocket server was written in Node.js and ran on Modulus.io. The API and websocket servers were split to allow horizontal scaling of the websocket servers if the number of banners grew large enough.

RESULTS

The brand recently revamped its offering - through revitalisation of its product, a new store design, and an overall rebranding. It was seen previously as a less expensive and inferior fast food option to its competitors, and had difficulty gaining traction in higher LSMs. Since their rebranding, a common objective in campaigns has been to increase awareness of the premiumised brand and drive trial in new consumers.

The pilot was successful, proving that the interactive banner performed better than standard banners and drove consumers in-store for trial of the product. Larger scales of this campaign are able to be executed, and the mechanic can be repurposed within larger campaign frameworks moving forward. This success confirms the brand opportunities for business-driven innovation within standard mobile mechanics that are appropriate for the market, especially within an integrated campaign environment, and thus supports further investment in innovation within that space.

Results
- 10 720 Impressions served
- 6.05% Dwell rate
- 24.46 seconds Dwell average duration
- 0.36% Interaction rate (CTR on standard banners 0.18%)
- 50% In-store redemption

The campaign was innovative in its approach - especially in its technological execution. The results show that users who interacted with the banner were likely to go in-store to redeem and trial the product - so the campaign was received well. The success of this pilot campaign will lead to rollouts of bigger, integrated campaigns.
CASE STUDY
Boxer Super Shopper Show

Advertiser / Brand: Boxer Superstores
Category: South Africa - Brand Awareness
Agency: Mobitainment

CREATIVE BRIEF

CHALLENGE

With 25 supermarket chains in South Africa, the grocery stores are fighting to get their message out there and drive the shoppers into their store.

And the most popular advertising tool is the printed catalogue. But with over 70 printed catalogues advertising over 1,350 grocery specials every week in South Africa, how do we grab the shoppers’ attention?

OBJECTIVE

Boxer Superstores, a grocery store servicing the low to mid income shoppers from urban to rural areas across South Africa, created the Boxer Super Shopper Show to do just that.

The predominant objectives of the Boxer Super Shopper Show campaign were brand awareness and sales.

We needed to keep Boxer top of mind as the price fighting champion of the people, providing shoppers with “must have” groceries at lower prices during these economically difficult months at the start of the year, and drive real sales for our suppliers on selected product lines.

To do this Boxer needed to grab their consumer target market’s attention on mass-market media like TV, print and radio but with a measurable call to action accessible to the masses to drive them in-store to purchase.

Boxer Superstores wanted to start off 2014 trading with a bang!

SOLUTION

The Boxer Super Shopper Show was a promotional competition or sweepstakes campaign that launched in January 2014, themed around a Game Show. Its key success factor was adding a mobile call to action on all traditional above the line advertising, especially the most popular with their target consumer, the shoppers’ catalogue.

For the target market, being lower income, the mobile phone is not a luxury but a necessity; with approximately 72% of Boxer’s target consumers having a cellphone. But of those 70% of those phones are not smartphones, but more basic phones without necessarily being able to browse the Internet and having to rely solely on text messaging, voice and USSD.

USSD is a powerful marketing tool the local target market is very familiar with it. It is cheaper for them than SMS, and it works across all phones and network carriers, even in rural areas not covered by 3G. It is like SMS, in that it uses text, but it is a call that communicates in data or text rather than voice, and without imaging… it allowed Boxer to have a conversation with their shoppers and validate their purchase.

Our mobile solution allowed for real-time validation of entries and sales transactions, that were measurable and flexible, allowing us to change the products in the spotlight twice a month and promote them around pay-day.

How did it work?
- See the 3 products on special for the week
- Go in-store to purchase all 3 products and if so, get a special till slip message inviting you to enter
- Dial the *120*BOXER# to identify yourself and validate your till slip
- Stand a chance to win R10,000 shopping vouchers and a new car every month!

How it was promoted?
It ran as a bi-monthly Competition (Sweepstakes) campaign with Show Promos and a Grand Prize Winner Show being flighted each month, over 3 months.

The Boxer Super Shopper Show promoted the winners on TV each month via a pre-recorded Boxer TV advert on popular TV stations (SABC 1, SABC 2 & eTV) to ensure reach into the targeted consumer market.

This campaign was part of the theme for the first 3 months of 2014 on all leaflets, run of print adverts, digital and public relations driving great campaign awareness, but it was the mobile phone that allowed entry of the Boxer till slip generated in store that prompted the customer to let them know that their purchase has qualified for a valid entry.

RESULTS
The results were magical:

• We received about 320,000 entries from close to 170,000 unique people – reaching an estimated 0.7% of the population in the targeted market!
• We surpassed the original objective of doubling entries from last year. In fact the number of entries grew by 452%, that’s close to 5 times greater in comparison to the 2013 performance.
• The number of unique entrants it engaged increased by an exemplary 824%, over 8 times!

We saw a measurable increase in the sales of the products included in the promotion: Large Eggs by 1329%, Sunflower Oil by 299% and Mixed Chicken Portions by 326%

This is Boxer’s most successful campaign on USSD to date: Suppliers saw real sales growth and have asked for Boxer to repeat the campaign. Consumers’ brand awareness and entries increased dramatically and customers were rushing into their closest Boxer store and buying the required products to enter this rewarding competition. The winner of the first R5,000 Boxer gift card was from Durban and said “I am super excited and don’t really know what to say but Boxer has changed my life. I love this store”

While the store staff spoke positively about new customers walking through the doors to enter the now famous Boxer Super Shopper Show which turned the mobile phone into a “SELL” phone!

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**Case Study**

**Nokia Street Kreatives**

**Advertiser / Brand:** Nokia / Microsoft Mobile  
**Category:** South Africa - Innovation  
**Agency:** SilverstoneCIS

**Creative Brief**

**Strategy**

A key drive for Nokia in 2014 was to develop a fresh advocacy strategy in South Africa.

The challenge was to go beyond the traditional approach of promoters at mall activations and point of sale waiting for potential customers to walk up to them.

Nor was the idea to rely only on paid or sponsored bloggers, celebs and influencers to send out a few posts or tweets and brand endorsements.

Obviously, the idea with brand ambassadors, influencers and advocacy in general is to increase brand awareness, engagement and to drive interest, consideration and ultimately sales.

Our brief was to develop an end-to-end strategy, to support a new breed of brand advocates which are constantly engaged on social networks with their real and virtual friends and acquaintances, and to develop a cross platform app which seamlessly integrates to their lifestyle, way of working and of interacting with the world – to support the promotion of Nokia as a brand and the different marketing activities, products and services launched South Africa.

We embraced the challenge on the condition that it had to be “mobile first”.

**Target Audience:**

The target audience was existing Nokia Lumia users and their peers using competitive smart phones. They fall into the LSM 7-10 (middle to upper middle income), are Male and Female – and although the general target segment is aged 15-49 with a total audience of between 6.6 and 10 million consumers in South Africa – we were specifically going after the young trendy utilising social media on their mobile phones.
The South African Audience active in Social Media is 9.3m and 71% or 6.6m of those are using their mobile phones exclusively to engage in social. This was the strategic insight which lead us to develop a unique approach to leverage the utility of the mobile phone, a kick-ass platform and the target audience’s propensity to create and engage in social media content and communication on their phones.

Creative Strategy:

We conceptualised, developed and deployed an edgy, creative and funky identity called Nokia Street Kreatives. The logo says it all.

Working with Nokia’s activation agency, 25 “kreatives” were recruited as part of a commercial pilot.

Core to the promise of being a “street creative”, is the ability to seamlessly create and share content on the street (e.g. using their Nokia Lumia smartphones) and provide them with a tool that’s integrated to their social identities, and allows them to constantly be in the know of what their teams are doing.

We developed two apps, one for Windows Phone and one for the mobile web which works on any internet capable phone (smart or not) and mobile/social/digital hub that allows the Nokia Street Kreatives, their Street Teams and followers to do more socially, faster.

The custom built apps and Digital hub allows users to see and interact with a feed made up from multiple social networks (on an API level) and other Kreatives, in one place either on the mobile web or directly on their Lumia Smartphones without having to constantly switch between social networking apps.

NSK ambassadors and their Street Teams can actively and easily promote the Nokia brand through social events, gatherings, content posts, shares, retweets and email and SMS messaging.

The platform was developed to allow Nokia brand ambassadors to easily promote the Nokia lifestyle and brand, products, services and marketing activities. Plus to build out their own profiles, networks and followers. At the same time Nokia is racking up social media exposure, fans, and opt-ins to their local CRM community whilst driving authentic awareness, interest, leads and sales.

Context:

This is the first year we targeted brand advocates and their peers specifically through an initiative like this. Its still to early to compare against traditional below the line activation activities, but in terms of social media exposure – these guys are on fire.

They are creating an enormous amount of first party content posts and shares, which is picking up retweets and reshares.

EXECUTION

The Nokia Street Kreatives Apps and Hub are core to the overall marketing strategy - there was nothing before it.

The campaign was exclusively based on the mobile communication strategy with complex integration into the mainstream social platforms, and focused on creating earned media.

The results are therefore directly attributable to the strategy. There was no bought mobile media allocated to the campaign, the Nokia Street Kreatives mechanics are completely mobile and mobile social. The production messaging and operational costs constitutes roughly 30% of the total budget.

Additional budget goes to logistics, events/activation, promotion, merchandising, fees/incentives and social media management.

Mobile:

We incorporated all forms of mainstream social media including Instagram, Pinterest which is a first along with Facebook, Twitter, Mxit, Google Plus and Windows Live.

Incorporating all the social tools and the ability for a user to share content seamlessly using a single profile (leveraging secure and sophisticated identity federation across platforms) across multiple social networks through one action, has allowed Nokia Street Kreatives to generate an enormous amount of social posts leading to increased brand awareness and share of voice.

Kreatives are able to schedule posts, capture leads, send referral messages (we call it “spread the love”) and share/retweet/post content from their feeds. For example Nokia brand and campaign managers can originate posts which they grab, make their own and re-share or post first party.

All user interactions are tracked in real time for in-depth CRM and Reporting, but more importantly to incentivise and reward Kreatives for actual sales driven through their activities. Airtime and cash payouts are seamlessly managed and facilitated through the platform.

Any posted links or messages are uniquely encoded to include what we call a “PRUID” Promoter Referral User ID. That means we can attribute viral activity and last click traffic landing on managed campaign touchpoints back to the Kreative/ Promoter.

NSK brought the ability to create viral content quickly and easily as well as promote brand advocacy, brand awareness and loyalty on a daily basis. Through the continuous use of platform, users could share and message their entire communities of friends and circles of influence.

NSK advocates could also:

- Seamlessly publish to a variety of social networks (No need to log in and out to publish a tweet and then a Facebook message – it can all done from one location the NSK Windows phone app)
- Setup an promote their own events
- Refer new consumers – which we could track the referral and reward the referrer with money directly into their NSK cash card or with airtimeThe mobile channel and were matched perfectly as the NSK app was deployed on Nokia Lumia devices as well as mobile web.

The campaign is compliant with MMA guidelines and best practices in every way specifically in obtaining op-tin and marketing consent, and leveraging identity across social networks to enhance relevance and utility of the campaign.
RESULTS
There was no direct brand advocacy other than on the presence at the ground activation at events and promotions.

After launching with an initial pilot campaign in South Africa the #NSK initiative is now launching in East Africa with #NSK254 for Kenya (with 254 representing the dial code) and is has been taken on a strategic marketing tool for Nokia Worldwide. As a one of a kind and a one stop social powerhouse, Nokia Street Kreatives took the reach of each social media platform individually and amplified the total reach of the Nokia brand by simplifying the publishing of the content, leaving the users / Street Kreatives more time to spread the love than worry about the technology.

Clients / advocates / and everyday users have all complimented on the speed, responsiveness and ease of use of the NSK experience.

CASE STUDY
Vaseline Skin Analysis
Advertiser / Brand: Vaseline
Category: Tablet Campaign Agency: Liquorice

CREATIVE BRIEF
STRATEGY
Our objective was to position Vaseline as the leader in skincare expertise and thereby indirectly promote awareness and trialing of the product range.

In a competitive landscape, where many brands are competing for space, it is Vaseline’s strategy to stand out from competitor brands by providing consumers with skincare expertise in order to become the most trusted expert in skincare.

We were targeting South African men and women between the ages of 25 and 55, from LSM 5 to 10. We specifically wanted to target these consumers whilst they were shopping and their minds were focused on purchasing goods, and therefore the decision was to run a mall-based activation, with the Skin Analysis Tablet App providing the skincare expertise behind the activation.

These consumers were aware of the brand, but were not aware of the new brand positioning of Vaseline as the skincare expert, hence the need to re-educate.

The creative strategy was to catch the attention of consumers with a sensorial 4D skin Experience and amaze them with the skin expertise that Vaseline offers. The Media Strategy was to create awareness with a mall activation, and create targeted, localised posts on Facebook, using photos of the Vaseline Activation in a certain regional area, enticing consumers to visit the activation. There were over 1,000,000 impressions on Facebook and much interaction and engagement around these posts.

By targeting posts to areas surrounding the mall, we received much interest and by using photos from the mall of the activation, it made the activation seem more real, and made it easy for consumers to find.

This is the first time this campaign has been done globally, and it has run for 3 months. The campaign has been seen as a success by the Vaseline Global team who have expressed interest in rolling this out globally, so, it is likely this will be used as a case study and rolled out to many other countries.

RESULTS
Vaseline has a strong heritage in South Africa with many loyal fans. These fans know and love the brand, but were not aware of the skin expertise that Vaseline offers. The campaign created awareness of the new brand positioning. At the media launch, the activation hashtag, VaselineExperience trended twice in South Africa! And with the thumbs up from high-profile beauty editors and bloggers, news of our skin innovation has reached over 212,000 individuals on Twitter and created more than 403,000 impressions on Twitter.

In just 3 months, 10,000 consumers will have experienced the Vaseline Skin Analysis app, (with many more expected in coming months) and will be on their way to happier, healthier skin.

In the month of May, a month into the campaign, market share grew by 2.2% for the core range that was promoted by the app. This is amazing growth and we plan to see more growth as the results from June come in.

The campaign was hugely innovative as no other app exists in South Africa, and the internal response has been overwhelming, with many other African countries showing interest in using the app for the Vaseline brand within their own countries. Thus far, Zimbabwe, Nigeria, Ethiopia and Mozambique have expressed interest.

The response from consumers has been extremely positive with fans sharing on social media, their enjoyable experience at the Vaseline Skin Experience, getting their personalised results.
MMA SA ADVISORY BOARD

NICOLLE HARDING
MMA - Chair / Maxaxion

Nicolle is the current Chair of the Mobile Marketing Association of South Africa. She is a seasoned media professional having spent the past 12 years building key relationships across the globe.

Having spent time working in London, Dubai, Brazil, Nigeria and South Africa she has a thorough understanding of the cultural touch points and their relevance to media. Her passion for anything digital has cemented her keen interest to keep abreast of global trends, with a particular focus on mobile.

She passionately believes that mobile is the key to building a successful marketing strategy for Africa and that businesses should look to build relevance on this medium to engage the modern individual.

In February 2014 she cofounded MaxAxion, a mobile supply specialist company, which strives to bridge the gap between brands and innovative mobile media products.

NAZEER SULIMAN
MMA - Vice Chair / Unilever

Nazeer Suliman is Communication Channel Director for Sub-Saharan Africa at Unilever, based in Johannesburg. He was previously the Consumer & Online (C&O) Lead at Microsoft South Africa, where he drove sales and marketing across Microsoft’s consumer products, including Windows Phone, MSN and Windows Live. Before joining Microsoft, Suliman spent three years as managing director of Universal McCann (UM), a global media agency. The youngest and only black MD of a foreign-owned media agency in South Africa, his accomplishments include the launch of UM’s digital arm, UM Connect, in 2009.

He started his career as a media strategist at advertising giant Ogilvy and previously worked at the BBC’s Innovation & Learning Department in the UK and for media agencies Notabene and MindShare, where he developed communication channel plans for brands like Nike, Nestle and FNB. He also worked as head of media management for the mobile company Cell C.

CANDICE GOODMAN
MMA - Chair Emeritus / Mobitainment

Candice Goodman was the first Certified Mobile Marketer in SA and is now Chairman Emeritus and heads up the Education & Training committee of the Mobile Marketing Association of South Africa.

Her mobile marketing consultancy, Mobitainment, which strives to bridge the gap between brands and innovative mobile media products.

It recently earned the title of Organisation of the Year from the Direct Marketing, showing how Direct Marketing is seeing the importance of mobile in the marketing mix, and would like to serve the MMA SA members in that committee in order to share my passion and show people how to go mobile. I would like to assist in creating or localising content for an MMA of SA training and certification programme.

RAYMOND BUCKLE
Member of EMEA Board / Silverstone Solutions

Raymond is the co-founder and CEO of Silverstone Solutions - a Mobile Marketing and Solutions Group established in 1996. Silverstone is a founding member of the South African Council of the Mobile Marketing Association in 2008 and since then Raymond has served as Research Committee Lead, 2010 co-Chair, Chairman and now Chairman Emeritus of the MMA South Africa - he was elected in 2012 as the first African to the MMA EMEA Board. Silverstone helps brands and organisations to connect and engage with their audiences across mobile, social and digital channels. They specialise in building integrated and ‘mobile first’ brand communities to develop meaningful relationships with your prospective, new and existing customers, employees or stakeholders – and deliver performance driven campaigns and “always on” platforms that cut across SMS, USSD, Voice, mobile web, mobile social, apps, vouchers and payments across Africa.

ALAN HAARHOFF
Always Active Technologies

Currently, as Business Development Manager of AAT, my focus is on establishing the agency division “Always Active Mobile” as a provider of mobile marketing campaigns to brands in Southern Africa.

I have a personal interest in mobile as an enabling technology allowing participation across social and financial demographics.

My industry experience is focused on mobile technology in the WASP (Wireless Application Service Provider) environment and creating digitally driven mobile solutions that, with hard work and understanding based on measurable insight add value to the brand and consumer.

ALLANA BARBER
Microsoft

Over the last 16 years Allana has gained extensive experience in the CRM, Digital & the IT industry. The last nine years have been dedicated to the implementation of Digital, CRM, Loyalty Programmes & Business Intelligence solutions.

During her years at Nokia, she has led the introduction of Consumer Engagement Digital and CRM platforms for Nokia Middle East Africa (MEA) and South East Africa (SEA). Working in conjunction with the Nokia Global team, she has created mobile-centric platforms that drive engagement uplift, loyalty and retention.

Her focus is on championing a new way Digital and CRM is done together within the MEA & SEA region. Nokia mobile devices have been acquired by Microsoft and will be known as Microsoft Mobile in the future.

GAVIN EMES
AdVine

Gavin has ten years experience in digital media. The last three years was spent working solely in the mobile media industry in the UK at We’ve, a unique joint venture by 3 of the UK’s biggest mobile network operators and the first of its kind in the world. I have recently returned home to South Africa and am currently working as Sales Director for AdVine. We represent premium mobile advertising across South Africa and Africa.
HELGA BATES
Telkom Mobile

Helga entered telecommunications in 1998 at Vodacom when she joined as a receptionist. From there, she progressed into the Office of the Group CEO as Executive Secretary and worked her way into a Product Manager role within the Products & Services Department by 2005. Helga is a Lifecycle Manager at heart and was instrumental in developing and implementing the Call Completion strategy at Vodacom. After a ten-year tenure at Vodacom, she joined Vodafone in the UK for two years. Helga does not only have a flair for language and writing, but she has a keen eye for detail and this has been immensely beneficial in her current role as Digital Channels & Content Manager at Telkom Mobile for the past 2 years.

HOWARD MOODYCLIFFE
WiGroup

Strategic marketing exec with strong background in Mobile. Howard is currently Head of Marketing and International at WiGroup (www.wigroupinternational.com). Previous roles include Paid Digital Subscriptions launch team, News Ltd, Australia. CEO of Drive My Car Rentals, Australia’s largest peer 2 peer car rental network, and co-founder of two mobile marketing platforms. Passionate about all things mobile Howard is a member of the MMA SA advisory board and member of the MMA EMEA location committee.

MICHELLE BEMBRIDGE
Mobiclicks

Michelle Bembridge joined Mobiclicks in 2008 as the second employee, and started by designing mobile banners and then moved to account management. In 2010, Michelle started running the day to day proceedings at the company as GM. Michelle has grown the team of account managers and maintained a high retention rate at the company.

With close to 7 years’ experience in mobile advertising, Michelle has gained expertise in the field and has watched Mobiclicks boom into one of the largest mobile media buyers in Africa.

MUHAMMED JASSAT
Coca-Cola

Muhammed Jassat is the Digital Marketing Manager at The Coca-Cola Company, Southern Africa. With formal qualifications in marketing, design and development, he brings a unique blend of skills and a holistic view to the discipline. Muhammed has over 14 years experience in the digital sphere where he developed and executed digital projects across multiple industries. Some of the leading brands he has worked on include Discovery, ABSA, Sun International, BMW South Africa and most recently Coca-Cola.

NEIL HUTCHINSON
Grapevine Interactive

Neil is a Business Science graduate from UCT who has spent the last 25 years marketing brands and managing businesses in the traditional and digital marketing worlds respectively. First 6 Years with the Rembrandt Group, ending as Marketing Manager at Stellenbosch Farmers Winery. Then joined the Guinness Group as Marketing Director of their spirits company United Distillers. KPI was to “make Bell’s the no.1 Scotch in SA ’afore ye go’...”

After five years he was appointed General Manager of the SA business and during the late 90’s was focussed on launching Johnnie Walker Black Label into the emerging SA market and positioning it to be the no.1 Premium Scotch.

In 1999, he jumped ship joining the tech wave as an Exec member at Dimension Data. Focus was the ‘convergence of technology and business.’ Two years later Neil co-founded Grapevine Interactive a mobile technology company.

Neil’s main special interest (after his family) is sport, having played four provincial sports at school and two at senior level.

NICHOLAS HODGE
Buzzcity

I am a passionate, experienced and senior media, sales and marketing executive. My experience within the online gaming industry, large media corporations and the mobile digital space helps fuel my love for the industry, ability to identify strategic gaps and execute. I am passionate about people, media and clear metrics for campaign measurement.

PHILIP VAN TONDER
SABC

Philip van Tonder attended the Pretoria Film School before joining the SABC in 1977 where he worked for many years in various broadcasting disciplines. More recently he set up an in-house mobile VAS unit to utilize mobile platforms to drive audience participation and to develop innovative mobile marketing activations for advertising clients’ traditional radio and TV campaigns.

Training & development interventions undertaken by Philip include:
- MDP Project Management at UNISA School of Business Leadership.
- Telecoms Mini MBA at Informa Telecoms and Media.
- Telecoms Policy, Regulation & Management at Wits University Link Centre.
- Digital Media Management & Regulation at Gordon Institute of Business Science.

Philip currently serves on the MMA of South Africa. He is particularly interested in regulatory aspects pertaining to the ICT industry and is keen to serve another term on the Advisory Board, contributing to the Association’s activities and promoting its growth in South Africa.

He drives the integration of mobile VAS on the National Broadcaster’s 19 radio stations and three television channels - bridging the divide between traditional and digital media.

RICK JOUBERT
Yonder Media

Founding Chairman of the MMA, South Africa This was six years ago and I served as Chair for two years. Founder and head of the Vodacom Mobile Media business. I spent ten exciting years at Vodacom managing a variety of business units, but the last three years were the most fun – that’s when I founded the Vodacom Media business as an internal start-up and ran it until I left Vodacom in 2009.

CEO of Yonder Media, a leading SA mobile and social media agency. Founded in 2002, Yonder Media has been driving the case for mobile for over 12 years.
RYAN SMIT  
GfK  

GfK is the 4th largest market research company in the world, with over 13000 employees in 100 different offices. GfK are worldwide experts on digital and mobile market intelligence, and have recently launched a mobile research programme in South Africa, including mobile audience measurement and a quarterly smartphone trends report.

Ryan Smit, Research Specialist in Digital Market Intelligence, is an experienced digital and mobile researcher, with over nine years in the ICT industry. He has authored numerous annual reports on mobile device usage and smartphone and tablet trends, and has conducted customized research projects for all the major telecoms players in South Africa.

Ryan Smit, as the research lead for the GfK South Africa Mobile Market Intelligence programme, would be a valuable addition to the MMA SA South Africa Advisory Board, given his experience and role within the industry.

SAGREN PATHER  
Standard Bank  

I am currently Head of Digital and Direct marketing for The Standard Bank Group. This is the Centre of Excellence for all countries and businesses within the Group. I am responsible for setting the Digital, Web and Mobile standards and work closely with Heads of Mobility and Marketing. Set standards are used organisation-wide, and are congruent to the global brand of Standard Bank. I have worked across diverse media industries including print, radio and television. Prior to my role at Standard Bank, I managed Digital Marketing across MEA for Nokia with a specialization on their Services and App Store platforms.

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SAMANTHA VAN PUTTEN  
BulkSMS  

Samantha’s career started in software support and office administration where she found the time to study part time. During these studious years, she moved into the mobile arena and discovered her marketing passion.

Samantha’s marketing journey started in 2004 at a joint venture between two of the biggest South African brands, MTN Banking offered a unique USSD based mobile banking platform to the subscribers of MTN, Africa’s leading cellular network. She subsequently moved on to become the Marketing and Communications Manager of BulkSMS.com, where she has been responsible for the rebranding the company’s CI and continues to market the use of SMS as a business communications tool across various platforms globally.

Samantha would like to sit on the advisory board as she would like to be involved with the education and training of new and existing marketers when it comes to mobile. She believes that the mobile channel is underutilised as most marketers are not using the mobile tools available to the best of their ability. Mobile, from a consumer perspective, can be switched on or off at will, and it is this consumer decision-making process that will and does affect mobile marketing. For the first time, the consumer has the choice as to what they want to receive, see and respond to. We, as marketers, need to ensure that they customer chooses to remain engaged with our brand offering.

Most companies see this customer choice as a constraint to mobile marketing - but Samantha believes that, if done correctly, this is an opportunity to enhance customer engagements in a personal and real-time manner.

VELLY BOSEGA  
AdClick Africa  

Velly Bosega is the CEO and Founder of Adclick Africa, a mobile and video advertising company.

I believe this opportunity will help me fulfil my goal which is to continue education among publishers and advertisers across Africa on the value of mobile marketing and my desire to expand MMA beyond SA and grow it in other African countries like Nigeria, Kenya and Ghana. I think the focus should be more on education more than anything and Adclick as a company has worked very hard doing this still today. We recently launched the first DSP in Africa called adclickmobile.com as we see value in mobile advertising for brands across the African continent.

YARON ASSABI  
DSG  

I am an entrepreneur with a passion for ICT, having being a consultant in the industry for the past 22 years in the US, UK, South Africa and Africa. I am also the founder of Digital Solutions Group (DSG). As a Omni-channel commerce and relationship marketing group of companies, we are focused on mobile as the most significant channel in Africa with the highest reach and richest capabilities. We develop mobile apps, responsive mobile web sites and other mobile marketing solutions for various clients, most notably: MTN, Vodacom, Airports Company SA, PPC Cement, Virgin Mobile and Bankserv. We established BroadBrand in 2012 which offers comprehensive mobile advertising solutions to MNO's, publishers and advertisers. Broadbrand empowers its customers to exceed their mobile advertising objectives and achieve unparalleled ROI through the use of big data analytics to decide what is valuable to consumers, advertisers and publishers.
**MMA SA MEMBERS Q3 2014**

A membership with MMA SA offers you 3 different tiers of membership - local, regional and global. Below are the current members that have access to MMA SA benefits.

### LOCAL
- 25AM
- 2go Interactive
- AdClick Africa
- Advine
- AFRIGIS
- Mark I Media
- Mediamark
- Mobiclicks
- MobiMedia
- Mobtainment
- Mortimer Harvey
- Yonder Media
- EveryMobile Africa
- GFK South Africa
- Grapevine Interactive
- Integrat
- M&C Saatchi Mobile (SA)
- Primedia Online
- Sabc Ltd.
- SilverstoneCIS
- Standard Bank
- Telkom Mobile
- TomTom
- Mr Price
- Mxit Lifestyle
- Native Digital Agency
- Net1 Mobile Solutions
- Always Active
- Aqua Online
- Archer (SA)
- Boost
- BulkSMS.com
- DSG Limited
- wiGroup

### REGIONAL
- 360+ Media Interactive
- Adfalcon
- adQuota Spain
- AdTriple
- Intel
- Intersec
- Intigral
- iPhoneDroid
- JetMultimedia
- Joygame
- Lightspeed
- LoopMe
- Lumata
- Lunave
- MediaSmart Mobile S.L.
- MobFox
- MOBIA
- Mobile One
- ebookers
- ESPN
- Figen Yaz
- FLASH2FLASH
- Fortune Promoseven
- Garanti Bank
- GiffGaff
- GM Inc.
- Hotels.com
- Hurriyet
- IMI mobile
- Improve Digital
- Infocomm Group
- inFullMobile
- Real Madrid
- Samsung
- Scanbuy
- Seeketing
- Shackleton
- Spotify
- Tanta Comunicacion
- Telecom Italia SpA
- Turkcell
- U-tad
- Undertone (EMEA)
- Unidad Editorial
- Upplcation Software
- 2One
- Moblike
- Mobility Marketing
- Mobinil
- Mobusi
- Mr Lama
- Narkoz
- Netsize UK
- Nimbletank
- Nokta
- nugg.ad AG
- Omnicom Media Group
- Opera Mediaworks
- Platform 5
- Pring Akbank
- Atraya Media Advertising
- Avea
- Axonix
- b_mobile
- byyd Tech
- Cardmobil
- Cereyan Medya
- comScore Worldnet Europe
- Corbuss
- Deloitte & Touche
- Demiroren Media Group
- Digital Media Services
- Digital Republic
- Verbio Consulting
- Vivaki Comunications
- Vocento
- Vodacom
- Vodafone UK
- WaveLine Media
- Weborama
- Weve Limited
- Widespace
- WikiAvenue
- Yodel Mobile

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**MMA SA**

Stay up to date and find events of interest to you by visiting [www.mmasa.org](http://www.mmasa.org)

**ABOUT THE MMA**

The MMA is the world’s leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. MMA Member companies hail from every faction of the mobile media ecosystem. Our consortium includes brand marketers, agencies, enabling technologies, media companies and others. The MMA’s mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

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Nazeer Suliman
Vice-Chair

Candice Goodman
Chair Emeritus

Raymond Buckle
EMEA Board Member

To download the full version of this digest, please go to the INSIGHT section on the MMA website.
### Glossary

**2G**
The name usually given to original GSM, CDMA and TDMA networks. It uses the spectrum more efficiently than analog (1G) systems and offers digital encryption of conversations. 2G networks introduced data services for mobiles starting with SMS.

**3G**
Analog cellular phones were the first generation while digital marked the second generation. 3G is loosely defined, but generally includes high data speeds, always-on data access and greater voice capacity. The high data speeds are possibly the most prominent feature and certainly the most hyped. They enable such advanced features as live streaming video. There are several different 3G technology standards. The most prevalent is UMTS, which is based on WCDMA (the terms WCDMA and UMTS are often used interchangeably).

**Alphanumeric**
A string of characters containing both letters (A-Z) and numbers (0-9). An alphanumeric text entry field will accept both letters and numbers.

**Analog**
A method of transmitting information using energy waves. It doesn’t have discrete levels but is a continuously variable wave. Human voice for example is transferred by directly converting the sound wave to electricity. Analog cellphones (known also as 1G) used this technology. However, virtually all modern cellphones use digital signals (2G or later).

**Android**
Android is a Linux-based smartphone operating system and software platform created by Google.

**Apple iOS**
Previously iPhoneOS, Apple’s iOS is the company’s own mobile operating system developed and originally released on the Apple iPhone and the Apple iPod Touch back in 2007. Several years later it was renamed to iOS and was extended to support other Apple devices such as the iPad and the Apple TV. Unlike Google’s Android and Microsoft’s Windows Phone, Apple does not license iOS to other manufacturers and it is the sole maker and seller of iOS devices.

**Bandwidth**
Bandwidth is used to measure the data throughput of a channel or connection. It’s the amount of data that can be sent over a connection in a given amount of time without distortion. It should not be confused with band.

**BlackBerry OS**
BlackBerry OS is a proprietary mobile operating system developed by Research In Motion (RIM) for its BlackBerry line of smartphones. The BlackBerry platform is perhaps best known for its native support for the corporate communication environment, which allows complete wireless activation and synchronization of email, calendar, tasks, notes, and contacts.

**Bluetooth**
Bluetooth is a wireless protocol for exchanging data over short distances from fixed and mobile devices, creating personal area networks.

**Broadband**
In data communications, a ‘broadband connection’ is a connection with a high speed of data transfer (greater than 56 kbps). Generally, it is fast enough to support streaming video.

**Browser**
A piece of software that allows the user to access internet sites. Most current handsets are equipped with browsers capable of viewing common websites (those intended for a desktop browser). Web browsers on budget cellphones may be capable of viewing only websites specially made for mobile devices. The most advanced devices currently have web browsers with full Flash support that allows them to play even embedded Flash video (such as the videos from YouTube).
Carrier
Carriers (sometimes service providers, operators, or networks in SA) are the companies that sell the use of wireless networks. Usually they own the network, though some (called MVNO) do not. The network consists of base stations (cell towers) and the infrastructure linking them. The service allows the user to access the network and they are billed by the minute (for calls) or by kilobytes (for data transfers). Such services are sold as packages known as “calling plans”.

Concentrated SMS
Typically, an SMS is 160 characters in length (using Latin characters) but a concentrated SMS has a longer maximum length. The message is composed as a single message and the phone splits it into several shorter messages that are reassembled by the receiving phone. Maximum length varies between 300 and 1000 characters, depending on the device.

Dual-SIM
This specifies whether a device is capable of supporting two SIM cards. The two major types of dual-SIM phones are active and standby.

EDGE
Enhanced Data for Global Evolution, EDGE (also known as Enhanced GPRS or EGPRS) is a data system used on top of GSM networks. It provides nearly three times faster speeds than the outdated GPRS system. The theoretical maximum speed is 473 kbps for 8 time slots but it is typically limited to 135 kbps in order to conserve spectrum resources. Both phone and network must support EDGE, otherwise the phone will revert automatically to GPRS. EDGE meets the requirements for a 3G network but is usually classified as 2.75G.

Feature Phone
A mobile phone that is not a smartphone. It has operating system firmware, but third party software support is limited to only Java or BREW applications. Recently, feature phones have begun to offer similar features to those of smartphones, so now the main difference between the two groups is the third-party software support.

Firefox OS
Firefox OS (codename Boot to Gecko) is an open-source mobile operating system for smartphones and tablets, developed by Mozilla. It’s unusual with the fact that it is designed to run HTML5 applications with direct access to the device’s hardware, using JavaScript.

Geo-tag
Geo-tagging is a function, where GPS-enabled devices can insert metadata with geographical information (coordinates) into a file such as photo, associating it with the geographic location it was taken at. Some new camera phones support automatic geo-tagging of any pictures taken. Geo-tags can be read by any device or desktop computer software which reads geo-tagging metadata, such as image editors and online image galleries.

GPRS
General Packet Radio Service is a packet-switching technology that enables data transfers through cellular networks. It is used for mobile internet, MMS and other data communications. In theory, the speed limit of GPRS is 115 kbps, but in most networks it is around 35 kbps. Informally, GPRS is also called 2.5G.

GPS
Global Positioning System was developed by the United States’ Department of Defense. This enables GPS receivers to determine their current location, time and velocity. The GPS satellites are maintained by the United States Air Force. GPS is often used by civilians as a navigation system. On the ground, any GPS receiver contains a computer that “triangulates” its own position by getting bearings from at least three satellites. The result is provided in the form of a geographic position - longitude and latitude - to (for most receivers) within an accuracy of 10 to 100 meters. Software applications can then use those coordinates to provide driving or walking instructions.

Hot Spot
An area where users can access Wi-Fi services to access the Internet if they have the appropriate device. Hot spots vary in area of coverage. They are usually public and many charge users by the day or month. However, some are free - for example privately owned in restaurants or cafes, or public in universities and schools.

HSDPA
High-Speed Downlink Packet Access, an upgrade for UMTS networks that doubles network capacity and increases download data speeds by five times or more. The service was initially deployed at 1.8 Mbps but upgrades to the networks and new user devices led to increased rates of 3.6 Mbps, followed by 7.2 Mbps, further down the road 14.4Mbps and even 21Mbps. HSDPA only handles the downlink while the uplink is handled by a related technology called HSUPA. The combination of both technologies is usually called HSPA.

HTML
Hypertext Markup Language, a standard markup language used to create web pages. It was designed with desktop computers in mind and web pages may have reduced usability when viewed on devices with smaller screens and limited input options (as is the case with most mobile phones). There is a newer format called XHTML that is better suited for mobile devices.

IMEI
International Mobile Equipment Identity, IMEI is a unique 15-digit serial number that uniquely identifies a GSM or UMTS mobile phone.

IP
Internet Protocol, IP is the protocol used for communicating data across a packet-switched network, used in most publicly accessible networks today. Connections that mobile devices make to GPRS, 3G and similar networks are made using IP.

Java
Often stands for ‘Java ME’ (the new name of J2ME - Java 2 Platform, Micro Edition). Java ME is a platform for applications running on mobile phones. These (mainly small) applications (e.g. games) can be downloaded from the Internet directly to the phone, using its built-in web-browser.

Location-Based Services (LBS)
A term that refers to a wide range of services based (or enhanced by) information about the physical location of a user and/or device. Typical examples of location-based services for consumers are real-time turn-by-turn navigation, the location of the nearest restaurant or hotel, vehicle tracking etc. For a location-based service to work there are some requirements to be fulfilled. The network must support it, and certain technologies must be built into the mobile phone (such as GPS and A-GPS).

Long Term Evolution (LTE)
LTE is the next-step of the evolution of UMTS (3G) and HSDPA (3.5G). It’s the only wireless network technology that’s correctly called 4G. Some carries may market their high-speed HSDPA+ networks as 4G, but that’s not technically correct. Some of the improvements LTE brings along over the currently used wireless mobile radio technologies are a better spectral efficiency, lower costs, higher transfer speeds and improved services.

Messaging
In addition to pure voice calls, all GSM carriers also offer messaging services and messaging has been a core service since the beginning of GSM mobile telephony. Mobile messaging ranges from SMS, through EMS, to IM and Email.

MMS
Multimedia Messaging Service is a store and forward messaging service that allows subscribers to exchange multimedia files as messages. MMS supports the transmission of various media types: text, picture, audio, video, or a combination of all four. The originator can easily create a Multimedia Message - by snapping a photo with the phone camera or by using images and sounds stored previously in the phone (or downloaded from a website).

Mobile games
Many phones include simple games for the user to pass the time. The games referred to here are ones pre-installed on the phone and do not require a wireless connection to play. With mobile phones getting ever more powerful, the games are following suit in terms of complexity and graphics. Some phones even have dedicated gaming keys and even look like portable mini gaming consoles.
consoles. Some of the latest phones have a built-in accelerometer sensor, which can be utilised by games to provide more interactive gameplay. In those so-called motion-based games, you can steer, for instance, by tilting your phone in the respective direction.

Mobile IM (Instant Messaging)
Mobile Instant Messaging is the ability to engage in Instant Messaging services from a mobile handset. Mobile IM allows users to address messages to others using a dynamic address book full of users, with their online status updated constantly. That allows anyone participating to know when their “buddies” are available for a chat. The advantage of mobile IM is that messages are sent and received in real-time via mobile handsets on-the-go, without a stationary computer. Mobile IM is seen as a natural evolution of the popular SMS service.

MP3 (MPEG Layer 3)
An audio storage protocol that stores music in a compressed format with very little loss in sound quality. MP3 is the most common MPEG format for audio files. MP3 files can be played using the music player of the mobile phone or set as a ringtone.

MPEG (Motion Picture Experts Group)
A wide range of formats for digital audio and video files. The most common among them are MPEG-4 (for video) and MP3 (for audio).

NFC
Near Field Communication is a short-range high frequency wireless communication technology that enables the exchange of data between devices over about a 10cm distance. NFC is an upgrade of the existing proximity card standard (RFID) that combines the interface of a smart card and a reader, into a single device. It allows users to seamlessly share content between digital devices, pay bills wirelessly or even use their cellphone as an electronic traveling ticket on existing contact-less infrastructure, already in use for public transportation.

OS
Operating System is a base infrastructure software component of a computerised system. It controls all basic operations of the computer (or other electronic devices such as PDA, smartphone, etc). The Operating System allows the user to install and execute third-party applications (commonly called apps for short), usually adding new functionality to the device.

Pixel
Pixel comes from ‘pix’ (for ‘picture’) and ‘el’ (for ‘element’). A pixel is the smallest piece of information on an image. This is a unit for measuring image resolution and the more pixels a picture consists of, the more detailed it is.

Push
A general term referring to technologies which allow a central system (such as the network) to ‘push’ (send) information spontaneously and quickly to a user without any action on the part of the user or the mobile device. A very common ‘push’ technology is email. ‘Push’ emails are directly ‘pushed’ to the mobile device as soon as the email server receives them and it is not necessary for either the user or the device to manually or automatically check for new emails at regular intervals.

QWERTY keyboard layout
A standard layout of letter keys on text keyboards. This term comes from the first six letters on the top row of a standard English keyboard and refers to devices that offer a keyboard with that kind of layout. Such a keyboard makes typing much easier and faster, even though sometimes (on mobile devices such as mobile phones) keys are small and placed very close to each other.

Resolution
A term that refers to the number of pixels on a display or in a camera sensor (specifically in a digital image). A higher resolution means more pixels and more pixels provide the ability to display more visual information (resulting in greater clarity and more detail).

Text messaging (texting)
Text messaging is a service allowing text messages to be sent and received on a mobile phone. This is also known as SMS (Short Message Service).
MOBILE GLOSSARY

Touchscreen
Refers to a display which responds to direct touch manipulation, either by finger, stylus, or both.

VoIP
Voice over Internet Protocol is a technology which allows the transmission of voice over data networks. This makes normal phone calls over such networks possible.

WAP
Wireless Application Protocol is an international standard for applications that use wireless communication. Its most common application is to enable access to the Internet from a mobile phone or a PDA. WAP sites are websites written in or converted to WML (Wireless Markup Language) and accessed via the WAP browser. WAP websites are now considered outdated as most modern phones have web browsers with HTML support.

Wi-Fi
Wi-Fi is a WLAN (Wireless Local Area Network) technology. It provides short-range wireless high-speed data connections between mobile data devices (such as laptops, PDAs or phones) and nearby Wi-Fi access points (special hardware connected to a wired network).

Windows Mobile
Windows Mobile is one of the major smartphone platforms and until recently the only touch-enabled smartphone platform.

Windows Phone OS
Windows Phone is a proprietary mobile operating system developed by Microsoft.

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