



Advertising's primary objective is to influence a consumer behavior towards a commercial offering. To achieve the right level of result, it is important to know the target consumer and the right medium to reach the consumer. Nigeria, the fastest growing mobile phone market in Africa had a 43% increase year on year from 2010 to 2011 in the number of ads served to users.

"We are seeing a growth in mobile content and usage, including a new desire by consumers to engage directly with brands" says Nnamdi Agbakwu, co-founder of Specta Consulting and parent company of iCandirewards. "And, we are seeing advertisers looking for ways to get their consumers involved"

This report highlights 5 secrets brands and advertisers need to consider as they roll out mobile advertising campaigns in Nigeria based on our experience serving the market.

1 Bulks SMS is Dead

The 2011 elections in Nigeria was the final nail on the coffin of bulk SMS service in Nigeria. The urge to take advantage of the vast reach of mobile, campaigners sort to seek numbers and send political messages to mobile users. Bulk SMS service is a blast service sent out to a host of numbers who have not necessarily signed up to receive a message from the message originator. Users now understand the marketing format at which bulk SMS services arrive on their phones and they just hit the delete button rather than open the message" explains Adegbe Ogbeh CEO of EssentialApp Nigeria. Ogbeh says that SMS as a medium is not dead and only still at its infancy in Africa, but for it to achieve results mobile phone users have to trust the source and brand name of the sender

Short code service from brands that users

Today, Africa's Largest Mobile Market is seeing Mobile advertising play a key role in consumer persuasion

Mobile Advertising in Nigeria

By Specta Consulting, makers of the **iCandi Rewards platform.**

willingly sign up to receive messages and offers from will continue to see results and play a key role in SMS marketing.

A leading brewer in Nigeria recently engaged its consumers with a campaign asking for users to SMS a keyword to their short code, in response it got confirmation and approval from the users to send future messages and recommended they saved the short code number in their phone books. This allowed the brand to establish communication with their consumers and get the right message out to their willing customers.

A brand perceived as a SPAMMER will significantly damage its brand equity and credibility, the Nigeria consumer today is increasingly aware and considers their phone an extension of their person and personality.

2 Compliment other mediums

Mobile advertising is a multi-pronged consumer engagement strategy. Many industry players agree that to drive value from mobile advertising it needs to be a part of other integrated advertising campaigns which include print, TV, radio and online.

Survey reports have shown that 96% of mobile phone users are with their device 24 hours a day. This high level of engagement and the need to increase the effectiveness of advertising campaigns is driving brands and advertisers to adopt the mobile device as an advertising medium.

Table 1 summarizes the two main reasons why businesses believe that mobile advertising creates a unique advertising opportunity

Recipient	Benefits
Brands	<ul style="list-style-type: none"> • The opportunity to reach consumers when they're on the go and away from other types of media • The need to be innovative • Ability to engage a new demographic • Ability to get a two way communication with consumers and adopt new brand ambassadors

An example of an integrated campaign in Nigeria, saw a FMCG run a host of campaigns on radio, TV and print asking its consumers to sign up for a mobile app which would feature its new product. Users that signed up and installed the application were rewarded with a free coupon for the product and got a preview of the product features. They were also asked to provide comments on a social media site. This provided the company with a multi-dimensional campaign with direct customer feedback. It helped raise the awareness of the product across multiple channels and demographics.

At the Mobile Marketing Forum in New York in June last year, AJ Rhodes, Director of Mobile Strategy & Marketing for Disney Online, mentioned that the company is already actively engaging with customers across multiple platforms. Basic opt-in mobile alerts using SMS, TV, a free Disney mobile app, premium mobile content (mostly games) and via the mobile Web.

3 Visual is King

The right side of the brain deals with visual activities and plays a key role in putting things together, it takes visual information and puts it together and says “I recognize that brand” or it’s “the FMCG logo”. The left side on the other hand tends to be more analytical and it works off information provided by the right side of the brain.

Brands need to adopt the same approach with their advertising campaigns, consumers recognize visuals and tend to remember and link them back to the products and services being offered. Tests have shown how global brands such as “Coke” have been recognized in regions of the worlds were the brand was not even available.

“It is important to ensure you establish a visual relationship with your consumers in every mobile advertising campaign you run”, stated Emeka Okoye a Techpreneur based in Lagos.

Okoye who has been developing mobile



software in Nigeria since 2001 and was behind

the ReVoda Nigerian Election Monitoring App indicated that users need to get excited about the visual in order to engage with the ads.

A full visual image such as the iCandirewards Enough is Enough campaign that displayed on users phones during the voter registration exercise last year reminded people to register and perform their civic responsibility leading to an increase in registration of Nigerian youths.

4 Social Media Integration

Of the current top 10 visited websites in Nigeria today are social media sites, facebook, blogpost, twitter and Nairaland. This clearly shows Nigerians have an increased appetite for crowd sensing and pulling. Brands need to take advantage of this channel and have a presence on social media sites. Integrating a mobile advertising campaign with this social media sites ensures that consumers become an active key component of the campaign by providing direct feedback and communication channels.

According to Efficient Frontier, a leading performance marketing firm, spend in social media advertising is now additive to existing budgets rather than subtracting from other digital media channels, demonstrating the growing investment in social media channels.

“Facebook continues to be where marketers are placing new bets by adding advertising spend with a focus on fan acquisition,” said David Karnstedt, President and CEO of Efficient Frontier. “Mobile search advertising is also an area of significant investment, growing to 7-8% from 2% a year ago. We should expect both channels to grow significantly in 2012.”



The launch of P-Square’s Invasion album launch in July 2011 saw a joint campaign between iCandirewards and the album promoters, Flytime Promotions. Rich media content was displayed on Smartphone devices prompting fans to answer questions about the duo posted at specific times of the day on Twitter. Fans with the correct answer instantly won a free ticket and an exclusive red carpet photo opportunity with the star duo. This campaign linked the mobile advert with social media sites such as facebook and Twitter to create a community of fans and conversation.

Nigerian brands today have a very commendable presence on social media sites and engage with their consumers, linking mobile advertising campaign to social media sites will help consumers engage with the brands they love and cherish.

5 User engagement is Key

The consumer today is more aware and relies on a community of influencers in their social circle. The buying process has evolved and a user will typically do a search on the internet to read about the product offering and most times relies on the internet user based product reviews. With e-commerce yet to go mainstream in Nigeria, consumers get their review from friends in their social community making them consumer ambassadors for brands.

Brands that make their consumers their



Deinte Fine Jewelry Winner @mayornmayor collecting her Chain.....

25 days ago via site  30

 delete

ambassadors are onto a winning strategy. With the penetration of mobile devices today in

Nigeria, mobile advertising presents the most suitable channel to recruit brand ambassadors. Nigerians have always demonstrated a common belonging and will willingly share products and services they find useful to their friends and families.

Deinte Jewelry worked with iCandirewards to drive awareness and traffic to its facebook page with rich media mobile advertising. Deinte took advantage of a variety of rich media ads to maximize user interaction on mobile devices. By complementing traditional ads with interactive mobile ads, Deinte provided users with an immersive experience to drive awareness of its new engagement line of rings. Response rates

from the campaign were impressive, including 3.5% CTR across all mobile ads.

“At first I was excited to get the opportunity to see beautiful jewelry displayed on my phone then, I started thinking of getting one and I entered the competition, when I received the call I won I was extremely excited. What I loved the most about iCandi is that it brought the jewelry store and awareness right to my phone. Now I look forward to wearing my new Deinté Jewelry” said Julian Onwukah one of the winners.