



CHIQUITA'S APP-PEEL

THIS SUMMER, CHIQUITA BANANA USED A NEW APP TO RAISE ITS PROFILE as the Official Fresh Snack of Little League International and connect with the parents who shop for the players.

The "FanFun" app was a first for the brand, which worked with mobile platform FunMobility to develop the offering.

"We had thought of fun [app ideas before], but they just didn't seem very necessary," says Heath Osburn, Chiquita's director of marketing and insights. "They were just bells and whistles, whereas this app is truly an integrated part of our program."

For example, at Little League games, proud relatives could shoot pictures of their players with their smartphones and use the app to turn them into files that look like baseball cards. Users could then send those cards to friends or post them to social media sites.

Doing that also earned users points in a sweeps run inside the app with prizes such as a \$500 gift card to Dick's Sporting Goods or a family trip for four to the spring training camp of a Major League team next year. A widget on the app allowed Chiquita to offer a leaderboard to show users who was ahead on points in their region or nationally. Another widget added trivia questions concerning Little League, bananas and general nutrition.

Just as important, the FanFun app let users locate nearby retailers participating in the Chiquita promotion and earn points when they checked into those stores. Through the end of August, stickers on bananas carried QR codes leading customers to download the app for iPhone and Android.

The campaign includes a website, but Chiquita expected that many downloads would come from the 100 million impressions those fruit stickers offered. "We like that the app lets us engage with customers while at the same time connecting with our retailers," Osburn says. "Because in the end, we're in the business of selling bananas." —**BRIAN QUINTON**



Tis' the Season

ACCORDING TO E-DIALOG, IN 2011, THE AVERAGE MOBILE SHARE OF EMAIL OPENS DURING THE HOLIDAY SEASON WAS 33%, with peaks during weekends and on Christmas Day, when mobile opens hit 51%. "Now is the time to measure your share of mobile opens, clicks, and the corresponding devices on which they happen," advises Julianne Manoogian, client services manager, e-Dialog. "Consider a creative audit of your current email templates to make sure your customers are having a positive mobile viewing and shopping experience."

READING ON THE RUN

A RECENT REPORT BY SILVERPOP ON HOW AMERICANS INTERACT WITH EMAIL RAISES QUESTIONS ABOUT THE SIZE OF MESSAGES, especially as consumers increasingly use smartphones to read their email.

The majority of companies surveyed keep their messages below 40 kilobytes, with average sizes running closer to 15KB. Regionally, messages sent within the U.S. tend to be smaller than those beamed in Canada, Europe, the Middle East or Africa— a phenomenon Silverpop's product evangelist Dave Walters attributes to the U.S. being "the slowest and most expensive country in the world" when it comes to access.

Message size doesn't matter when mail is accessed on desktops, but the report notes that when cell networks offer only two bars of coverage, optimizing for message size becomes more important.

For the most part, the verticals are well within these guidelines. Even retailers and nonprofits, which ranked highest among message sizes, were by and large within a 20-25KB range.—**RICHARD H. LEVEY**

BEYOND M-COMMERCE

DIRECT BUYING VIA MOBILE WILL ACCOUNT FOR ONLY \$12 BILLION IN U.S. SALES THIS YEAR. But mobile will influence 5.1% of all U.S. retail purchases in 2012, or \$159 billion in sales, according to a forecast from Deloitte Consulting LLP.

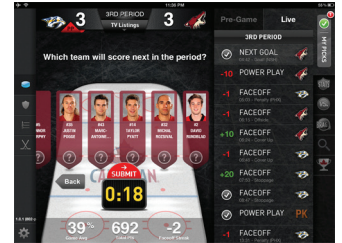
The difference? Shoppers who use a retailer's branded app while in the store to check prices or research products convert, on average, 21% more than those who don't. And that influence will grow until mobile gets credit for impacting 17% to 21% of store sales in 2016—or \$628 billion to \$752 billion in sales.—**BQ**





NHL'S SOCIAL GOAL

TO ENGAGE FANS WHO MIGHT NOT WATCH REGULAR-SEASON GAMES DURING THE STANLEY CUP PLAYOFFS, THE NHL ROLLED OUT AN IPAD APP designed to be used while the



games were playing on TV.

Developed with PrePlay Sports, the app let users make predictions about where the on-ice action would go next—power play outcomes, penalty shots, face-offs and so—on—all in real time. Predictions could be matched against selected friends or the entire universe of NHL PrePlay users.

The app let users specify what local broadcast or cable channel they were watching on and their time zone; the company then made sure information was delivered at the right point in the action.

Molson Canadian sponsored both the playoff broadcasts and the app, which integrated with Molson TV ads. Using a platform from Second Screen Networks, Molson was able to serve up iPad ads at exactly the same moment their spots occurred in the games, letting users swipe their iPad screens for more information.—BQ

TIP: FOCUS ON MOBILITY FOR EMERGING AND FRONTIER MARKETS

EVEN IF YOU HAVE A MOBILE MARKETING STRATEGY FOR ENGLISH-SPEAKING CUSTOMERS, YOU MAY NOT REALIZE HOW IMPORTANT MOBILE REALLY IS FOR PEOPLE WHO SPEAK OTHER LANGUAGES, such as Spanish-speakers in the United States. It is often not just the platform of choice, but the *only* platform on which you can consistently reach your prospects and customers, regardless of age or socioeconomic level. According to the International Telecommunication Union, there were 6 billion mobile users at the end of 2011 (87% of the world's population), with 4.5 billion mobile subscribers in the developing world. To ensure that your website strategy is on track, you should focus on the countries and languages represented in this category that are in your top 10 markets over the next 12 to 18 months, along with the demographics that go with them.—REBECCA RAY, SENIOR ANALYST, COMMON SENSE ADVISORY

Budget Basics

A RISING PROFILE FOR MOBILE DOESN'T NECESSARILY MEAN MARKETERS WILL BE SPENDING MUCH MORE IN THE CHANNEL, OR DOING MUCH TO UNDERSTAND HOW THEIR PROSPECTS USE MOBILE. While 31% of respondents to Chief Marketer's 2012 Mobile Marketing survey said their budgets for mobile marketing grew in 2011, that's almost equaled by the 28% who said those dollars remained the same. (Only 3% saw a decrease.) And more than two-thirds of those polled (71%) said that a tenth or less of their 2012 marketing spend is allotted for mobile. For 50% of respondents, that will translate into \$5,000 or less.

In terms of knowing their mobile users, about 25% of respondents said they know from first-hand observation how their customers use mobile and what devices they use, and can segment those users based on behavior and interests. Another 18% said they don't have that direct knowledge drawn from their own data, but rely on third-party studies and research.

Forty percent said they're just assuming their target consumers are using mobile more, but have no firm insight into what devices they're on or what they do there. Basically, this 40% is guessing, up from 35% who said the same thing last year. Add to that the 13% who said they just don't know what shoppers are doing and it becomes clear: More than half of marketers need a better understanding of where their customers are in the mobile migration.—BRIAN QUINTON