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November 2008



What is mobileYouth?

mobileYouth is both a study of the universe of young people and a guide to better develop and market products for these consumers. It's all too easy to get lost in the technology, the non-sensical self-talk of the internet, mobile and media industries when sometimes the smallest things create the biggest leverage in customers satisfaction.

Building dialogue and trust with young consumers through internal change

Points of change typically revolve around:

- Building proactive dialogue with consumers rather than “listening”
- Change through adopting new internal language and semantics (e.g. dumping useless terms such as “killer applications”, “value chains”, “end users” etc in favor of “services”, “value networks”, “consumers”)
- Integrating the product development and marketing processes
- Creating consumer advocacy through establishing the company within the peer group
- Experimenting with youth as brand stakeholders
- Measuring internal performance and KPI through “lifetime customer value” rather than “net adds”

From Apple to Zain

We've been covering nearly 60 countries now since the project's inception and it continues to grow, bringing on board new and exciting clients who we have the privilege of working with and learning from for the first time - from McDonald's to Adidas to Apple to the European Commission. It doesn't really get much better than that in terms of scope and scale for consumer insight.

Some of our clients

3. Adidas. Adobe. AKQA. AOL. Avea. Avery Dennison. BBC. BBDO. BBH. Belgacom. BSKYB. BT. Carat. Channel 4. Converse. Disney Mobile. EA. EMI Music. Ericsson. Hasbro. Hutchison Whampoa. Intel . Isobar. ITV. KPN. Kyocera. Leo Burnett. LG. Mediacom. Mobilink. Microsoft. Motorola. MTN. MTV Networks. NEC. Nokia. Telefonica O2. Orange. Plantronics. Proctor & Gamble. Publicis. Rogers Wireless. RTL. Samsung. Sony Electronics. Sony PlayStation. Sprint Nextel. Sun Microsystems. Telenor. TeliaSonera. TIM. TIM Hellas. T-Mobile. Turkcell. Verizon Wireless. Virgin Mobile. Vodafone. Walt Disney Internet Group. Walt Disney Television. WPP. WIND . Zain





Screenshots from the report

Chapter 1 Overview

1.1 Executive Summary

- Mobile is value-add to Social Media not the reason
- Define your Social Media Goals
- Use Existing Platforms where possible
- Many Small Niches
- Don't Reinvent the Wheel – Partner

1.2 Key Trends in this report

- What is Social Media?
- Social Media Map

1.3 Headline Statistics

- % Likelihood of Using Content Service by Age
- Social Networking Growth by Region
- Facebook Growth by Region
- SNS Advertising Spend
- Social Network Market Share

Chapter 2 Business Case

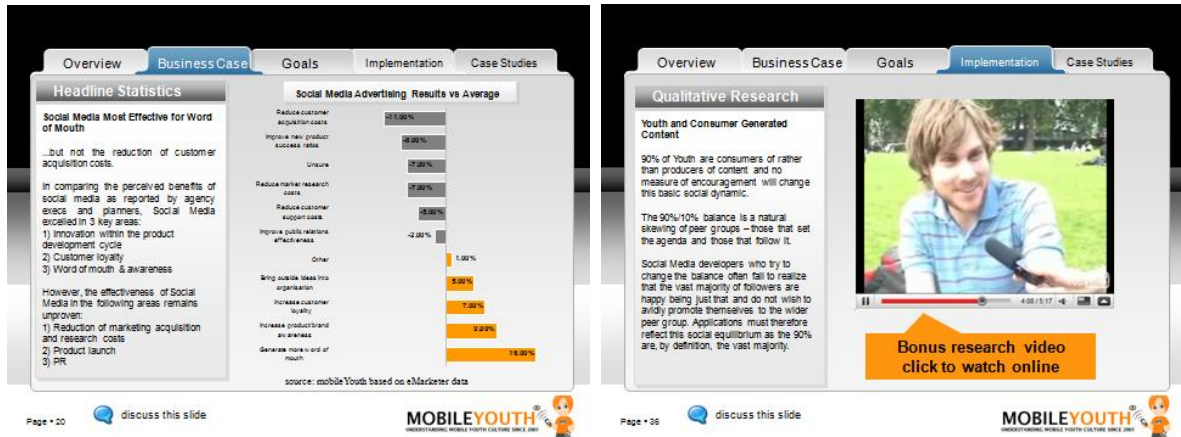
2.1 Mobile Challenges & Social Media Resolutions

2.2 5 Step Execution for Social Media

2.3 The Business Case for Social Media

2.4 Headline Statistics

- Social Media Advertising Results versus. Average Economic Value of Consumer Types



Report includes links to exclusive videos and online presentations

Chapter 3 Goal

3.1 Social Media Goals

- Grow Presence within Niche Lifestyle Segments
- Increase Mobile Advertising Revenues
- Reduce Youth Churn Rates

Chapter 4 Implementation

4.1 Three Point Social Media Strategy for Mobile Service Providers

4.2 Three Key Challenges

- Challenge 1. Engaging the Consumers
- Challenge 2. Lowest Common Denominator
- Challenge 3. Preserve the Clarity of Message

4.3 Social Media Drivers

- 2 Fundamental Drivers of Youth Consumer Behavior
- Successful Brands Focus on Key Drivers not Trends
- “Staying in Touch”

4.4 Qualitative Research

- Video 1 - Mobile & Online Social Communities
- Video 2 - Consumer Generated Content

4.5 3 Value Adds to Social Media

4.6 Partnering

- Partnering with Record Labels

Partnering with Youth Brands
Brands and Profiling
Partnering with Agencies & Planners
Partnering with Games Publishers
Partnering with TV & Video Content

4.7 Qualitative Research: Youth Media Habits

Chapter 5 Case Studies

5.1 Comparison of Leading Social Media

Facebook
MySpace
Twitter
Twitter Presentation
Twitter Video

5.2 Mobile Pure Plays: Too Early to Commit

Mobile Pure Plays A-F
Mobile Pure Plays F-J
Mobile Pure Plays M-Z

5.3 Creating Brand Ownership

Jones Soda Video

5.4 Inspiring Your Influencers + Nokia Connectors Video

5.5 Adding Value

5.6 Building the Backstory

5.7 Creating the Social Platform

5.8 Using Relevant Channels

5.9 New Distribution Channels

5.10 Gender

BeingGirl + Presentation

Nike Women Japan

5.11 Lifestyle

AOL Bebo "Meet the Freshers"

Ethnic



The Author

Born in the UK, Graham Brown has spent his life living and working in both London and Tokyo. A keen psychology graduate, Graham has focused his marketing career on understanding what influences consumer behavior.

Graham established mobileYouth in 2001 with Josh Dhaliwal at a time when the blanket industry response to youth was “we don’t do kids”. Needless to say, things have changed a little since then and Graham’s role in the organization has evolved from knocking on the doors of operators to maintaining the research momentum and deepening our understanding of what the consumer wants.

As well as speaking at industry conferences on the subject of young consumers, Graham has appeared on CNBC, Sky, CNN and BBC TV regarding youth marketing issues as well as in print with the FT, Guardian, WSJ and the Sunday Times.



Pricing and Ordering Information

Please call +44(0) 207 386 3635 or email us on josh@w2forum.com



What our clients have told us

Tony Kypreos, International Vice President, T-Mobile

"We use Mobile youth extensively within International Marketing at T-Mobile as it is a consumer centric comprehensive report that effectively describes the desires, motivations and behaviours of this complex consumer segment to mobile as part of their overall lifestyle...[issues are] debated throughout a report offering valuable insights backed by robust quantitative analysis.

Harry Prabandham, Global Alliances Manager, Motorola Inc.

"The report gives us some unique insights into youth."

Tobias Freudenberg, Product Strategy Manager, AOL Deutschland

"We found the report very informative and have used the extensive data supplied"

Dusan Hamlin, Director, Carat International

"An excellent report! One that we have used again and again."

Caroline Dewing, Communications Manager, Vodafone

"mobileYouth has been very helpful in the development of Vodafone's approach to delivery of content in a responsible manner"

Matt Champion, Brand Advertising Director, Mediacom

"We have found the report to be an invaluable source of data and statistics that we have used again and again."

Nicolas Droulat, Senior Analyst, Bouygues Telecom

"We used the report to help us understand what products we should be focussing on in our youth offering."

Damien Brady, CEO, Extreme Mobile

"As always, an excellent report"

Daniel Bevis, Knowledge & Intranet Administrator, Leo Burnett

"A thoroughly informative and enjoyable read. I was particularly impressed with the deconstruction of perceptions of youth and fashion - very insightful - and the presentation of data is very accessible too."

Comverse

"mobileYouth has deep psychological observations and great youth market analysis"

