



## **Consumer Survey Reveals High Brand Recall Rates for Recent Mobile Campaigns**

*Ninety-six Percent of Consumers Remembered a Mobile Marketing Promotion's Call-to-Action; More Than a Third Say they are More Likely to Buy a Brand's Product/Service as a Result*

**Kirkland, Wash. - October 21, 2008** - Each day, the American consumer is exposed to thousands of advertisements, but how many of those do they actually recall? The 2008 Mobile Response Survey, sponsored by [HipCricket](#), found that mobile/SMS marketing recall rates were extremely high compared to other forms of media.

Of the respondents that received mobile marketing messages within the past year, more than half recalled at least one brand. Further, 96 percent remembered the promotion's call-to-action and more than a third reported that the promotion made them more likely to buy the brand's product/service. Attesting to the viral nature of mobile marketing, 37 percent told a friend about the message and 6 percent forwarded the promotion to a friend.

### **GR8 Deals: Mobile Couponing of Interest to US Consumers**

The survey also found that 58 percent of consumers are interested in receiving mobile coupons and nearly 40 percent would be willing to receive location-based, time-related offers and coupons (e.g. pizza coupon during the commute home from work). Forty-seven percent of those surveyed said if they received a mobile coupon it would be 'likely' or 'very likely' that they'd redeem it, with 70 percent of those respondents expressing interest in redeeming mobile coupons both online and in-store.

Consumers said they would also use their mobile phone to:

- Locate a store or restaurant - 39%
- Enter a contest - 28%
- Download a ringtone or wallpaper - 27%
- Visit a mobile website - 20%
- Sign up to receive future offers & promotions - 14%
- View nutritional facts while at a restaurant - 13%

### **Mobile Advertising: Not Yet a Standalone Media Buy**

More than half of respondents never access the mobile Web and only five percent would use their phone to click on a mobile ad.

“One of the reasons that we see such high response rates to our mobile marketing campaigns is because we’re taking advantage of the ubiquity of SMS, which is on more than 96 percent of devices and used regularly by more than 136 million Americans,” said Steve Siegel, VP, Brand Solutions for HipCricket. “Mobile advertising is a great complement to many of our multi-faceted mobile marketing campaigns and we anticipate growing interest in advertising on the mobile Web as consumers continue to adopt Web-enabled devices with superior online experiences, such as the iPhone.”

Market segments that consumers are most interested in receiving messages from on their mobile phone include:

- Food and beverage - 51%
- Entertainment/media - 40%
- Retail - 24%
- Apparel - 23%
- Mobile carriers - 21%

#### **About the 2008 Mobile Response Survey**

The 2008 Mobile Response Survey is a national survey designed to provide insight into consumer attitudes towards mobile marketing and their mobile behavior. The survey was conducted in August 2008 via email and is based on 517 respondents. The survey is sponsored by Kirkland, Wash.-based HipCricket. A Research Brief providing detailed information on the findings is available at [www.hipcricket.com/survey](http://www.hipcricket.com/survey).

#### **About HipCricket**

HipCricket, Inc. drives new revenue and customer loyalty for broadcast stations and consumer brands through strategic, creative and measurable mobile marketing interactivity. Recognized as a pioneer by CTIA, the preeminent wireless association, the mobile marketing software and solutions company has delivered more than 24,000 successful campaigns for customers including Clear Channel Radio, Premiere Radio Networks, Sandusky Broadcasting, NBC, Coca Cola, Staples, Hershey’s and Jameson. With its unique technology and experienced, customer-focused team, HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and now connects brands with audiences they desire to reach via broadcast stations that are part of the first comprehensive Hispanic Mobile Marketing Network. The company is based in Kirkland, Wash. with additional operations in New York. More information can be found at [www.hipcricket.com](http://www.hipcricket.com).

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