

## Advertising Agency **Mobile Starter Kit**

Agencies know a great deal about generating the creative pop that gets clients noticed. They're experts at managing projects and maximizing budgets. But they're doing business in a landscape that demands increasing integration with electronic channels, and the advent of the "interactive agency" represents a new competitive challenge. Ironically, the emergence of mobile technology levels the playing field.

The Advertising Agency Starter Kit emphasizes mobile education, mobile strategy and the cultivation of next-generation capabilities that most interactive firms haven't even begun exploring yet, meaning smart agencies are now positioned to leapfrog their "interactive" competitors.

This bundle includes:

- **Mobile 101** – An introduction to the mobile industry, including history, technology and best practices
- **Understanding the Millennial Generation: Mobility's Power Users** – Reaching the affluent, mobile-savvy youth market
- **Mobile Marketing How-To** – Tools and best practices in mobile marketing
- **Mobile Strategy Development** – Integrating mobility into corporate strategy and developing specific mobile strategies for targeted clients
- **Managed Mobile Campaign Pilot** – An Unwired Appeal-supervised comprehensive mobile pilot developed for a key client (optional)

### **Mobility 101**

Introductory overview of mobile industry addresses historical and business contexts, key innovations and industry influencers. Driven by on-point case studies, best practices, and a high-level technology overview.

### **Understanding the Millennial Generation: Mobility's Power Users**

Intensive overview of the 100M+ strong Millennial Generation that comprises the "mobile sweet spot." Distilled from literally thousands of hours of research, engagement and direct analysis; generates tremendous insight into how advertisers, agencies and brands can tap the unprecedented purchasing power of the Millennials.

### **Mobile Marketing How-To**

Overview of mobile marketing landscape and emerging trends. Addresses campaign types, programs, tools and case studies. Includes introductions to relevant technologies and applications; tailored to industry and customer segments.

### **Mobile Strategy Development: Corporate & Client-Focused**

Geared toward agencies and brands looking to integrate mobile into an overall corporate strategy. Assesses core competencies and channel alignment. Upon completion of the corporate workshop, a corporate mobile strategy is developed, specific clients and sectors are addressed and client-centric mobile strategies are developed.

### **Managed Mobile Campaign Pilot**

Fully managed, supervised mobile campaign pilot facilitates knowledge transfer and ensures market preparedness for companies ready to take first steps into mobile marketing. Includes strategy development, creative concepting, project management, technology selection and enablement, campaign development, program optimization, measurement and program revision. **\*Note:** pricing does not include application development, messaging fees or technology costs.

