

"New, New Media" Gets Return From Traditional & Media Built For Today

By Jeff Hasen

Rather than diss the old, I ask new media marketers to pause and consider the continued strength of so-called traditional media.

For me, it never has been an either/or situation. One would be a fool to summarily dismiss old media – especially since more than 230 million continue to listen to the radio daily (Radio Advertising Bureau) and the average American watches television 142 hours a month (Nielsen).

And just where does mobile fit into the mix, especially since “social media” has the world atwitter. Mobile is the vehicle to build valuable databases and to deliver on the calls to action that savvy marketers include in traditional media. Consider Jiffy Lube, which added a mobile coupon offer to a radio spot to drive sales: about 50 percent of those who redeemed the coupon were new customers.

Put old, new and mobile together and you have *new, new media* – a leveraged, integrated effort that brings effectiveness and measurability. The idea of integration isn't new – consistent message, one medium working in tandem with another, dollars working for you as your audience repeatedly encounters your brands message.

Take, for instance, the holiday season campaign HipCricket developed for JVC around the release of *The Dark Knight* DVD. JVC combined mobile with traditional media (an ad in *Rolling Stone* for example), a street event in Times Square and point of purchase materials to generate interest and to build a remarketable database of customers and prospects. Mobile via our platform provided a response and interaction mechanism and also enabled measurement and assessment of the most effective marketing channel. This produced real-time intelligence and the ability to optimize the marketing mix.

HipCricket's award-winning program with Wiley Publishing's "For Dummies" franchise is another solid example of leveraged media. This campaign involved POS, online and mobile. They came to us with a goal of reaching the masses and delivering a rich brand experience via mobile. Together, we devised and executed an integrated campaign that included the following:

- Text: A text-to-win sweepstakes gave consumers a chance to win high-end consumer electronics prizes via SMS, using the keyword "DUMMIES" to reinforce the brand. All who entered received a rebate for \$5 off any Wiley "For Dummies" title. Consumers even had the opportunity to opt-in for future offers and information.

- Mobile Banner Ads: Through optimization via our platform, we delivered more than 1.3 million impressions with a call to action and branding familiar to consumers. More importantly, click-through rates were four times as high as those produced by the companion online campaign.
- Mobile Web (WAP) Site: The “richest” brand execution delivered the “For Dummies” logo look and feel, and gave those interested an easy way to opt-in to receive offers and rebates. The site even featured a store locator to find the closest store, as well as a list of the most popular “For Dummies” titles.

How did the campaign do? It moved product as well as the loyalty scale – there was a 34 percent conversion rate for consumers joining the TXT4Dummies Club. And it received the prestigious Cross-Media Integration award from the Mobile Marketing Association.

HipCricket has passed the 33,000 mark in total successful campaigns. There are thousands and thousands of cases of traditional media and mobile combining to deliver outstanding results.

The *new, new media* model has interested some mobile marketing veterans. Two have come aboard and joined our growing Brand Division based in New York. Scott Debson, our new VP of Brand Solutions, has worked on more than 200 mobile marketing and content campaigns in the U.S. and Europe for clients including Warner Music Group, adidas and Paramount Pictures, among others. Previously, he was GM/Senior VP/Personalization for the mobile media company Zingy. We wooed him from his successful mobile and new media consulting firm to help us drive the leveraged media approach. Impressed by our people, successes and platform, Derek Wiggins left The Hyperfactory and joined Scott’s team.

In the cases of Scott and Derek, *new, new media* is anything but old hat.