



MLOVE

MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW

06

2012



**QR CAMPAIGN WAITS FOR
RIGHT LIGHT**

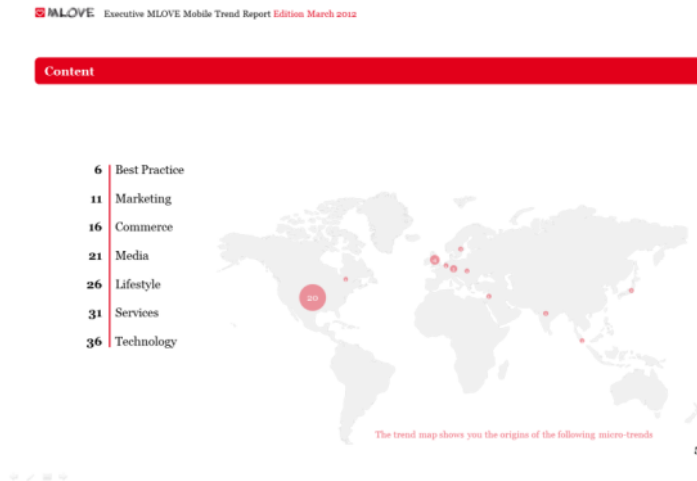


**SMARTPHONES BECOME
VIRTUAL BASKETBALLS**



**DRAW SOMETHING
INTEGRATES BRANDS**

The interactive functions in the Trend Report



1 Interactive tab navigation

Use the interactive tabs to click your way directly to the content page.

2 Link-up to the Online Trend Database

Trendexplorer

This is where you can access the micro-trend in our online trend database.

Send a Trend

You can use this feature to forward the micro-trend to business partners and colleagues.

PPT Export

Export the micro-trend directly to a PowerPoint file.

More images

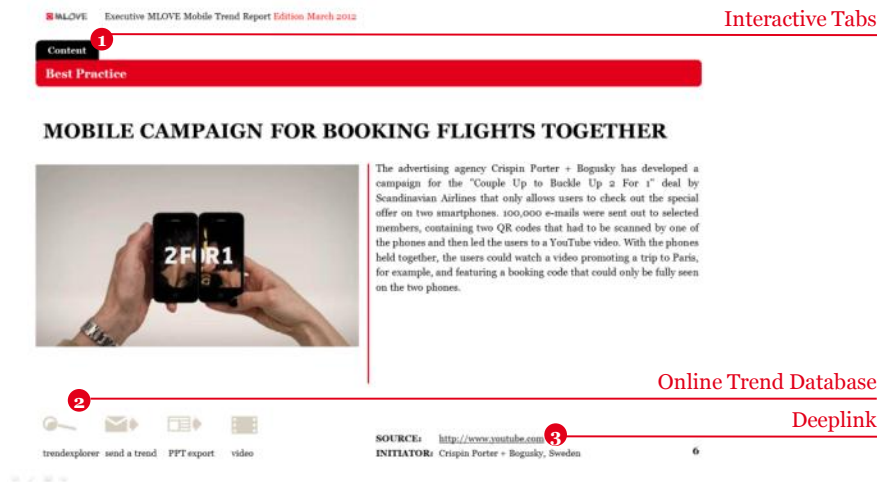
Call up more images related to this micro-trend.

Video

Take a look at a video about the micro-trend.

3 Deeplink

Deeplink takes you directly to the micro-trend's website



Interactive Tabs

Online Trend Database

Deeplink

Intro

Who are we?



Harald Neidhardt
Founder MLOVE

Harald is passionate about the Future of Mobile and its opportunities for brands and entrepreneurs.

He created the MLOVE ConFestivals as inspiring global events that bring together thought leaders and startups in a very interactive format.

Harald is also Co-Founder and CMO of Smaato Inc.– a pioneering mobile advertising company headquartered in San Francisco. His international experience includes leading digital agencies, eg. Pixelpark in New York.

Harald is a frequent speaker on mobile innovation & mobile advertising and was named a "Top 50 CMO on Twitter" by Social Media Marketing Magazine.

He lives in Hamburg and loves to travel.



Nils Müller
CEO & Founder TrendONE GmbH

He lives in the future – today he is here with us!

Nils Mueller is famous for his stirring future journeys and for his inspiring journeys to worldwide Innovation-Hotspots & Trends.

He started his career at the IBM Innovation Center. During his Master programme in Berlin, New York and Milan 2002, he founded TrendONE, a company that is specialized in micro-trends and weak signals.

TrendONE is market leader in identifying key trends in fast moving branches of business. Nils Mueller lives with his wife and three children in Hamburg Blankenese.

Categories MLOVE Mobile Trend Report

Best Practice

Marketing

Commerce

Media

Lifestyle

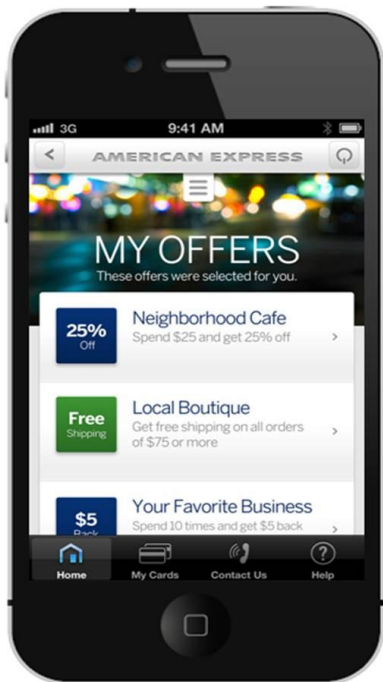
Services

Technology



Best Practice

REAL-TIME OFFERS FROM AMERICAN EXPRESS



American Express is using the app "MyOffer" to send its customers offers in real time. To ensure that users receive relevant offers, the ones chosen are based on customers' credit card histories. Both local and national offers are included, which can be sorted by date and location. "MyOffer" also shows customers which offers they have already benefited from and how much money they have saved with them.



trendexplorer send a trend



PPT export

SOURCE: <http://about.americanexpress.com>

INITIATOR: American Express Company, USA

Best Practice

QR CAMPAIGN WAITS FOR RIGHT LIGHT



The South Korean supermarket chain E-Mart recently made special lunchtime offers via QR codes to shoppers in a campaign called "Sunny Sale". The codes were distributed at 13 locations and could only be scanned between 12 and 1 o'clock due to the amount of sunlight then. They led users to specially set up shops where they could get 25% discounts. The company wanted to boost the shopping sales during this off-peak hour. After a successful campaign and a significant growth in sales, E-Mart is now planning to double these marketing efforts.



trendexplorer



send a trend



PPT export



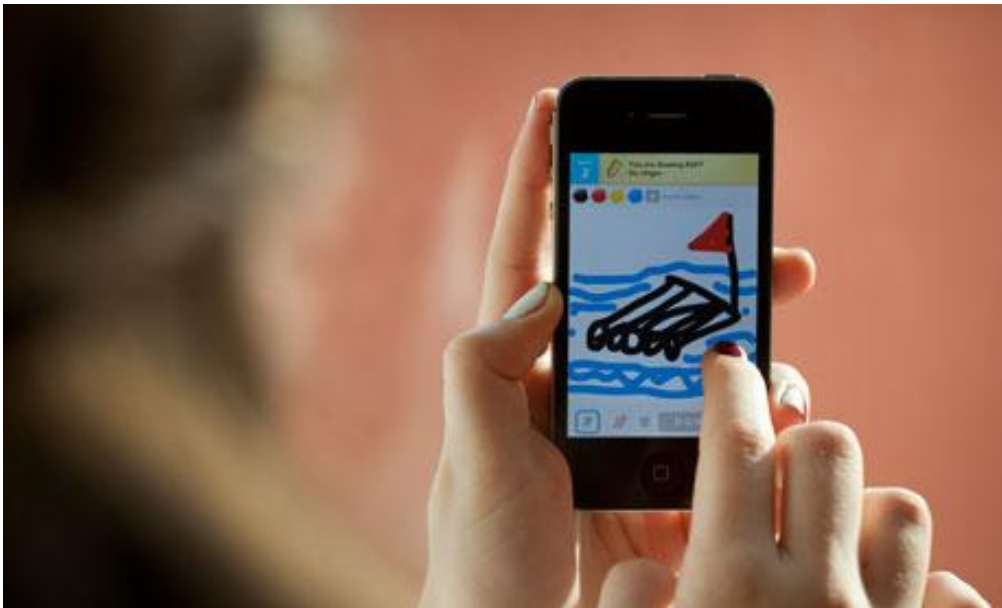
video

SOURCE: <http://www.youtube.com>

INITIATOR: E-Mart, South Korea

Best Practice

DRAW SOMETHING INTEGRATES BRANDS



The gaming network Zynga is now including advertising brands directly into its mobile app "Draw Something" and letting users draw the brand names. The app shows users words that they have to turn into an image and Facebook friends then guess their meaning. These words now also include the names of advertisers. One of the first is the National Hockey League, which has also bought other hockey-related terms such as puck, zamboni, hat-trick and slap shot. The company is currently sharing some of the images on its Pinterest page.



Best Practice

BIDDING WITH SWEAT FROM JOGGING



To promote Nike's "Make It Count" campaign, JWT Mexico recently launched an auction site that enables users to bid for products using the amount of kilometres they have run instead of money. Joggers can use a Nike smartphone app to track the distances they cover while out running. At the auction site, they then select the desired item and the highest bidder will get it at the end of the auction. The products available include running shoes, watches and wristbands.



trendexplorer



send a trend



PPT export



video

SOURCE: <https://www.facebook.com>

INITIATOR: JWT, Mexico

Best Practice

SMARTPHONES BECOME VIRTUAL BASKETBALLS



In order to appeal to a younger target group, the ING-DiBa bank, which is the official sponsor of both the German Basketball Federation and star player Dirk Nowitzki, recently gave visitors to basketball events in Germany the chance to throw virtual basketballs using their smartphones. With the help of engineers and mobile computing experts, they developed an interactive screen and turned smartphones into digital basketballs that could be moved around to shoot baskets. When players logged in, a message was automatically displayed on their Facebook wall.



trendexplorer



send a trend



PPT export



video

SOURCE: <http://www.agenta.de>

INITIATOR: ING-DiBa, Germany

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Insights – market research data by Xyologic

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please contact Peter von Aspern, v.aspern@trendone.com

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For questions please contact trendreport@mlove.com

Events



MLOVE ConFestival 2012

MLOVE ConFestival Europe
Berlin, Germany
June 27 - 29, 2012

MLOVE ConFestival Japan
Fall 2012

mloveconfestival.com

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“The MLOVE ConFestival cemented its reputation as a ‘TED for Mobile’ by spoiling attendees with three days of inspirational talks and workshops”

∞

Contagious Magazine

Passion. Inspiration. Future of Mobile.

The MLOVE ConFestival focuses on innovative mobile opportunities for brands, start-ups and agencies – and the impact of mobile as a social catalyst for positive change. CEOs, innovators and entrepreneurs share, learn and cross-pollinate ideas with scientists, artists and international thought leaders.

mlove.com