

SMS & MMS prove their value as brand tools

Business need

IAB and DMA wanted to find out current consumer attitudes towards receipt of SMS and MMS advertising on mobile phones.



The solution

Market research was carried out in September 2010 via an internet survey and also through a mobile internet survey from M&S, O2 and Orange's databases.

Three cells were surveyed:

- Control cell
- MMS advert cell
- SMS advert cell.

Overall findings indicate that consumers see major benefits to receiving MMS over SMS:

- It's more visually interesting (similar to magazine or TV advertising)
- Provides improved brand reassurance over SMS: the use of logos and familiar imagery
- It is easier to 'interact' and reply and there is less concern about being charged.



Results

- 74% of consumers would opt-in to receive SMS or MMS adverts, given the right incentive
- Give the customer control through opt-in
- Brand awareness almost 1000% higher than the control cell amongst those who received an MMS
- <2% opt-out rate

