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Innovation 3.0: Mobile Apps

www.Mobile Relevance Project.com

Terry Ribb@gmail.com

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1.0 Web of Pages	2.0 Web of People	3.0 Web of Things
Connected with Authors' hyperlinks	Observed with Facebook's social graphs	One to One with linked data

Brand in my pocket:
design a mobile lifestyle experience
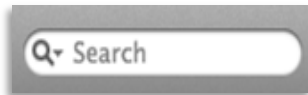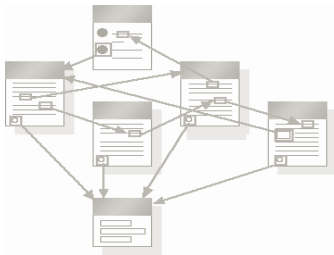
Search Layer:

Searchers
discover
the Brand

Brand
invests in content marketing
and e-commerce
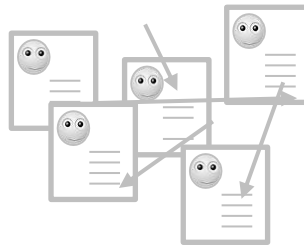
Social Layer:

Friends
react
to Brand

Brand
invests in social campaigns
and social media

Service Layer:

Brand
personalizes service
for fans

Brand
invests in lifestyle apps
and direct-to-consumer services

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Innovation 3.0

All of us are transitioning to something new.

But there is a **trap**:

applying **old ideas** to new technology

The innovator's challenge:

Radio shows on TV

PC Games, TV Shows, Movies on Phones

Next,
Live Action Drama

Next,
Engage with Raving Fan Content

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The innovator's challenge:

Radio shows on TV

Retail Stores on Tablets

Next,
Live Action Drama

Next,
Empower with Lifestyle Advice

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The innovator's challenge:

Radio shows on TV

Next,
Live Action Drama

Search Boxes on Phones

Next,
Mobilize with Personal Service

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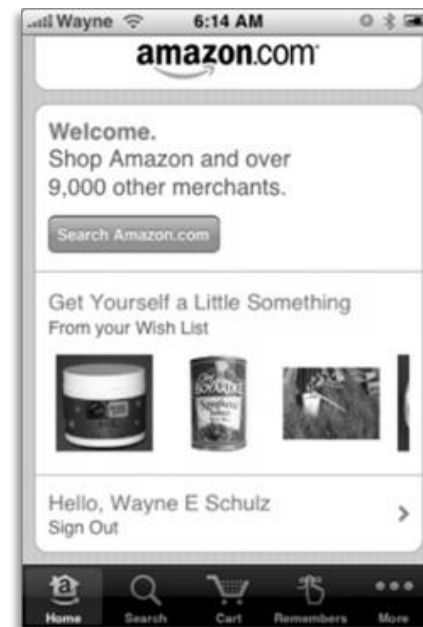
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The innovator's challenge:

Radio shows on TV

Crowds on Tablets

Next,
Live Action Drama
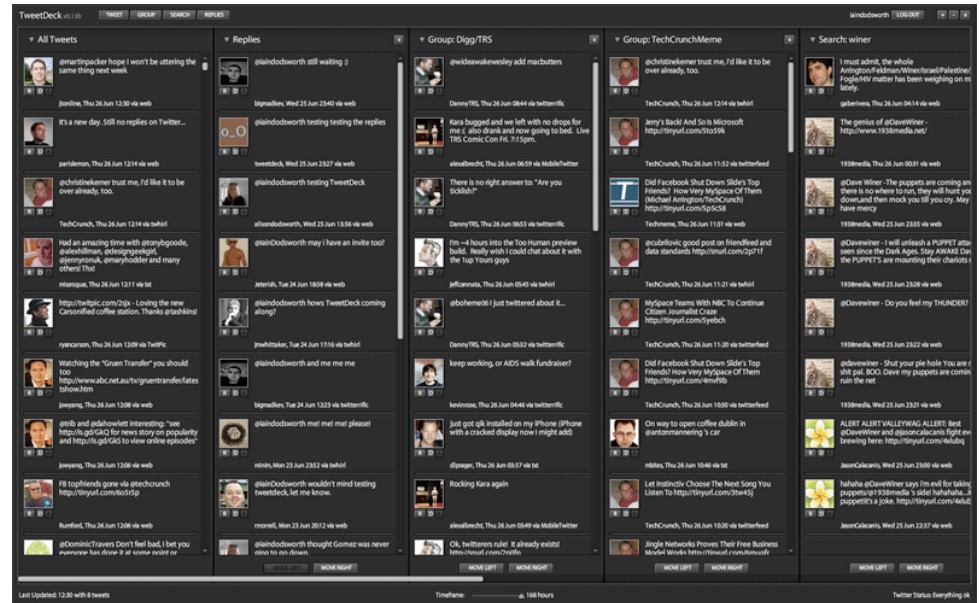
Next,
Connect with Fan Personas

Why do I care?

Four Strategies...

**are raising the bar
for every Mobile Brand**

Stream

Entertainment Brands: **Engage with raving fan content**

Shop

Lifestyle Brands: **Empower with lifestyle advice**

Search

Consumer Brands: **Mobilize with personal service**

Share

Social Brands: **Connect with fan personas**

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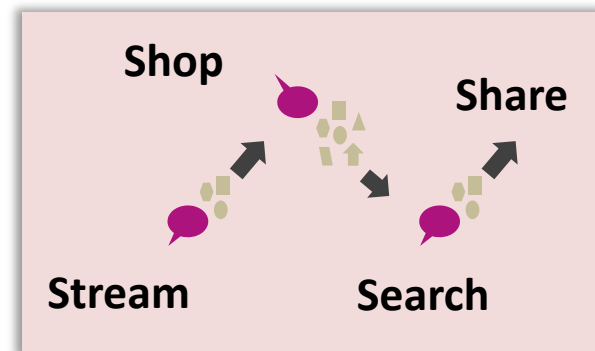
Why now for your Brand?

1.0 and 2.0 leaders are designing
mobile sites

3.0 innovators are designing
mobile lifestyle experiences
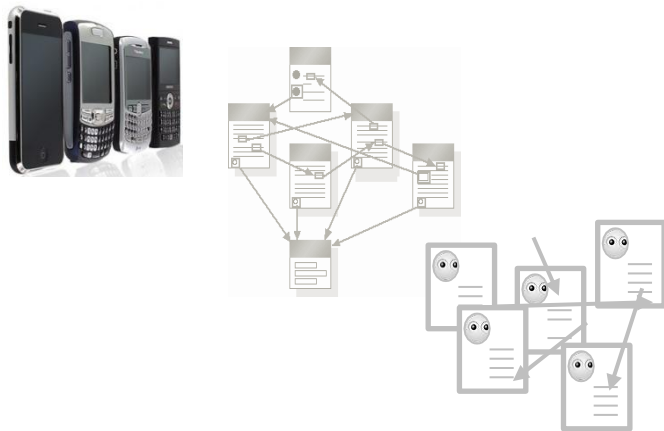
**= Found
by mobile searchers**

**= Create and Retain
mobile fans**

Why now for your Raving Fans?

Comparison Shoppers
want the lowest price

Raving Fans
want the best advice
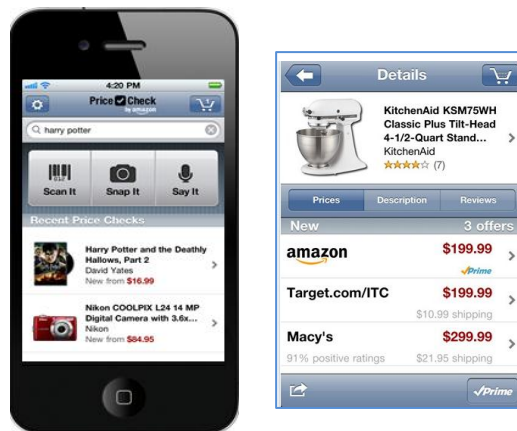
**= Losses to Google Shopper,
Amazon Price Check…**
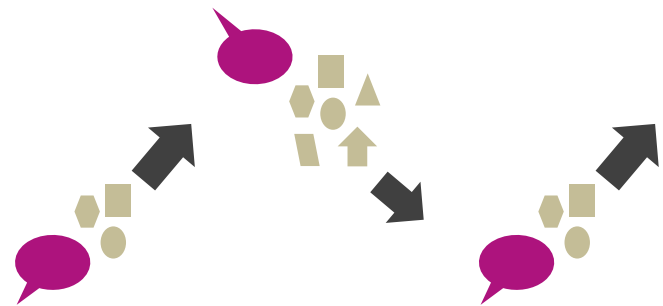
**= Create a new level
of mobile lifestyle spending**

3.0 Innovation Hotspots

Rethink
4 mobile activities
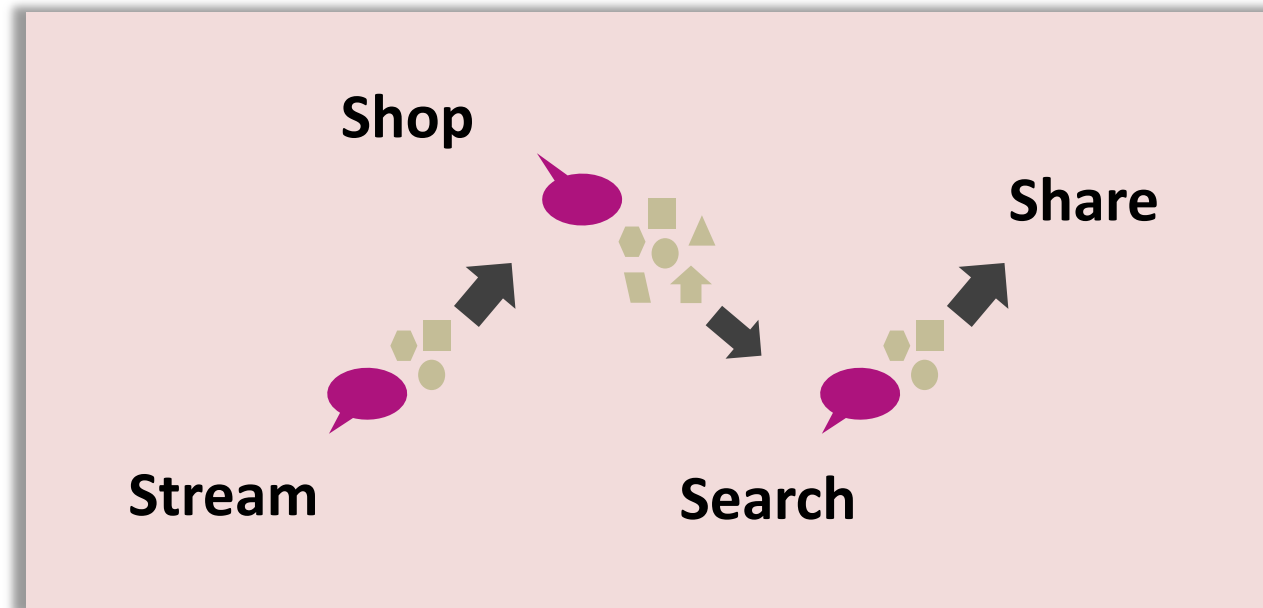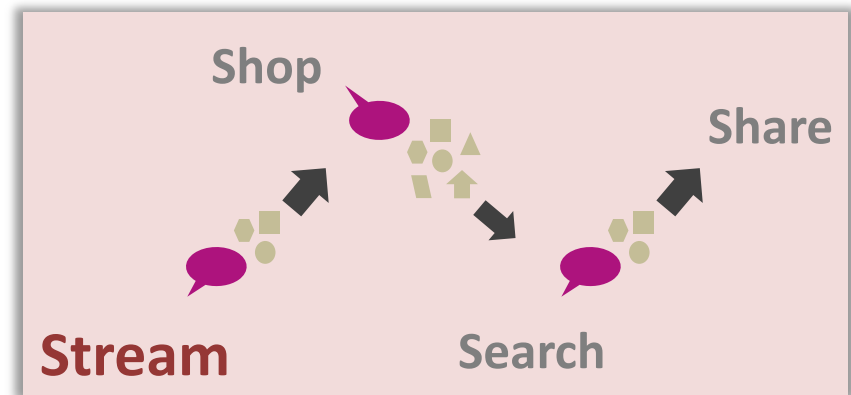
Innovation 3.0

The Future of Streaming

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3.0   Rethink Streaming

**PC Games, TV Shows, Movies
on Phones**

**Engage with
Raving Fan Content**

Same content,
smaller channel

New level of content,
new kind of engaging app

NBA Fans love Stats

Live Streaming with Stats

League Pass

iPhone quick Stats

Game Time

iPad 2nd screen stats

Game Time Courtside

Toy Story 3 Fans love the Story

2 Free Games
with community achievement points

2 premium games
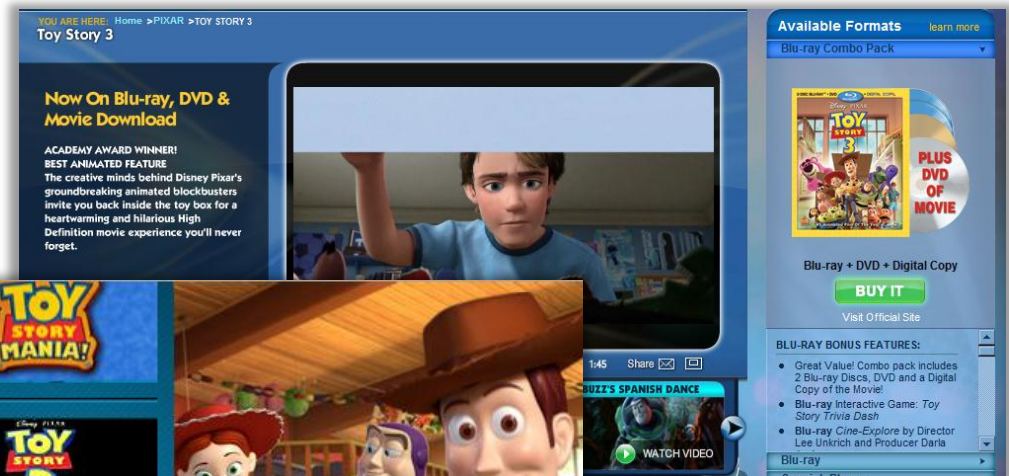
Access mobile site
for DVD / Download

Glee Fans love to Sing
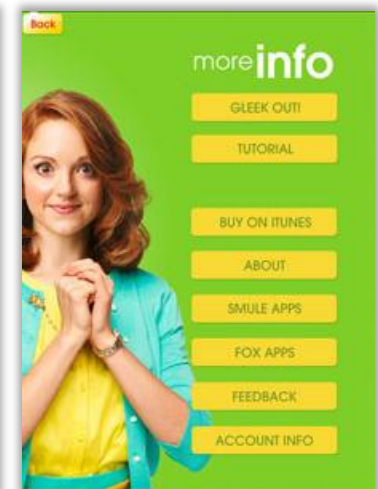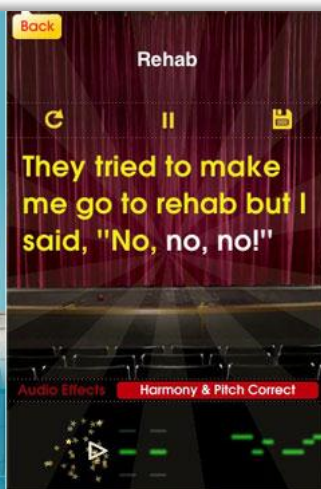
Personal Karaoke   Song Sharing   Song Purchase

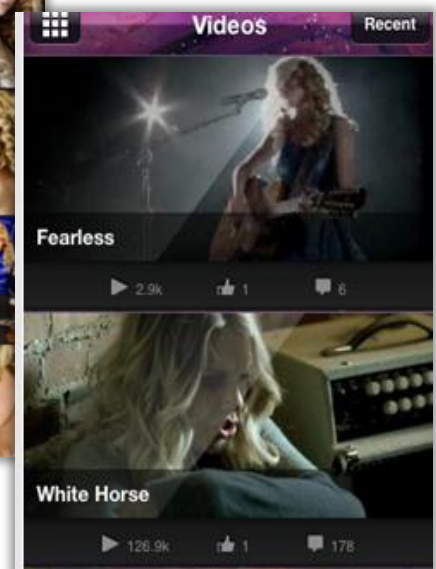Smule creates social music-making experiences

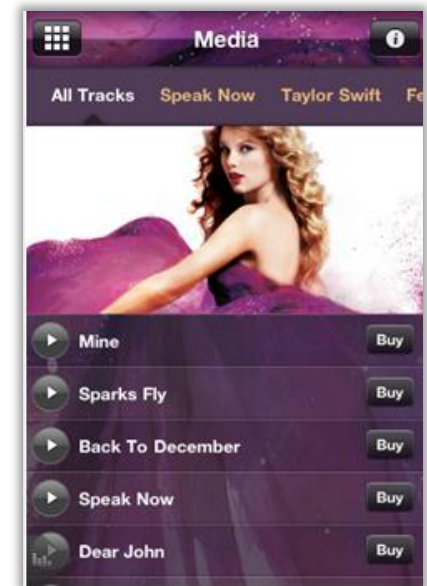# **Taylor Swift Fans** love Taylor Swift

Celebrity App

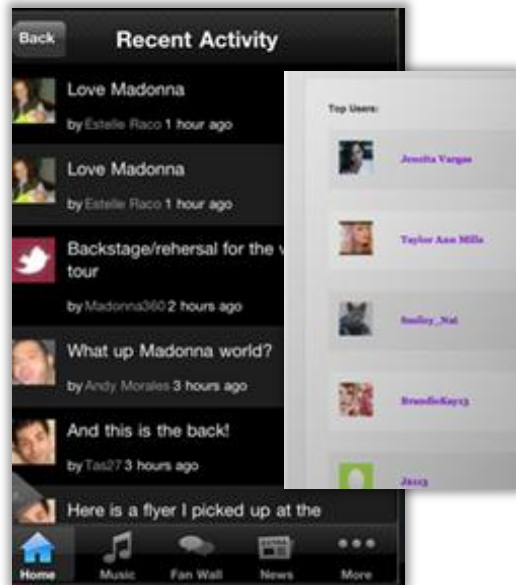**Music Player**

Photos

Videos

Platform: Mobile Roadie

Tour
schedule, locations, tickets

Fan Wall
and **Top Users**

Invite friends

Purchase

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Mobile Relevance Leap: Engage with Raving Fan Content

**Raving Fan
Content**

Engaging
App

Events

Design
Elements

Digital Goods

Merchandize

Transmedia

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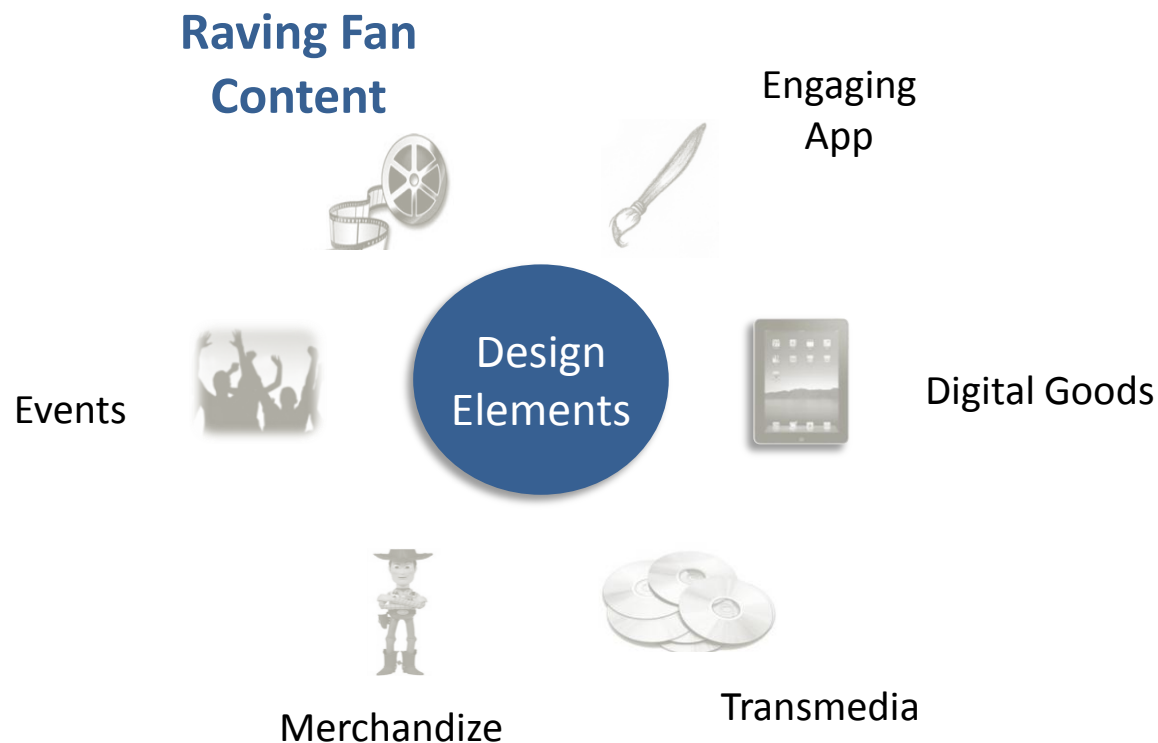
3 Drivers: Engage with Raving Fan Content

Raving fans want to engage with their favorite brand
as they live their **mobile lives**.

With an **engaging app**, fans gain insider access:
a deeper level of entertainment, education,
participation, and community.

Raving fans want a **direct channel**
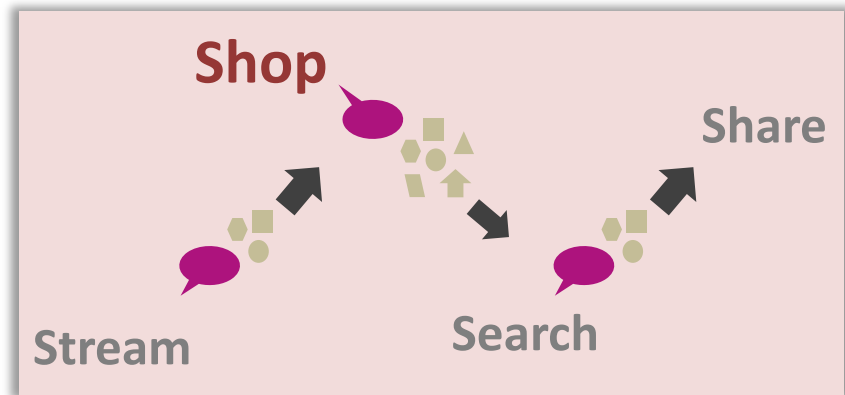to buy everything they want—on demand.

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Innovation 3.0

The Future of Shopping

3.0 Rethink Shopping

Retail Stores on Tablets
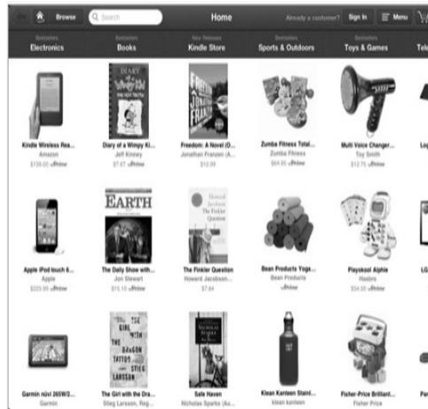
Empower with Lifestyle Advice

"Windowshop more than
40 product categories"

Mobile lifestyle content
+ resource advice

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Advise on **my personal style**

Step 1 Assess my style

Step 2 Name my style

Step 3 Advise on my style
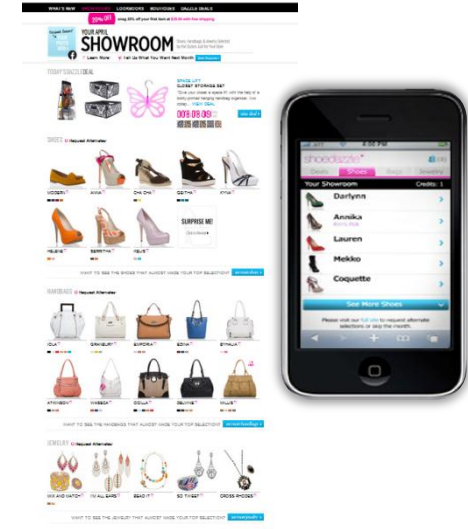
ShoeDazzle.com

Advise on **my life events**

Planning

Budget

Profiling

Browsing

Locating
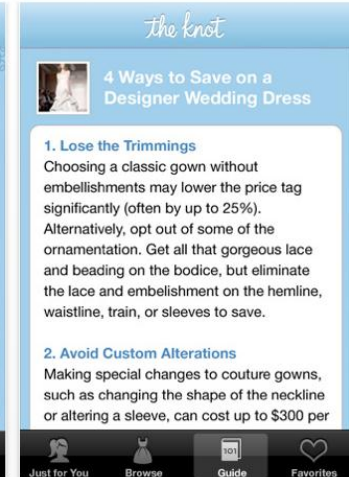
Learning

Advise on **my seasonal needs**

Snow today	Ski tomorrow	Stop at REI

Snow and Ski Report by REI.   Zumobi, app platform connects media properties and sponsors.

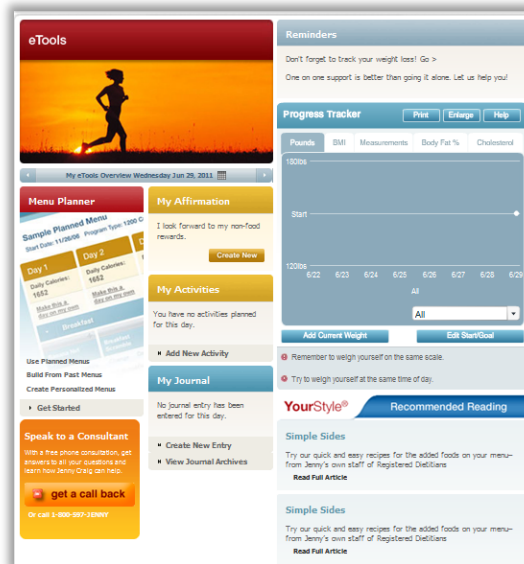## Advise on **my transformation roadmap**

Profile

Jenny Craig

Roadmap Monitoring

Utility

Advise on **my daily routine**

Step 1: Meal Planning   Step 2: Shopping   Step 3: Cooking
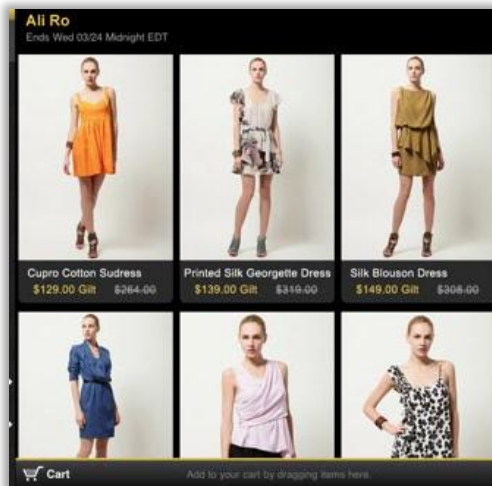

iFood Assistant *by Kraft*
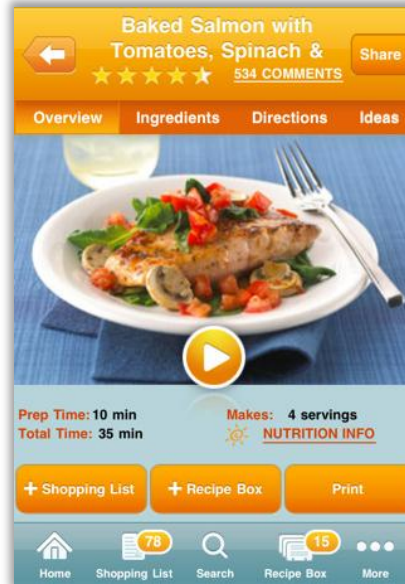
Advise on **my total experience**

Woman
One designer, head to toe

Man
Mix and match favorite looks

Flash Designer Sales
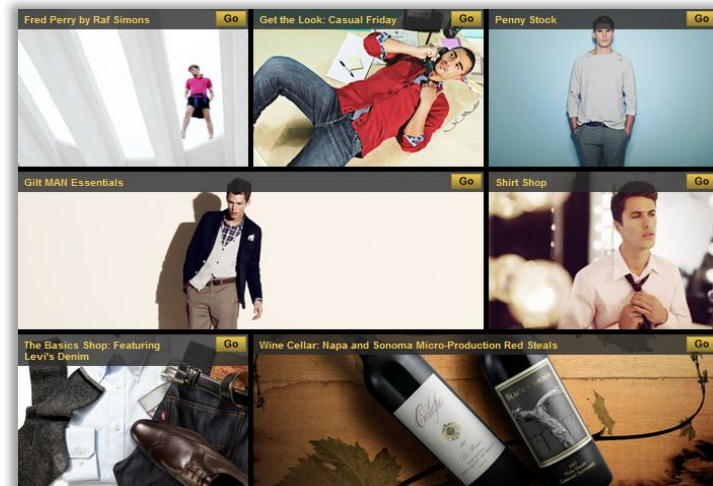
GQ Editorial Partnership

Gilt

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Mobile Relevance Leap: Empower with Lifestyle Advice

**My
Personal Style**

My
Life Events

Design
Elements

My
Total
Experience

My
Seasonal Needs

My
Daily Routine

My
Transformation Roadmaps
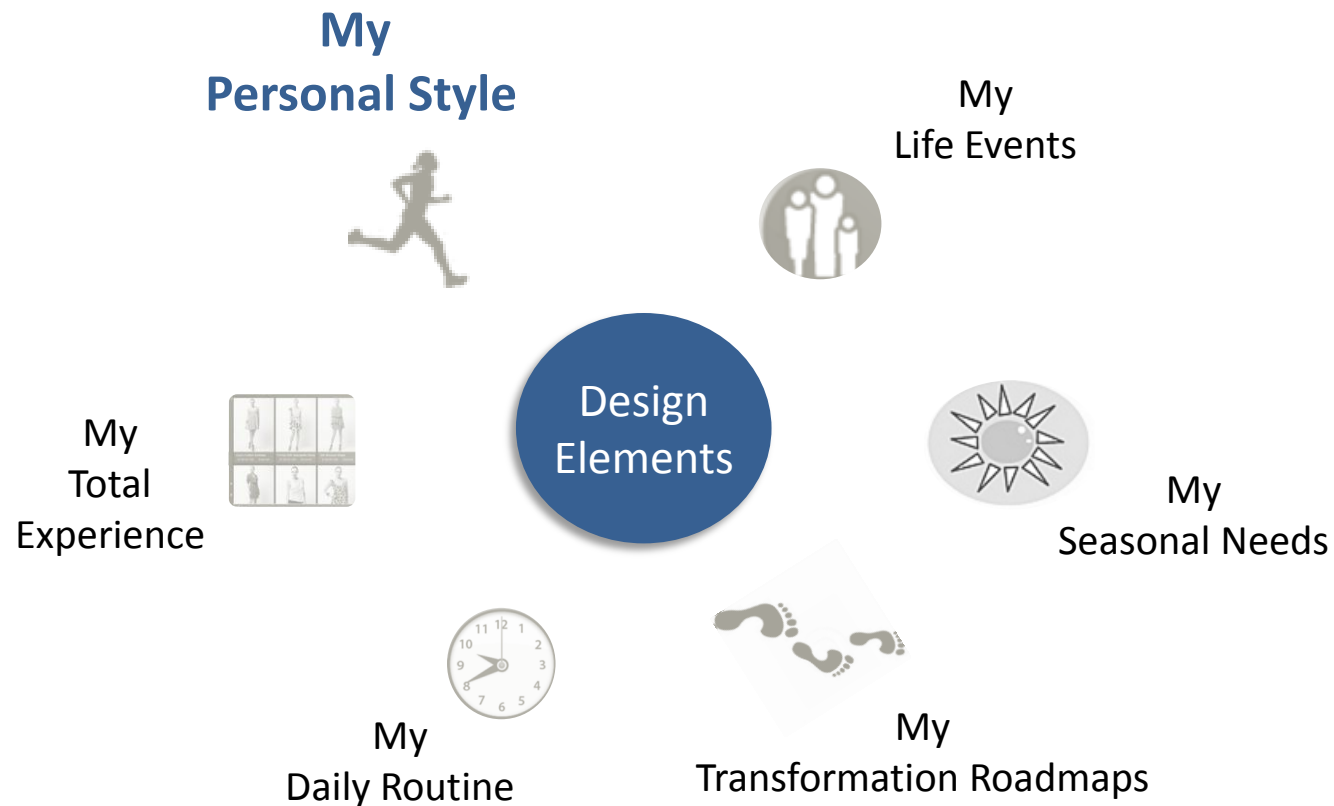
3 Drivers: Empower with Lifestyle Advice

Raving fans want advice from a Brand
that understands their **aspiring lives**.

With **lifestyle content**, fans can learn
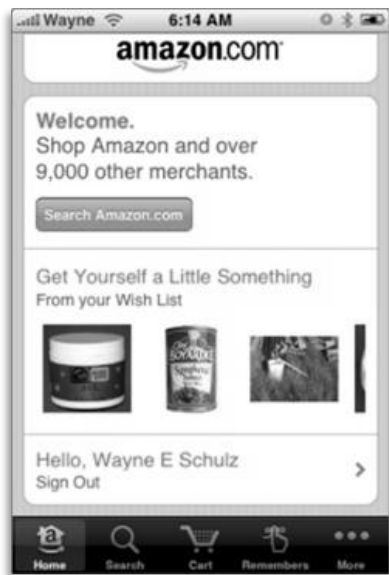what' new… what's hot… and what works.

With **resource advice**, fans gain direct access
to the Brand's most relevant resources:
content, people, places,
products, services, and experiences.

Innovation 3.0

The Future of Searching

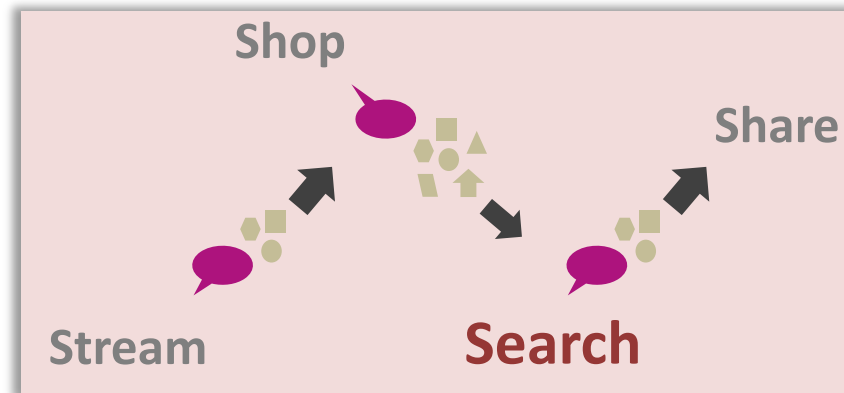HTML5
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3.0   Rethink Searching

Search Boxes on Phones

**Mobilize with
Personal Service**

I do the work.

Ask what I want to do.
Help me do it.

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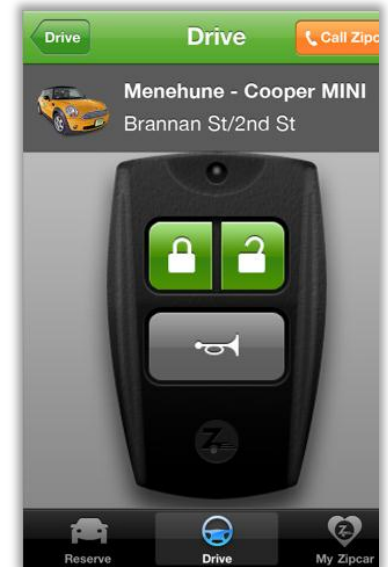www.devconfive.com

Zipcar Fans *… get me a car*
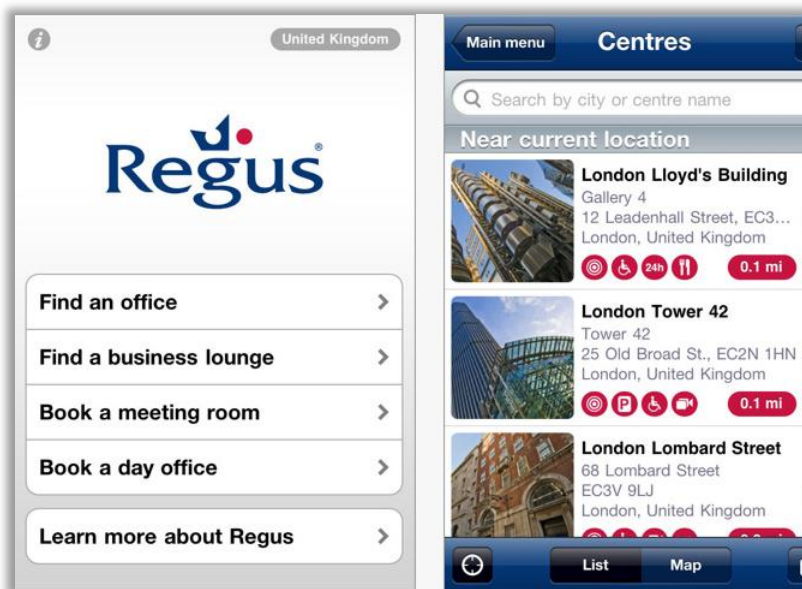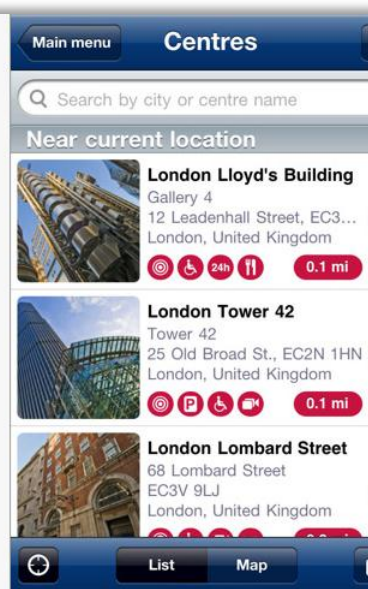

Locate
cars
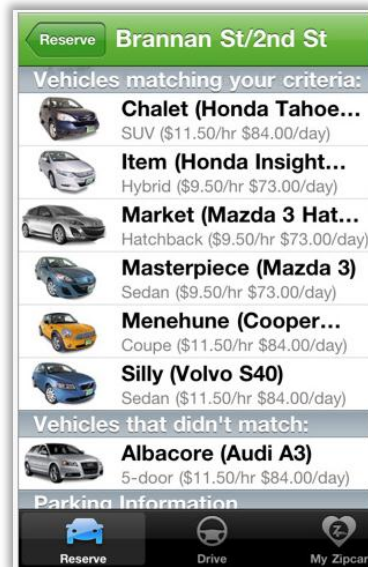
See
models

Make
reservation

Scan Zipcard,
unlock car

Regus Fans *… book us an office*

Click on
need

Locate
venues
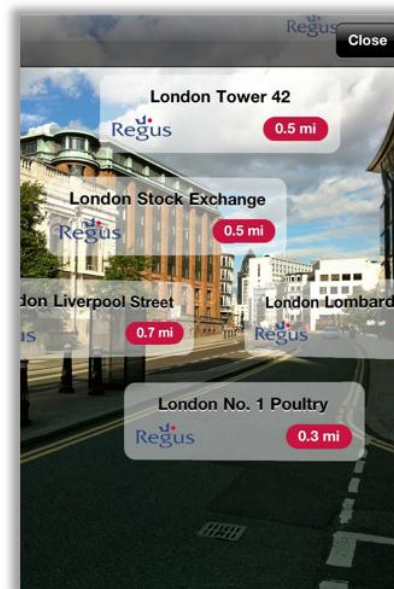
Find
my way

Make
a reservation

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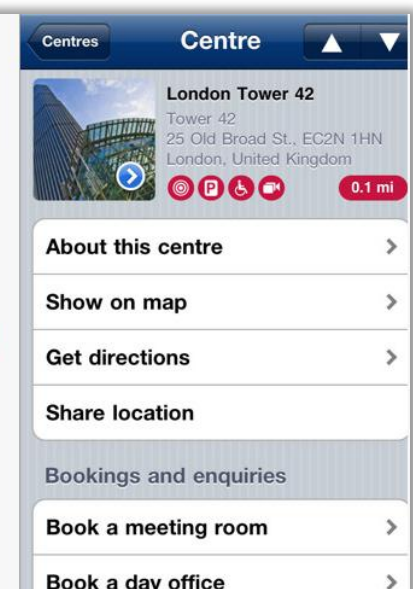
Chipotle Fans *… make my lunch*

Find
restaurant

Review
menu

Customize
order
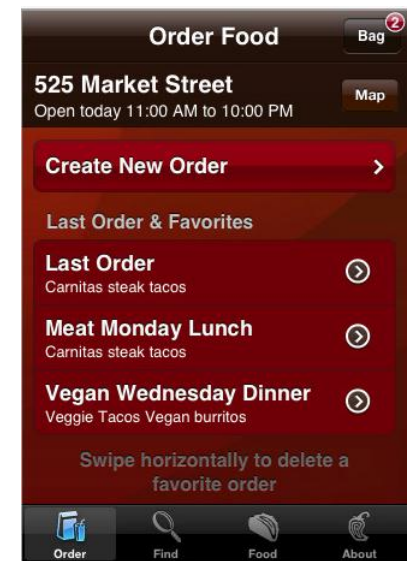
Repeat
favorites

Starbucks Fans *… find my coffee*

Find
coffee shop

Pay for
coffee

Reload
card

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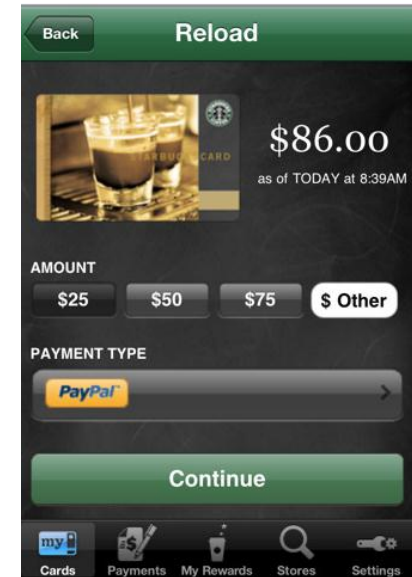
Ocado Fans *… replenish my pantry*
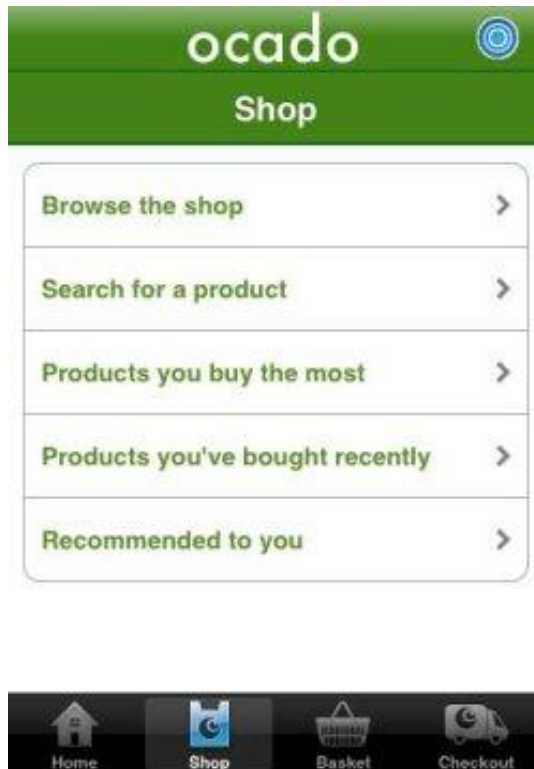
Remember
orders
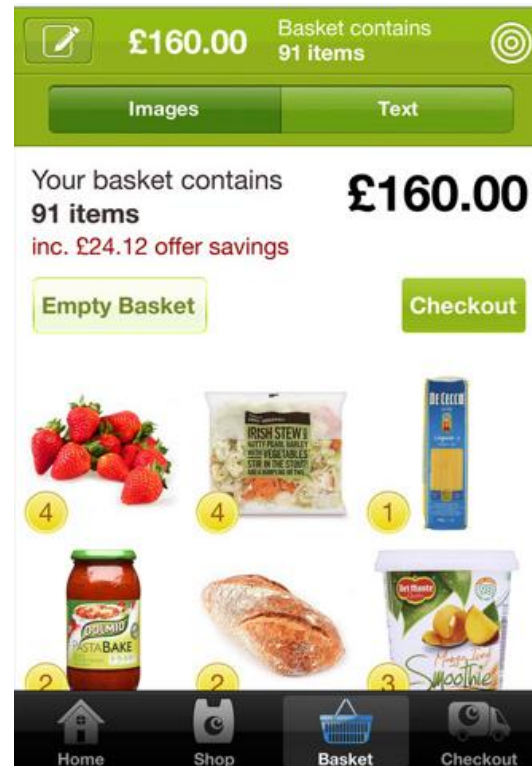
Check
basket
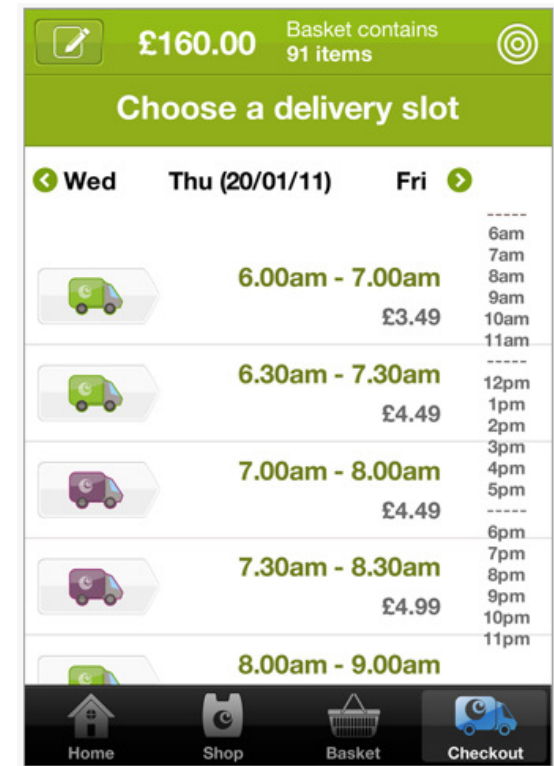
Schedule
delivery

Best Buy Fans *… talk me through the store*
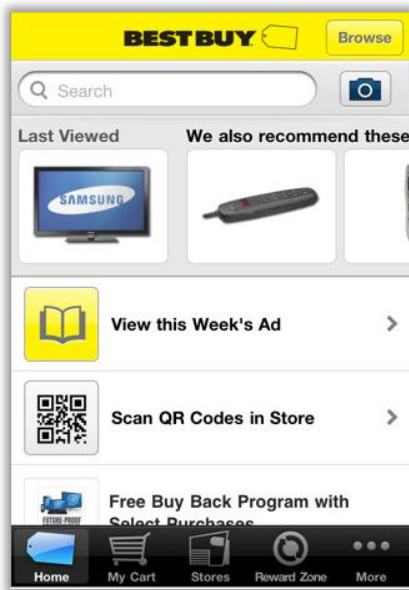
On Sale

Product Info
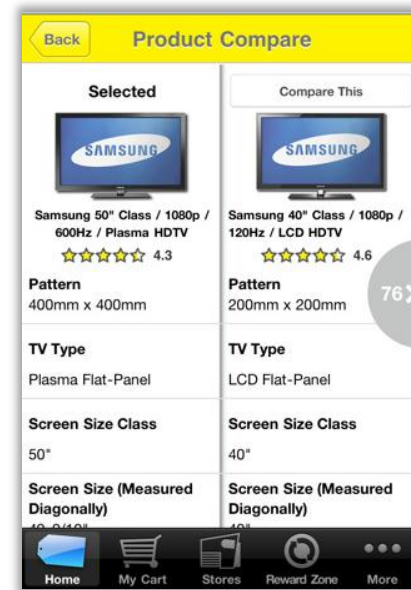
Product Comparisons

Benefit Cosmetics *… advise on my needs*
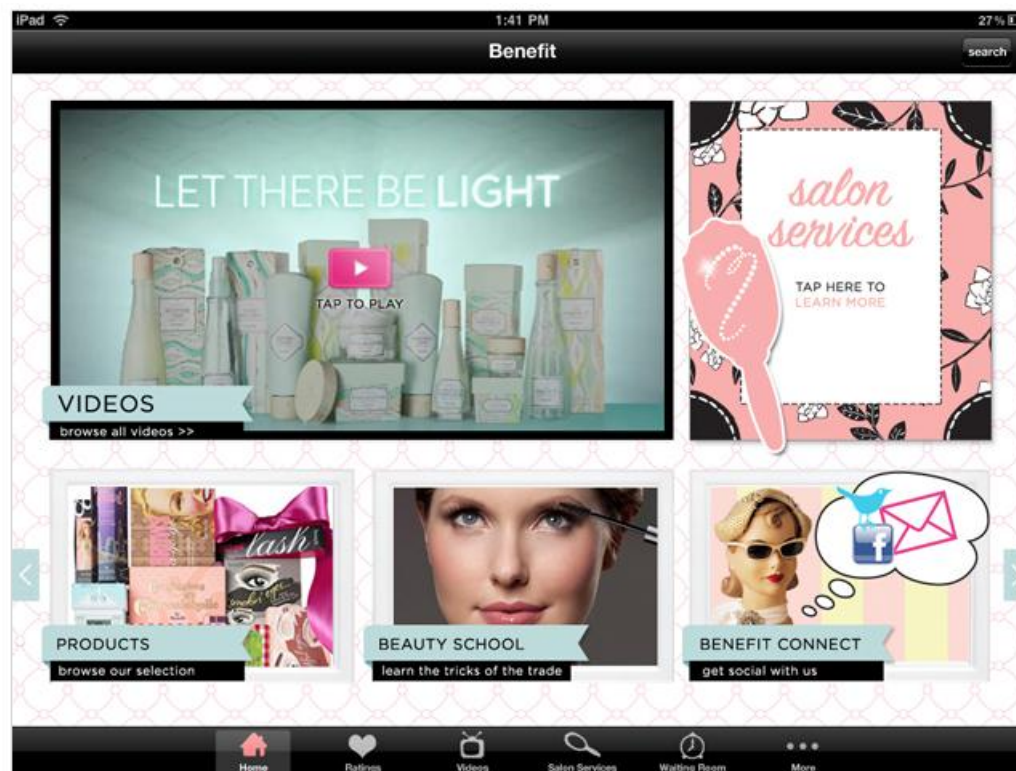
In-Store iPad App for Customers and Staff   Designed by *Branding Brand*.

Disneyland Fans *… plan my experience*
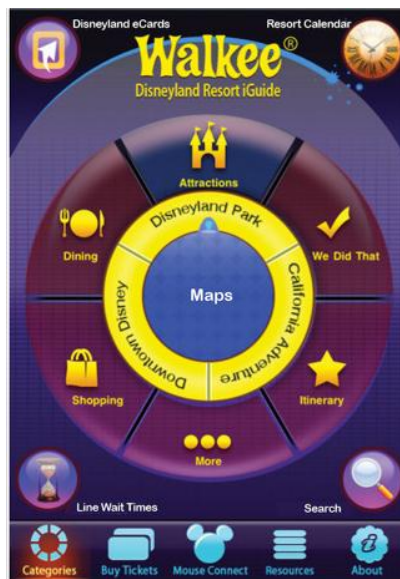
Find Attractions, Dining, Shopping

My Map

My Wait Times

My Venues

Mobile Relevance Leap: Mobilize with Personal Service

**Local
Brand Access**

Nearby
Inventories
and Promotions

Push-Button
Replenishment,
Renewal

Design
Elements

In-Store
Customer Advice,
Product Expertise

Schedule
Reservation,
Pickup, Delivery

Personalize
Product or Service
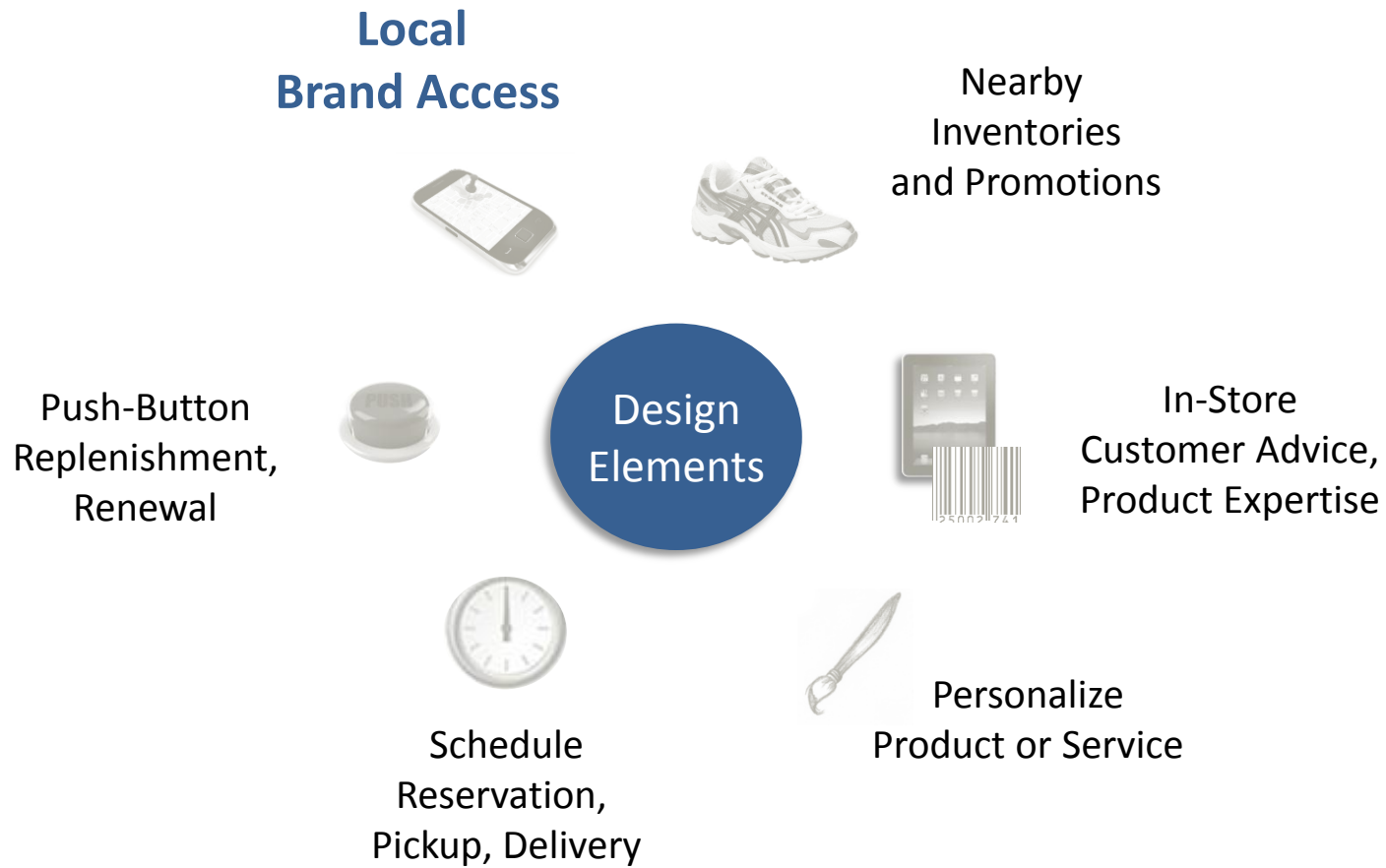
3 Drivers: Mobilize with Personal Service

Online shoppers can browse for a week,
mobile buyers **act within the hour.**

Fans spend often and spend a lot,
so they expect **personal service.**

With the push of a button, raving fans will
replenish and renew.

Innovation 3.0

The Future of Sharing

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3.0   Rethink Sharing

Crowds on Tablets   **Connect with Fan Personas**
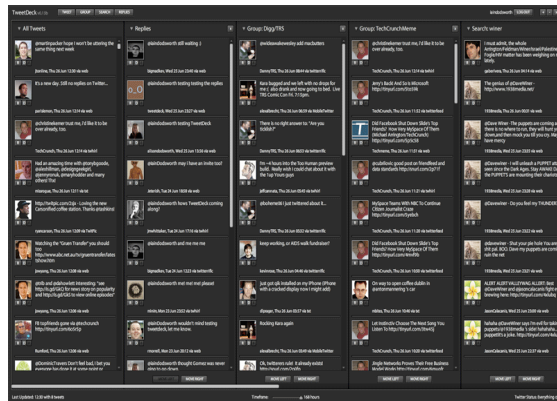
Reacting Crowds =
rants, ratings, reviews
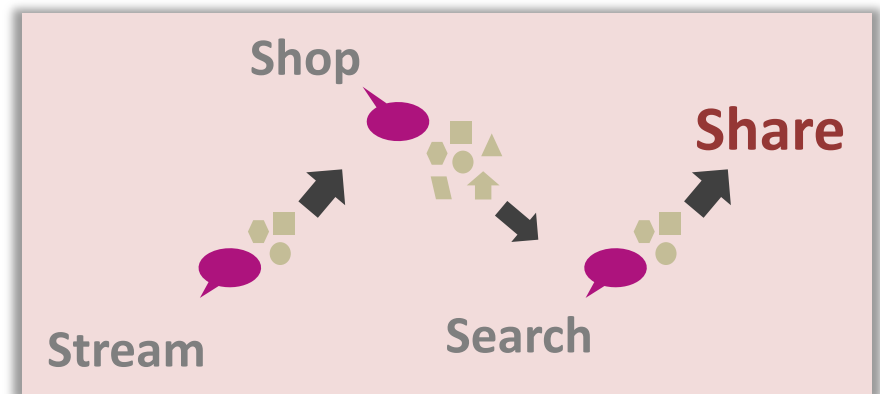
Raving Personas =
personalizing styles, interests, resources

Learn by Persona

Covet.com.   *By Like.com (acquired by Google)*

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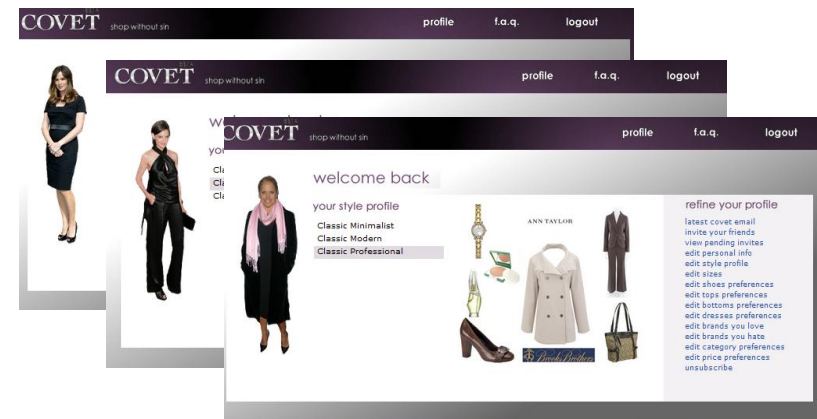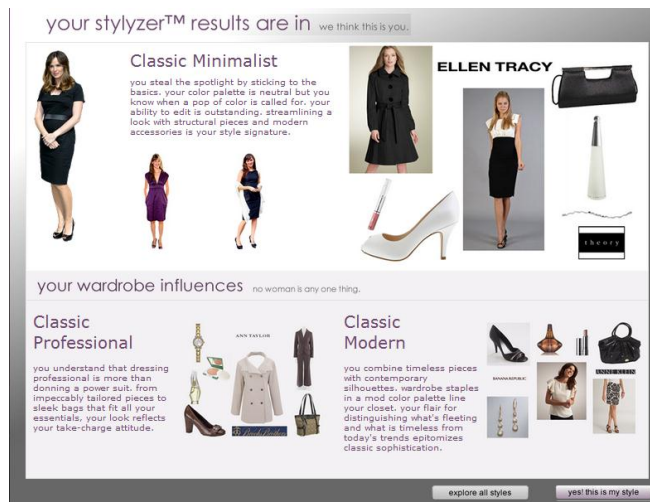
Network by Persona

Google+

Cooking Friends

Biking Buddies

Marketing Peers

Stage 32

My Director Profile

People
with something
in common

Projects
that match your
interests

People near you

Advise with Personas

The Invisible Artist

Platform: Layar.com

Celebrity Stylists

ShoeDazzle.com

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Advertise to Personas

Woman walks by

Women analytics

Man walks by

Men analytics

Platform: Immersive Labs

Market to Personas

Dog Lover

Foursquare check in

Sample dispensed

Platform: Foursquare.   GranataPet in Germany.

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Sell to Personas

Young Professional

Beginner Runner

Platform: Immersive Labs

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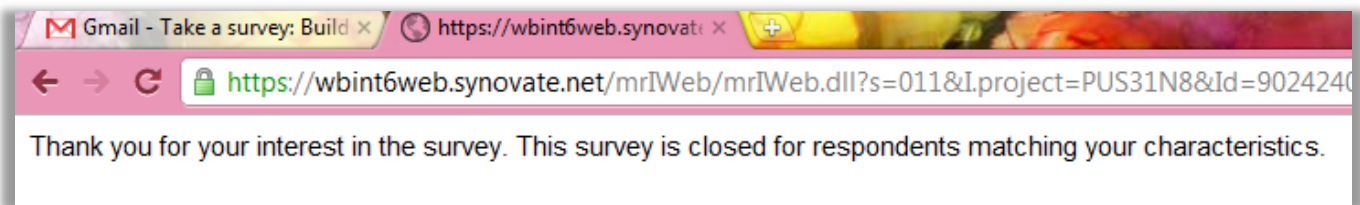
Co-Innovate with Personas
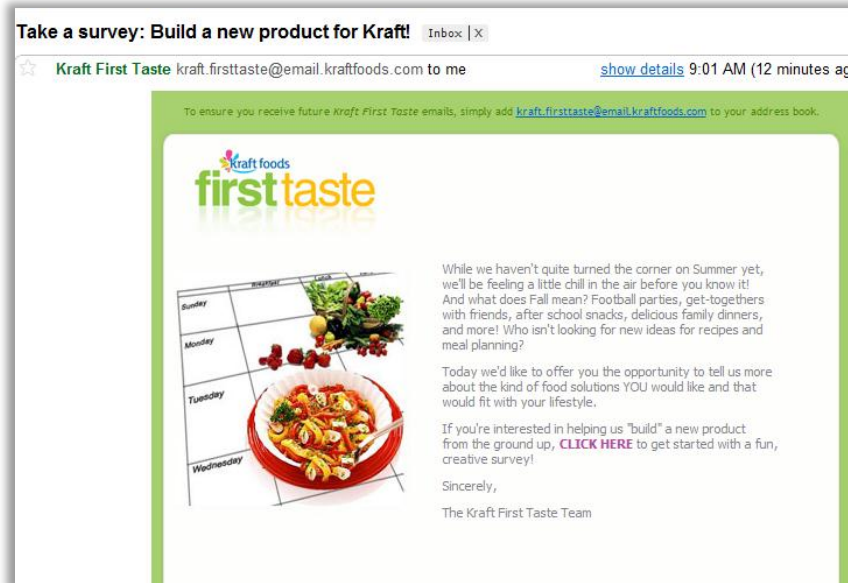
With a persona on file,
Kraft would not
have had to survey me,
then reject me.

Personalize Channels for Personas

NFC billboards

Interactive displays

Venue surfaces

Interactive games

Future:
Immersive
venues

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Personalize Communities for Personas

Story Characters

Lifestyle Interests

Lifestyle Segments
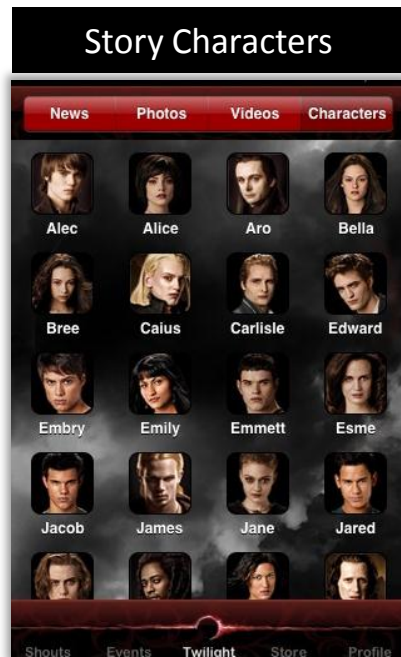
Twilight App   iRunway App   Jenny Craig Site

Mobile Relevance Leap: Connect with Fan Personas

Raving Fan Personas

Social networks

Communities

Design Elements

Trusted advisors

Channels

Advertising, marketing, sales

Co-innovation

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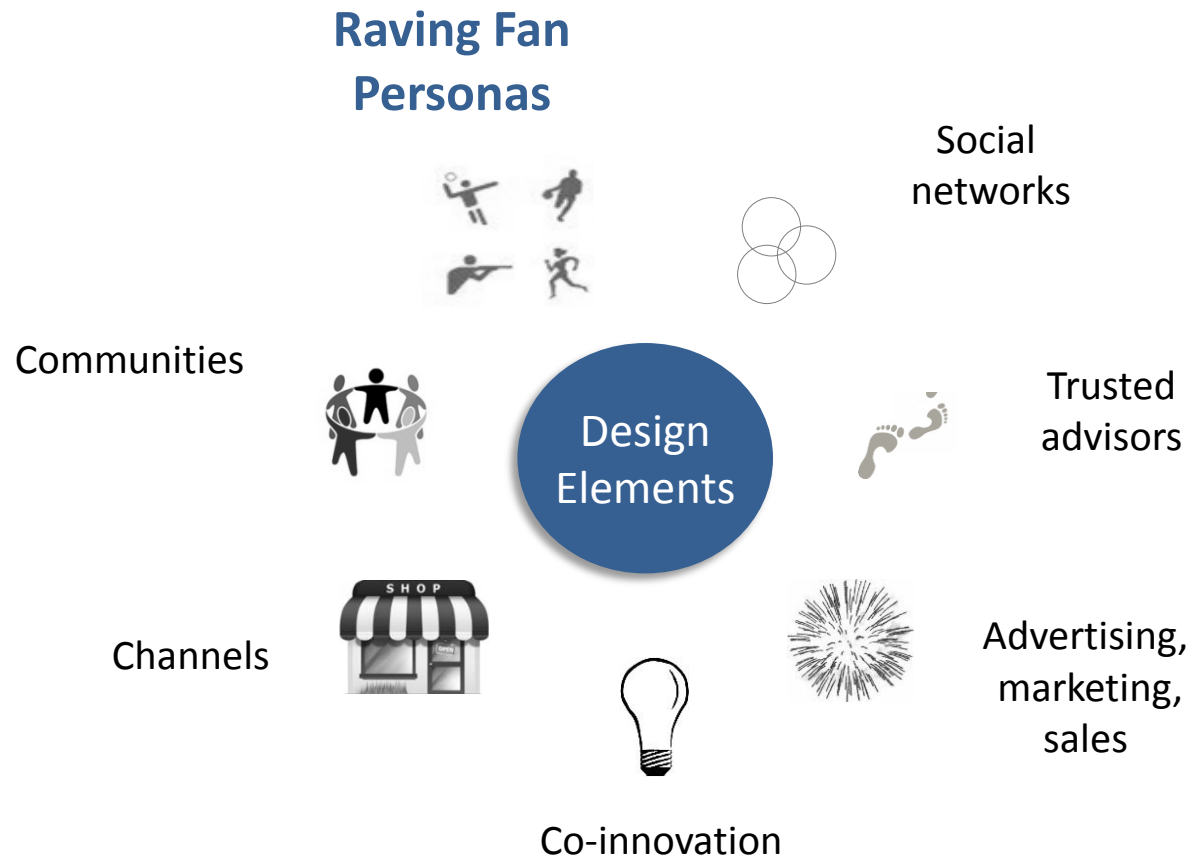
3 Drivers: Connect with Fan Personas

As a raving fan, I have different **personas,**
each with different spending interests.

If a brand learns about and relates to each of **my personas**,
it can win 100% of each persona's spending.

If I can access **other personas**,
I can keep pace with brand fan
celebrities, advisors, designers, experts, and peers.

Summary

Innovation 3.0

Avoid the innovation trap:
Radio Shows on TV

Four Strategies…

are raising the bar
for every Mobile Brand

Stream

Entertainment Brands: **Engage with raving fan content**

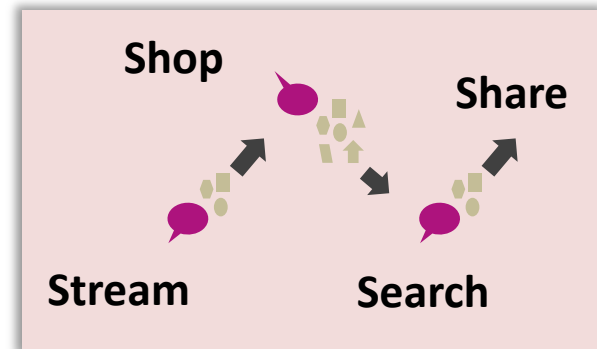**Shop**

Lifestyle Brands: **Empower with lifestyle advice**

Search

Consumer Brands: **Mobilize with personal service**

Share

Social Brands: **Connect with fan personas**

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