

Client: Intel
Project: Mobile web video

Intel Mobile Marketing video

January 11, 2011

Video	AUDIO
<p>Open on smartphone screen. Appearing as a text message:</p> <p>“Why all the talk about mobile marketing?”</p> <p>Collage of people on cell phones in all different kinds of setting.</p> <p>Zero back in on a single smart phone screen showing planet earth, zoom in Google Earth style to a single user standing on a busy financial- district type street corner.</p> <p><i>Scroll through:</i> Mobile Web Mobile Apps Mobile Ads/media Mobile SMS</p> <p>Transition header: “Mobilize with mobile web.”</p> <p>Screen takes on look of a mobile web site.</p>	<p>Cue high energy, optimistic music.</p> <p>VO: 3 billion cell phones are now in use globally, across all audiences from teens to business execs to grandparents. That’s double the number of TVs.</p> <p>The largest of all media channels is also the most personal. Mobile marketing is all about being <i>there</i>, when and where your audience needs you, with the right information delivered in the right way. So why just advertise, when you can mobilize?</p> <p>But every mobile platform is different and requires a distinct strategy.</p> <p>VO: Mobile web refers to the use of Internet-connected applications, or browser-based access to the Internet from a mobile device like a smartphone or</p>

<p>Show site coming together like building blocks. Brief copy blocks, limited content, product images stacking neatly together beside Intel logo.</p> <p>Cut to user clicking through site on a smartphone.</p> <p>Cut to clear screen with words texting across it:</p> <ul style="list-style-type: none">• Low bandwidth• Fast access• Short browse times• Make your point and move on• Optimize for varied devices <p>“Mobilize with mobile apps.”</p> <p>Screen assumes the look and feel of a mobile app.</p> <p>“Keys to success”:</p> <ul style="list-style-type: none">• meet a regularly recurring need• choose appropriate platforms• allow for development time• keep app updated <p>Show search engine in action. Keyword: functionality.</p>	<p>tablet computer.</p> <p>Mobile Web sites are designed for mobile phone screens and require compatibility with mobile browsers.</p> <p>They should offer focused utility, low bandwidth, and short one-and-a-half minute browse times, often for a single use.</p> <p>Keep copy to the point. And consider all mobile devices, including tablet computers as well as smartphones, with Web sites optimized for each.</p> <p>VO: A mobile app is an application downloaded to a mobile device. Smaller than comprehensive desktop applications, they can still be quite sophisticated.</p> <p>Apps should provide a practical end benefit which users will find helpful on a regular basis.</p> <p>Each smartphone has a proprietary operating system—so you’ll need to choose which mobile platforms your app will accommodate.</p> <p>Apps take time to develop, up to a year, so plan ahead.</p> <p>Once it’s out, keep your app current so users can run it with new functionality.</p> <p>Name your app so users searching for that functionality will easily find it.</p>
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<p>“Mobilize with mobile ads and media”</p> <p>Screen assumes the look and feel of a mobile ad.</p> <p>Show different variations of ads flashing across the screen: banner, message with a link, video.</p> <p>“Keys to success”:</p> <ul style="list-style-type: none"> • clear call to action • relevant online access • desirable reward • keep video content brief and to the point 	<p>VO: Mobile advertising communicates messages or media via mobile devices. It can be as simple as a text message or as complex as a full on video, with banner ads, splash pages and animated images falling somewhere in between.</p> <p>Immediacy and their targeted nature make mobile ads a strong support for branding, customer relationship management, and click-to-buy promotions.</p> <p>A strong call to action should take users to some relevant online destination, or reward them another way for clicking on the ad. Always keep video short and on point.</p>
<p>“Mobilize with mobile SMS”</p> <p>Screen assumes the look and feel of a mobile device receiving SMS alerts.</p> <p>“Keys to success”:</p> <ul style="list-style-type: none"> • choose the right content • choose the right frequency of delivery 	<p>VO: SMS, or short message service, is a text alert sent to mobile devices. Especially relevant in emerging markets, where it may be the only mobile connectivity available, SMS can also be a gateway to richer mobile media.</p> <p>SMS must be short and sweet, no longer than 160 alphanumeric characters and cannot contain images or graphics. So identify content that benefits the recipients within these limitations.</p> <p>SMS alerts should be frequent enough to add value, without overwhelming users. 2-3 texts weekly is a good limit. And normally does not include a sales pitch.</p>

<ul style="list-style-type: none"> • avoid sales pitch • opt-in only <p>Cut to massive billboard. Initial message might read: "Mobile marketing in action."</p> <p>Then message changes: "welcome to the show".</p> <p>Show random mobile phone picture taking: of a guy in a suit, a soft drink, a cool laptop keyboard or tablet device, etc.</p> <p>Show a single image run through a series of touch-up and editing filters in real time on the digital billboard.</p> <p>Fade into mobile phone screen close-up:</p> <p>"Download your edited image and find out more at intel.com/event/mobile."</p> <p>Link is clicked and we shift to view of the mobile web site, and user navigating to product details page and scrolling to the bottom of the page where they find tech specs.</p> <p>Zero back in on the final edited image. Then pull back to show image being absorbed into a giant mosaic on the billboard forming an Intel logo.</p> <p>Mobile Web Mobile Apps Mobile Ads/media Mobile SMS</p>	<p>Grow your SMS list organically with a 100% opt-in program, so your subscriber list will grow over time and be an engaged audience.</p> <p>Now let's see how all this mobile magic could play out in a real world scenario.</p> <p>Imagine that Intel acquired the world's largest digital billboard to help promote its next generation core processor at a major tradeshow.</p> <p>To highlight the graphic processing power of the new Intel® Core™ processor, attendees are asked to take a picture with their mobile phone and text it to Intel.</p> <p>The image appears on the billboard, where it is touched up and edited in real time.</p> <p>Instantaneously, the participant is texted that their image was processed in a record 2.3 seconds thanks to the advanced graphic processing capabilities of the new Intel Core processor.</p> <p>Next, the participant clicks on the link in the text message, and goes to Intel's mobile web site to learn more, and to download the edited picture they submitted.</p> <p>Personal, direct, impactful --that's the power of mobile marketing in action, in whatever combination of platforms you may use, to <i>mobilize</i> highly targeted brand</p>
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<http://fuse.intel.com>

awareness and loyalty.

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