

Mobitouch®

Campaign Creation Guidelines



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1 Preface

Mobitouch is Waymedia's innovative solution for **proximity marketing** and **wireless content distribution**. A Mobitouch system is composed of one or more wireless transmitters, called Wireless Local Providers (WLP), and a Content Management System (CMS) which is used to configure and manage these transmitters. WLP main function is to distribute contents to user mobile devices according to specified configurable rules (campaign settings). These settings, and other general configuration parameters for WLPs, are programmed via a Content Management System (Mobitouch CMS) installed on a standard Windows PC (CMS-PC).

1.1 Purpose of this document

This document covers the guidelines for creating a successful Proximity Marketing Campaign, including content selection and creation, campaign deployment, statistic analysis and so on.

Quality of content is a key factor for a successful Proximity Marketing Campaign; by delivering high quality content it is possible to create a loyal audience and maximize the redemption rate of a campaign.

1.2 Target Audience

This document is targeted to:

- Marketing Managers
- Brand Managers
- Creative Agencies
- Content editors

And in general to anybody wishing to explore more in depth the functionalities of a Bluetooth marketing system.

2 Types of Content

2.1 Preamble

In order to create contents for being distributed through the Mobitouch platform, some knowledge about mobile phones features is required. This chapter gives you some basic guidelines and is a useful support for getting the most from a campaign.

2.2 Static Images

Images can be displayed on almost all mobile phones. Can be used as

- Wallpapers
- Intro Screens
- Screensavers

Do not use images simply to transfer simple company logos, but try to make them attractive to be used as screensavers or wallpapers.



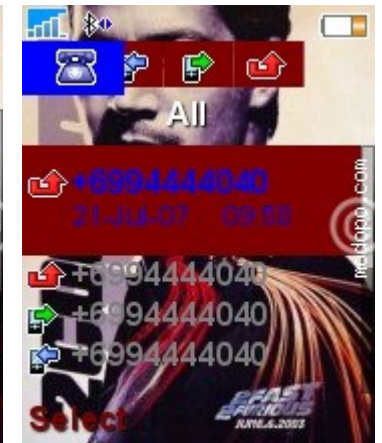
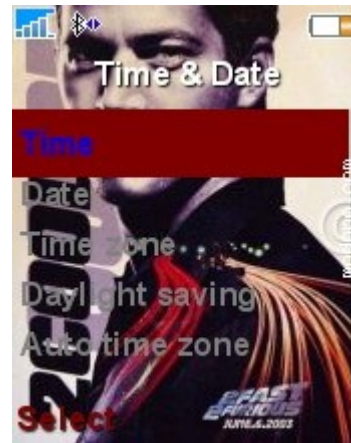
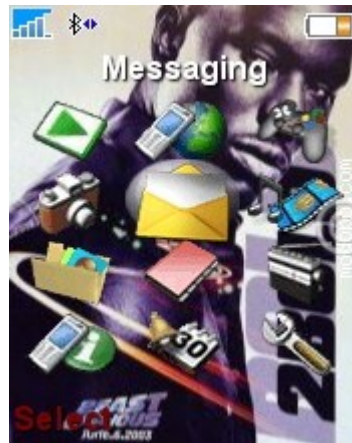
2.3 Animated Images

From small animations to short stories, set your fantasy free.



2.4 Full Themes

With a theme you can change the whole “look & feel” of a mobile phone (menus, icons, characters). Brand visibility is improved at every level.



2.5 Video

Videos can be entertaining and can rely on the “viral” effect. Please design your production according to the guidelines in section 3



2.6 Music/Audio

Music is a useful content and can be used both as ringtone and entertainment. You can for instance transmit your jingle song or a podcast news. Formats and user experience vary with phone capabilities.

2.7 Calendar Entry

You can remind your audience of special events (Exhibition, conferences, etc) or periodic recurrences. You can also set an alarm to sound before the event.

2.8 Vcard Entry

Send detailed information about your company, or yourself.

2.9 Java/Symbian Applications/Game

Be sure to target your application to the correct phone model (use device-identification feature). On the market there are ready-to-go brochure creators for editing simple product/service brochures.

2.10 HTML Page

Text files are compatible only with a limited subset of mobile phones (mostly smartphones) since to open them at least a Notepad application is required.

HTML files are much more compatible, since a web browser is today present on the large majority of mobile phones. In addition, eye-candy text formatting can be used.

3 Content Creation Guidelines

3.1 Size of contents

Bluetooth marketing campaigns require contents to be delivered from a base station (WLP hotspot) to a mobile device in range. Remember that, to give the user a good experience, transmission time should be minimized and appropriate to the content type.

Transmission speed varies depending on size of content and phone density in the environment. We recommend that in general contents should be kept in the range 200-300 Kb maximum. But for low-features content (such as images) smaller filesizes are highly recommended.

3.2 Features of contents

Mobile Phones have small displays and low resolution compared to home TV or computer screens. And also audio capabilities are limited when using the speaker (but in general they're pretty good if headphones are used). That's why contents made for this media have to follow some simple rules.

In video files, try to avoid

- **Quick action sequences** as the compression method used for mobile content results in poor image quality and also quick movements are not easy to follow on the small screen
- **Long distance and small details.** (See videos of soccer goals: in the overview shots the ball is almost invisible)
- **Low Light** (Videos must be crisp and clear for best results. Screens in mobile phones have backlight but outdoor sun reflections make the screen difficult to see).
- **Using titles and captions.** Use a large font size (30px or higher) if video has to be overlaid with text. Do not add transitions for the text. Have the text/caption on as static a background as possible. If you're overlaying it on a live action shot consider placing a solid color block under the text/caption.

Also please use clean audio with your video files. Avoid noise. Bass tends to get lost in transition, so remember that you're creating and mixing the score for really narrow range speakers.

4 Content Specifications

4.1 Wallpapers, Images and Animated GIFs

Image files are the most widely supported type of content. Keep in mind that, for transmission speed purposes, a file should not exceed 35 Kb for a static image or 70 Kb for an animated image. Screen resolution varies widely with mobile phones, but in general only a small number of image sizes are required.

Also note that if delivered image doesn't contain much text (nor it has a complex composition scheme) it is easier to send a larger image (i.e. 320x240) and let the mobile phones scale the content automatically. When text is present in the image, however, optimal results are attained by changing text/graphics composition and re-designing for each screen resolution.

In general It is enough to design your content for these resolutions (this size is for Wallpaper image, please reduce borders around 15px for normal or animated image). Please note that mobile phones resolutions are very different, so to obtain best result contents might be prepared in 15+ formats.

Screen Type	Ad Size	Example handsets
X-Large	320x320 or more	Palm Treo 700p Nokia E70 / 9500
Large	240x320 or 320x240	Samsung MM-A900 Samsung SGH-D600 LG VX-8500 Motorola E1000
Medium	176X208	Motorola RAZR LG VX-8000 Nokia 6600,6630,etc
Small	128x160	Motorola V195 Nokia 6230, 7600, 6111,6810

4.2 Videos

Video files have to be in the 3GP format: video track should be encoded as MPEG4 and audio track has to be AMR at 12.20 kbps, 8Khz, mono. Please note that Video has to be in stream 0 while audio must be in stream 1. Changing these parameters results in errors from some mobile phones.

Video resolution must always be 176x144 px.

Please keep your video files below 300Kb. Depending on content type and compression, the result can give you 40-80 seconds of playback.

4.3 Ringtones and music

For ringtones you can supply both MIDI (mono and polyphonic) files and MP3 files.

For music downloading the de-facto standard is mp3. Please re-encode the files considering the limited audio support of mobile phones and try to keep the file size within reasonable limits. A good compromise can be obtained encoding at 32kbps, 22KHz, mono.

5 Proximity marketing – Guidelines

5.1 Introduction

There are few guidelines to be taken into account when designing a successful Bluetooth Advertising Campaign.



Bluetooth message notification is rarely associated to a phone 'bip' or ringtone. Hence people could easily miss the notification (in a campaign where the WLP are set to the maximum range of coverage – i.e. about 30 meters - , the people that miss the notification could be up to 80-90% of the people having Bluetooth activated). There is not a way today to fully avoid this effect, it is part of the Bluetooth experience, but it is possible to increase the hit rate by respecting few guidelines:

- A) **Advertise the service:** use standard advertising to tell people that they would get something for free if they switch Bluetooth on and get close. Pay attention to tell exactly what they will get, and that is free (e.g. Turn on Bluetooth on your mobile to download a free Java Game!).
- B) **Enhance proximity:** reduce the range of the WLP and deliver the notification only to people that actually can read the advertising. You won't waste time and resources trying to contact people that probably would not see the notification. You can also set the range at few inches from the transmitter and advertise to touch the advertisement with the phone in order to get the notification and download the content. It will be a sort of OPT-IN and the result would be that only interested people get the notification.

5.2 Adapt your communication to the file size

In a crowded operating scenario, where the WLP is serving several phones at the same time, the download rate of a phone can decrease at a rate of around 15-20 Kbyte per second (while can reach up to 100Kbyte per second in low crowded conditions). Hence, in order to have a fast download of the content, we recommend not using files of more than 300-400 Kbyte in such conditions. If the campaign requires sending a larger file (e.g. sending a full mp3 file), we strongly recommend underlining the typical download time in the advertising (e.g. Turn on Bluetooth on your mobile to download a free MP3 song by... The download time is approx. xx seconds).

5.3 Design mobile-proof contents

There are a large variety of mobile phones. You can choose to define a different content for phone typology, and let the WLP detect the phone model that is getting in touch with, and serve it with the right content. Be prepared to design a large variety of contents (i.e. in terms of picture size, etc.). Otherwise you can choose to distribute a single content to everybody. In this case we suggest choosing a format that can be compatible with most mobile phones displays. Use as instance the 174x125 pixel format for your GIF files, and you will get a good coverage of available phone models.

Note: For more information about Device Identification, please consult paragraph of this manual. Device Identification is available only in the **advanced version**.

5.4 Deliver high-quality contents

The quality of what you send to your users is one of the key success factors of any proximity marketing campaign. If you are delivering high quality contents, and you schedule periodic updates of them, you will have people getting back to you, to download the new content. The success of your campaign will be obtained.

5.5 System architecture depending on the results you want to achieve

There is always a tradeoff between the amount of people you want to serve, the time you need to get in touch with all of them and the number of WLP device you need to install. There is no effective way of serving hundreds of people with one WLP if you have a very limited time to do it. Waymedia is committed to provide you with the top performing solution in the Bluetooth Proximity Marketing arena, but in order to make an effective campaign the number and configuration of WLP should be correctly defined depending on how many people you want to serve and in what time you need to do it.

Please rely on the Waymedia Campaign Configurator (paragraph of this manual), or contact Waymedia or its local representative to get help to design your campaign in the most effective way. It is our job to help you in being successful with your campaigns.

6 Mobitouch Specific Features

6.1 Using *Device Identification* with Images/Videos

Often the Device identification feature is used to send contents with different resolution to different handsets. This is particularly useful when a simple resize is not enough (like when there is much text in the images and a smarter operation would be re-designing the layout). To do this in Mobitouch you need to do the following.

- Create a new Campaign
- Add a Content with the *device-identification* Policy
- In the content selection dialog box, start with the content that has an higher resolution and select it.
- Then go to *add phone models* and filter phone models based on the resolution of the image you just entered. Only the handset capable of that resolution or higher will be displayed.
- Select all displayed models and push Ok. Back in the file selection dialog push ADD File.
- Add another File with the same button and repeat the procedure above with a lower-resolution file.
- This time the devices selected will include also all the devices selected before. **Do not worry** since Mobitouch will send contents only for the first matching rule, so these mobiles will be ignored with the content.
- Proceed this way with all the contents (from larger to smaller). At the end, select as default content **the larger file** again. This assures you that unknown mobiles (usually new phone models) get the larger content and they would be probably able to scale it down. (In general it is better to send the larger version to a smaller screen than vice-versa).

6.2 Bonus Campaigns

Bonus Campaigns are campaigns where one content every N sent is a different one. This is useful to implement simple games (like “you win” or “sorry, try again”). With the simple bonus campaign feature, Mobitouch isn't able to assure you that at max. one single content will be dispatched. Moreover, since contents are not forward-locked, users can pass themselves the content from phone to phone.

Please keep this in mind these issues when designing a Bonus Campaign.

6.3 Periodic Campaigns

TBD.