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# PRINTtips



**Graphics**

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**Under One Roof**

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Scan the QR code above to view our new mobile website.

## The Growing Importance of Smart Phones

It's a fact – smart phone use is growing rapidly, and because of functionality, represents the new frontier for accessing the Internet and World Wide Web. There are even some pundits who believe that mobile phones may someday overtake desktop computers for personal use.

Sound improbable? We have a few statistics that might help convince you. We've assembled them from comScore, Inc., a global leader in measuring the digital world and preferred source of digital business analytics:

- For a 3-month period ending August 2010, 60% of smart phone users downloaded applications on their phones, compared with 39% of regular mobile phones.
- Even though smart phones make up less than 25% of the U.S. mobile market, by August 2010 their users represented the majority of mobile content consumers. The content most accessed was weather (43%), maps (35%), social networking (31%), search (18%) and news (18%).
- In November 2010, 61.5 million people in the United States owned smart phones, up 10% from the preceding three months.
- In July 2011, the top three search sites were Google (182.3 million visitors), Yahoo! (177.6 million), Microsoft (174.3 million).

These statistics support a 2009 study by The Nielsen Company that found an escalating rate of smart phone use among American wireless subscribers: 14% at the end of 2008; 19% in



Q3 2009 and 21% in Q4 2009. According to Roger Entner, Senior Vice President of Research and Insights in Nielsen's Telecom Practice, the study findings indicated that in 2009, the United States was "at the beginning of a new wireless era where smart phones will become the standard device consumers will use to connect to friends, the Internet and the world at large." The Nielsen study concluded that "by the end of 2011, Nielsen expects more smart phones in the U.S. than feature phones."

Comparing mobile devices to personal computers, it has been estimated that there are almost five times more mobile devices in use than personal computers. Unlike spam messages sent to desktop computers, text messages have a 95% read-rate and are read almost immediately (in an average of four minutes).

### Mobile content

For the last decade, mobile content – any type of media viewed or used on mobile phones – has become increasingly important worldwide. Mobile content includes ring tones, games, movies, video, images, GPS navigation, and applications

## The Growing Importance of Smart Phones (cont)

*“Smart phone users can send and receive messages and photographs, make appointments, redeem coupons, get driving instructions, check in for flights, and view web sites while on-the-go.”*

*“QR codes make the printed piece interactive for smart phone users.”*

*“Local businesses and organizations are just now beginning to understand the benefits of mobile content as a sales and marketing tool.”*

or *apps* that perform a variety of functions. Smart phone users can send and receive messages and photographs, make appointments, redeem coupons, get driving instructions, check in for flights, and view web sites while on-the-go.

South Koreans are the world leaders in mobile content, followed by the Japanese and Europeans. Mobile content use in the United States and Canada has lagged behind other countries, though large corporations have been quick to adopt mobile sites. Here are some of the top mobile sites of 2007: Amazon Anywhere, eBay Mobile, Facebook for iPhone, Fandango Mobile, Flickr Mobile, National Weather Service Mobile, Netflix Mobile, Orbitz Mobile Flight Status.

### QR codes and mobile content

A *quick response* (QR) code is a two-dimensional (2D) graphical representation of information. That information could be a page on a web site or a myriad of other things – V-card, e-mail address, You Tube video, SMS message.

Developed in 1994 by the Japanese manufacturer Denso-Wave, the first use of QR codes was inventory tracking of vehicle parts. Early on Denso-Wave, who holds the patent and name trademark, freely shared the code specification, allowing others to expand the use of QR codes to other applications. The specifications for QR codes were adopted as ISO standard 18004 in 2000.

When they appear on business cards, brochures, post cards, or other printed material, QR codes make the printed piece interactive for smart phone users. This has potential application for marketing and advertising.

- *Display text*: send information to a mobile phone. Example information is a coupon, a promotional announcement, or a location.
- *Initiate e-mail*: send an e-mail that is prepopulated with text.
- *Initiate an SMS message*: display a message with an instruction or suggestion for action.
- *Initiate a browser session*: link directly to a

specific web site home page, and track who visits the site and what they do while there.

- *Initiate a download of an audio file or video stream*: provide information or entertainment directly to the mobile phone handset.

### Mobile content goes local

Local businesses and organizations are just now beginning to understand the benefits of mobile content as a sales and marketing tool. Here are some ways to use QR codes to reach smart phone users:

#### Restaurants and bars

**QR code placement:** menus, table tents, business cards

**Mobile content:** ingredient or nutrition information, take-out menu, daily special, coupon or other promotional item, wine pairings, request to add to mail list

#### Retail Establishments

**QR code placement:** window sign, direct mail piece, printed collateral, in-store displays

**Mobile content:** hours of operation, additional product information, product specification sheet, warranty, request to add to mail list

#### Manufacturing

**QR code placement:** product packaging, print collateral

**Mobile content:** assembly instructions, product registration, product warning, product specifications, warranty, instructional video

#### Fundraisers and Special Events

**QR code placement:** direct mail piece, brochures, pre-event signage

**Mobile content:** event description, event registration, sponsor signup form, opt-in e-mail for use during event, request to add to mail list

#### Trade shows and job fairs

**QR code placement:** business cards, booth graphics, event invitation, print collateral

**Mobile content:** company description and history, scope of products and services, employee benefits, current job openings

## The Growing Importance of Smart Phones (cont)

### Agriculture

**QR code placement:** plant product label

**Mobile content:** scientific name, planting instructions, growing season, growing conditions, pest and disease control

### QR codes and the desktop web site

Smart phone users can use a QR code or type a URL into a browser to reach a page on a web site. But if the QR code or URL leads to a desktop web site, the experience will not be very satisfying. Here's why:

- *Small screen size:* screen sizes range of 2.5 to 3.5 inches wide compared to a minimum of 14 inches for a computer monitor. This makes it very difficult to see text and graphics formatted for a desktop web site.
- *Page display:* a desktop web site allows for more than one window to be open at a time, which means a single click can return a visitor to a previous page. Mobile devices display one page at a time and they can only be viewed in the sequence they were originally accessed.
- *Navigation:* mobile devices primarily use scrolling for navigation; there is no pointer to click.

- *Lack of access to some desktop site pages:* many mobile devices cannot access pages with a secure connection.
- *Speed:* on many mobile devices, service speed is slow which means graphics-heavy desktop site pages may be very slow to load.

### Is it time for a mobile web site?

Mobile content, already established worldwide, is growing rapidly in the United States. No longer just for large national companies, local businesses, organizations and non profits are finding successful ways to provide information or engage in sales and marketing activities using mobile content. Though desktop web sites will display on mobile devices, it is much more effective to engage the viewer with a mobile web site.

It may surprise you to learn that a basic mobile web site is much easier to build than a desktop site and therefore can be practical for even a temporary use (like promoting a fundraising event or a sustaining member campaign). If you would like to explore the possibilities of establishing a mobile web site, contact us at 513-248-2121. We can demonstrate how your desktop site looks on a smart phone and also show you how much better information can be on a mobile site. Call us now for an appointment.

*"... if the QR code or URL leads to a desktop web site, the experience will not be very satisfying."*

## Overview of Mobile App Usage

**M**obclix, a real-time bidding mobile ad exchange network for the mobile industry, recently published an overview of mobile app usage based on data collected from its iOS and Android users in June 2011. Here are some of the findings:

- *Time of day when users are most active:* 22% of iPhone users spent the majority of time on apps in the late afternoon (between 4 and 6 pm); while 24% of Android users and 38% of iPad users spent the majority of time between 9 and 11 pm.
- *Day of week when users are most active:* Overall app usage is highest during the

weekends - Saturday and Sunday account for 38% of usage.

- *When users engage with ads:* 34% of iPhone users, 21% of Android users and 36% of iPad users are most engaged with ads between 9 and 11 am.

Mobclix also reported that for in-app advertising impressions, Android devices had the edge over iPhone (49.3% versus 43.6%) in the United States. In Canada, the findings were reversed - 66.4% iPhone versus 24.9% Android devices.



*"Overall app usage is highest during the weekends..."*

## The Growing Importance of Smart Phones



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*“Mobile is the first personal mass media”*

**Q.** What are the benefits of mobile media?

**A.** The construct for understanding the importance of mobile media was developed by Tomi T. Ahonen, an independent consultant and recognized expert in the converging areas of mobile telecoms, Internet and media. He identified six stages of mass media (print, recordings, cinema, radio, television, Internet) then added a seventh: mobile phones. Each media has its own content type, creative artists and technicians, and business model.

Tomi and others in the field then identified eight benefits of mobile media that distinguish it from the other six. Mobile

- is the first personal mass media
- is permanently carried
- is always on
- has a built-in payment mechanism
- is available at the point of creative inspiration
- has the most accurate audience measurement
- captures the social context of media consumption
- allows augmented reality to be used in media