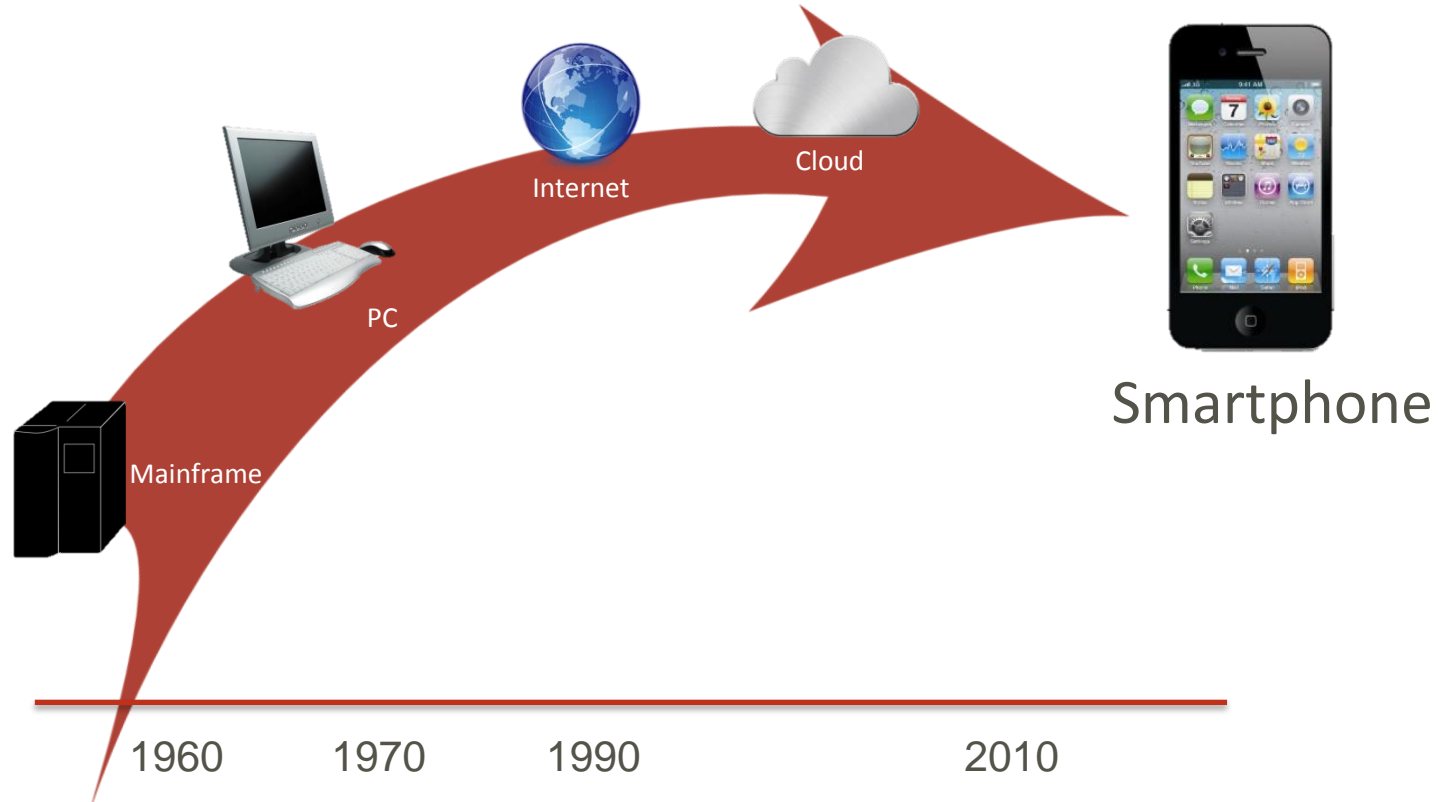


+44(0)20 3397 9028  
74 Great Eastern St.  
London | EC2A 3JL  
info@red-c.co.uk  
www.red-c.co.uk

# Red C – The Mobile Opportunity



# Technology Evolution – Series of revolutions

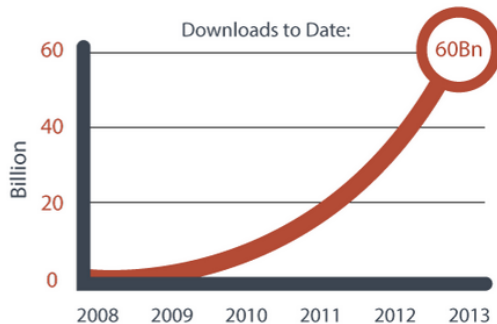


# The Mobile Revolution

eMarketer expects **4.55 billion** people worldwide to use a mobile phone in 2014  
**1.7 billion smartphones**

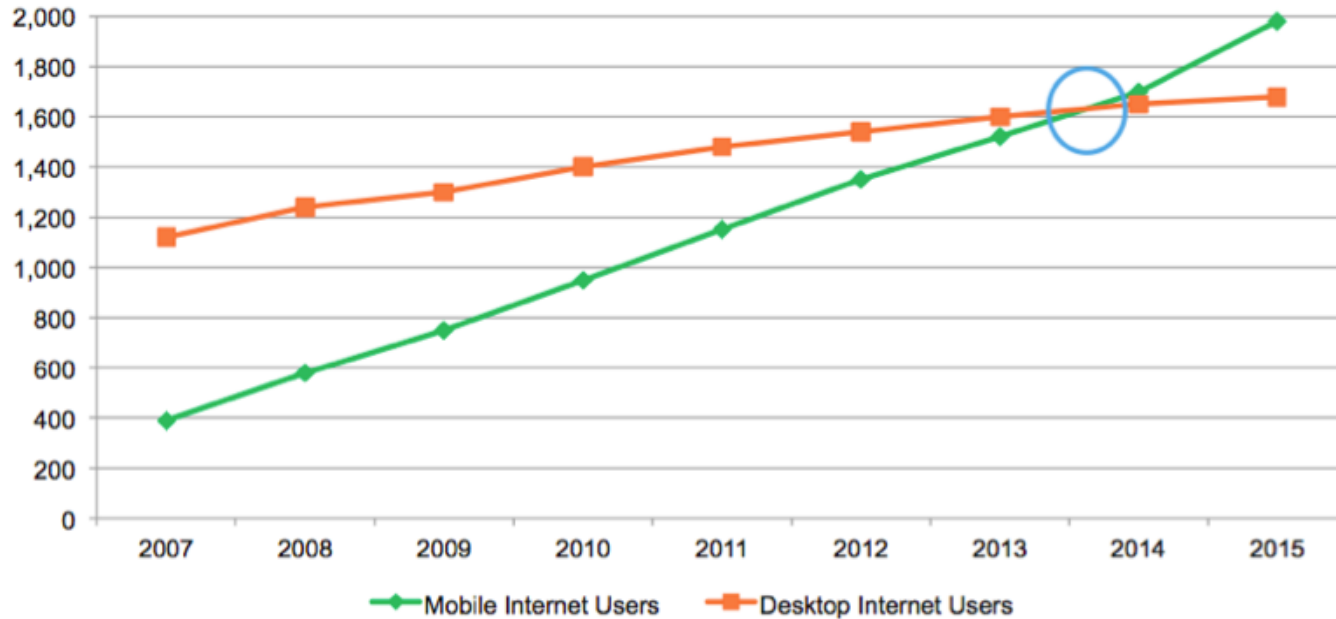
18-24 year olds - over **5 hours a day** on smartphone - more than any other media

85% of our respondents said mobile devices are a **central part of everyday life**—and **90%** of those aged 18-24 agreed



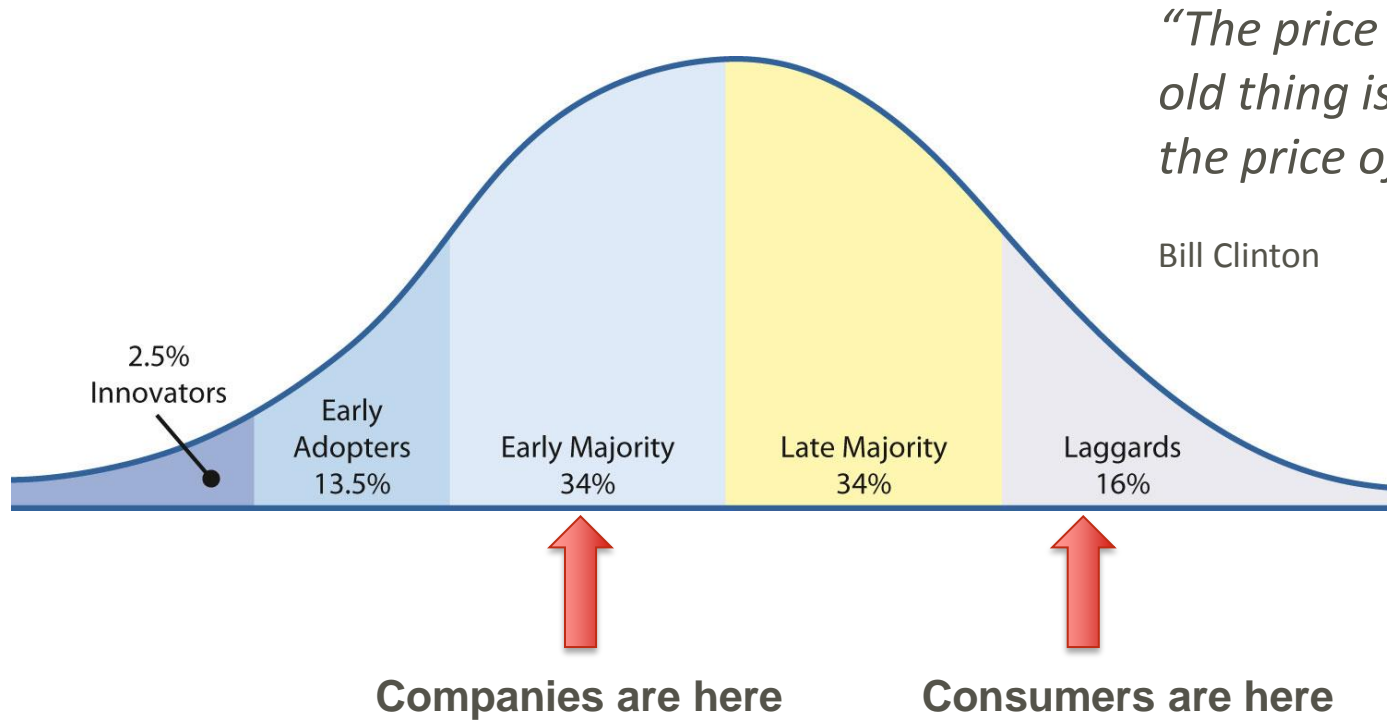
**2 Hours 7 Minutes**  
Average time a day on apps

# Mobile vs. Desktop Internet Access



Source: Mary Meeker, Morgan Stanley, "Internet Trends," April 12, 2010

# Mobile Adoption Curve

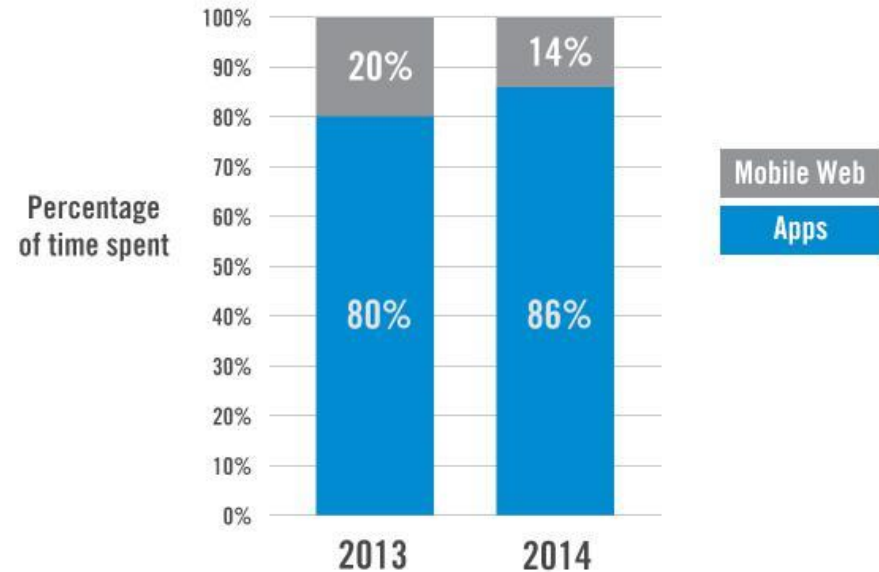


# Apps vs. Mobile Web Browser

## 80% Apps vs. 20% Browser

- Simple and quick to use
- Instant access
- Use phones hardware:  
Location (GPS), camera, movement sensors, Bluetooth etc..
- Work offline
- Push notifications
- Your brand on their device

## Apps Continue to Dominate the Mobile Web

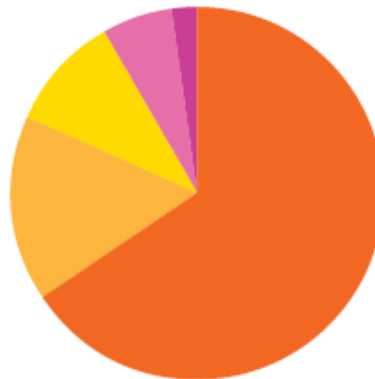


# Push Notifications

## Advantages over email and SMS

- **High response rate**  
66% check push notifications
- **Can be Personalised**  
46% of consumers say they use push because they like receiving personalised alerts, suggesting a valuable opportunity for brands looking to provide more value through their mobile messaging
- **Immediate**  
Only 8% wait or ignore the notification before checking
- **Increase engagement**  
Send reminders to users who haven't used your app for a few weeks

Consumer Action When Receiving a Push Notification (N = 302)



- 65% Check and open if interested
- 16% Check and immediately open
- 10% Scan or read notification only
- 6% Wait before checking notification
- 2% Ignore the notification

# Mobile Workplace – The Future

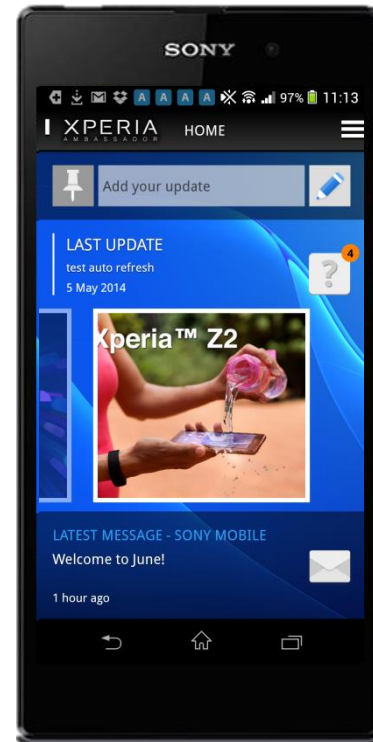


Everything you could do in the office you can now do on your mobile device using apps



# Internal App

- Increase internal efficiency
- Monitor performance
- Internal communications
- Health and safety
- Increase sales teams effectiveness
- Incentivise staff



# Sony Xperia Ambassador

SONY

## CHALLENGE

- App allowing Sony to communicate with distributors and retailers
- Provide the latest training and incentives direct to their handset.
- Encourage employees to ask questions and give feedback directly to Sony through the app
- Platforms: Sony Mobiles



# Sony Xperia Ambassador

SONY

## SOLUTION

Red C built an intuitive interface with:

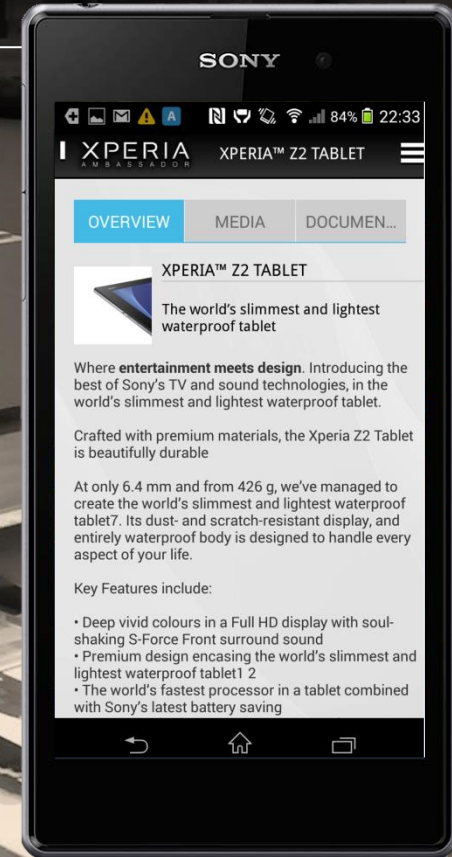
- Daily Messages
- Twitter-Style Message Wall
- Survey Questions
- Product Info, Videos, Photos, tech specs

## RESULTS

Over 400 internal users downloaded and registered themselves in the app in the first few days

Sony have seen an increase in internal engagement

App users out sell non-app users by 6:1



# Campaign App

- Short-term for a promotion or ad campaign
- One part of the media mix
- Linked to real world campaign
- Often use web apps to reduce cost





# Wimbledon – Perfect Day



## CHALLENGE

- HSBC wanted to **engage consumers** with the Wimbledon experience
- Web app for online competition campaign
- Users enter details to potentially win a 'Perfect Day' at Wimbledon
- Platform: Web App





# Wimbledon – Perfect Day



## SOLUTION

Intuitive web app

Consumers create their 'perfect day' at Wimbledon online

Vibrant, interactive selector tool

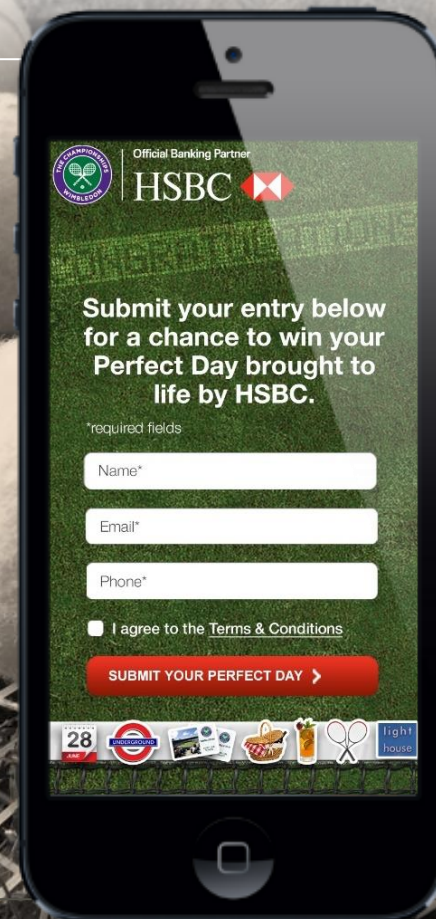
Each day a winner was picked through randomising system

Spectators' photos were uploaded to the back-end and viewed online the following day

## RESULTS

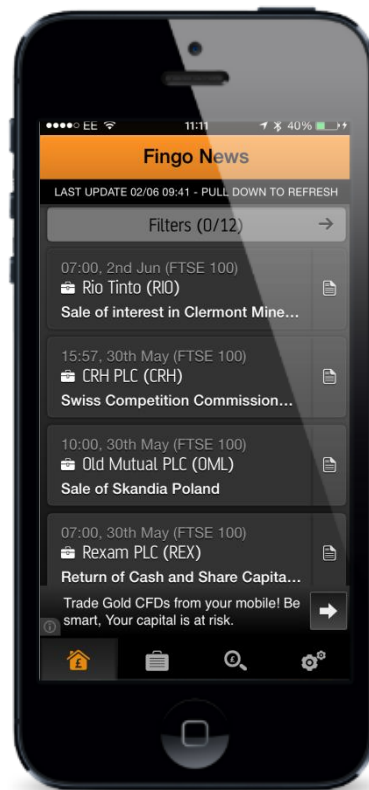
Over 6,000 consumers entered the competition

The data was used to promote HSBC services post-Wimbledon



# Consumer/Client App

- Value Add for your customers/clients
- Promotion tool
- Simplify access to your services/data
- Sell your products/services



# Fingo News



## CHALLENGE

- App dedicated to bringing **real-time** UK regulatory **stock announcements**
- Giving users the ability to read, analyse and trade on the back of instant stock announcements pushed directly to their iPhone or iPad
- Platforms: iOS, website



# Fingo News



## SOLUTION

Real-time news announcements

Browse and filter announcements in chronological order or filter by preferred category type

Suggested search

Instant tailored push notifications depending on personalised watchlist

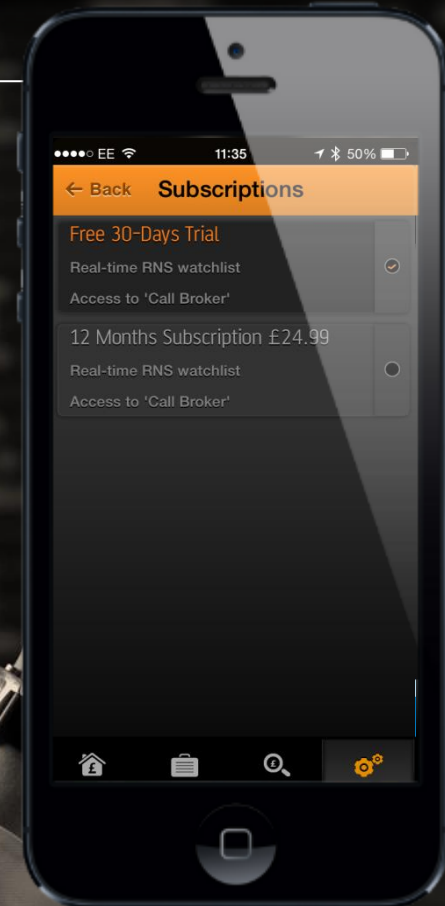
Call Broker - Trade directly with their broker

Subscriptions

## RESULT

Over 200 active users within first week

No.2 in App Store for paid apps in the financial section



Thank you