

# Mobile video advertising and Super Bowl ads from Doritos and Google

Dear reader,

The March issue of goviral's newsletter focuses on what is by many considered to be the next step forward in digital advertising: mobile video advertising. Even though it has been well over a year since the launch of the iPhone 3G and the resultant boom in mobile Internet services, the growth in new users seems unstoppable. This also means that online video advertising on mobile devices is becoming more attractive. Another memorable event this month was of course the Super Bowl. Even in times of recession, advertisers invested heavily in showcasing their most prestigious television ads. You will find out how Doritos and Google took a completely different approach to this.

Last but not least, we are delighted to inform you about two exciting new job opportunities at goviral. We are looking for a Publishing Manager for our Copenhagen office and an Account Director for our new office in Stockholm. Click [here](#) to find out more.

## Switching screens: when will video advertising go mobile?

Perhaps you remember the discussion in last year's July newsletter on how the growing array of modern-day communication devices has created a new type of media consumer – the 'always on' user. In today's 'multiscreen world', mobile devices have an increasingly important role to fulfil. The launch and penetration of 3G mobile devices has made mobile online experiences more rich and dynamic and made it more interesting for advertisers to venture into the business of mobile marketing. 3G users will be familiar with simple text and banner ads. But what about mobile video advertising?

### More than simply smaller screens

Figures from comScore show that 27% of consumers in the major European markets are using mobile browsers, applications and content downloaders. Even more so than PCs, mobile devices are highly personalised, which calls for highly personal media as well. Advertising messages can be targeted on a much more personal and local level, making the brand message relevant and valuable for the consumer.

It is important to acknowledge the fact that mobile marketing is becoming an advertising discipline within its own right and that it requires more than simply the PC-based Internet on smaller screens. Mobile ads often benefit from strong consumer response and click-through rates. This can partly be attributed to the novelty effect and a platform that is still in its early days. Users are still curious to explore all the options that it has to offer, including ads. In addition, mobile screens are still relatively free of ad clutter, making the battle for the user's attention slightly less fierce.

### Critical mass

Mobile video is increasing in popularity, but while some mobile consumers are happy to pay for video content, many are unwilling to spend large parts of their data plan on watching video on the move. At this point in time, few mobile internet users would voluntarily engage with branded content. But it seems reasonable to argue that mobile internet will follow the same technological developments that regular PC internet has gone through over recent years. The technological

infrastructure has to be established and improved first, before mobile internet will reach a critical mass. Mobile internet applications, services and content will follow, including user-generated content and mobile blogs. Most countries still lack extensive 3G network coverage and sometimes the market is highly monopolised. But changes are occurring. Following their US counterparts, a growing number of European mobile services providers are now starting to offer unlimited data plans. Increased competition will benefit the consumer and will very soon convert into a boom in European mobile Internet traffic.

### **First mover**

In technological terms, the step from PC to mobile is not that big for branded content videos. The systems are in place and online video advertising campaign processes can quite easily be replicated in a mobile setting. Current distribution and tracking mechanisms can also be used for mobile branded video content. In addition to large sites like BBC, Facebook or Google, more and more smaller sites are launching a mobile version in addition to their regular site. This means that the platform for mobile online content is growing. However, the market for mobile branded video content is still in its infancy and largely up for grabs. We at goviral are of course highly interested in these developments and have recently started running a trial with a mobile video campaign. We believe that the near future will pave the way for richer mobile branded content, such as videos and widgets. So if you are an advertiser who wants to gain early experience in this new and rapidly expanding market, now might be the right time to act.

## **How Super Bowl ads conquer the Web – and vice versa**

Super Bowl commercials are highly anticipated, generating much buzz even before the game is. Prices for advertising space are truly mind-boggling; 30 seconds of advertising time during this year's edition is estimated to have cost US\$ 3.01 million (€2.21 million, £1.95 million). That said, the average Super Bowl commercial had an audience of no less than 106,500,000 viewers. The most viewed commercial even reached more than 116 million people according to figures from Nielsen. "For an advertiser to make its pitch to more than 116 million viewers at once shows that the Super Bowl remains the single largest television platform for marketers," said Pat McDonough, senior vice president for insights and analysis at Nielsen. "And with Super Bowl advertisers adding thousands – if not millions – of commercial views through online and social media exposure, they are able to extend their multi-million dollar investments beyond the game itself."

### **Doritos**

Doritos made a Super Bowl commercial that features two men in a gym who are being attacked for stealing someone else's bag of Doritos. The brand challenged people to come up with their own Super Bowl commercial for the brand. The six best videos got a prize of \$25,000 and the best three contestants (including this one) saw their commercials being aired during the Super Bowl. Doritos can look back on a successful contest. With more than 116 million viewers for its 'Gym' ad, Doritos had the honour of making the most watched Super Bowl TV ad of 2010. In fact, it also broke the record as being the most watched commercial of all time. Doritos' Super Bowl ads are extending their success by getting an additional 3 million views online.

Click [here](#) to watch the video.

### **Google**

Many Super Bowl ads are also conquering the Web now. But the process can also work in the opposite direction, as Google demonstrates with its first-ever TV commercial. Or to be more precise, the very first online video that Google shared with a TV audience. The 'Parisian Love' video is about an American finding love in Paris and has circulated the Web since November 19th already. Google took a chance when it decided to use one of its typical simple and straightforward online videos for such a high-profile television event. But it paid off. Since its Super Bowl appearance, the view count of this video has skyrocketed to 4.7 million. The video has appeared on more than 2,400 blogs and in 4,900 tweets.

Click [here](#) to watch the video.

We can wrap up this newsletter with the conclusion that branded video content will very soon extend its footprint towards mobile devices. A few things are important to realise: Mobile and PC Internet are similar, but still different. There are new aspects of mobile devices (e.g. improved geographic targeting, absence of ad clutter) that create new opportunities for advertisers. In broad terms, mobile internet is only a few years behind on regular PC internet and is expected to follow a similar life cycle than what we have seen for PC internet. Unlimited data plans and better network coverage will be a huge step forward. Mobile advertising has a large untapped potential and now might be the right time to acquire first-mover advantages.

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Best regards,

Arthur Hendrix, Editor

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