



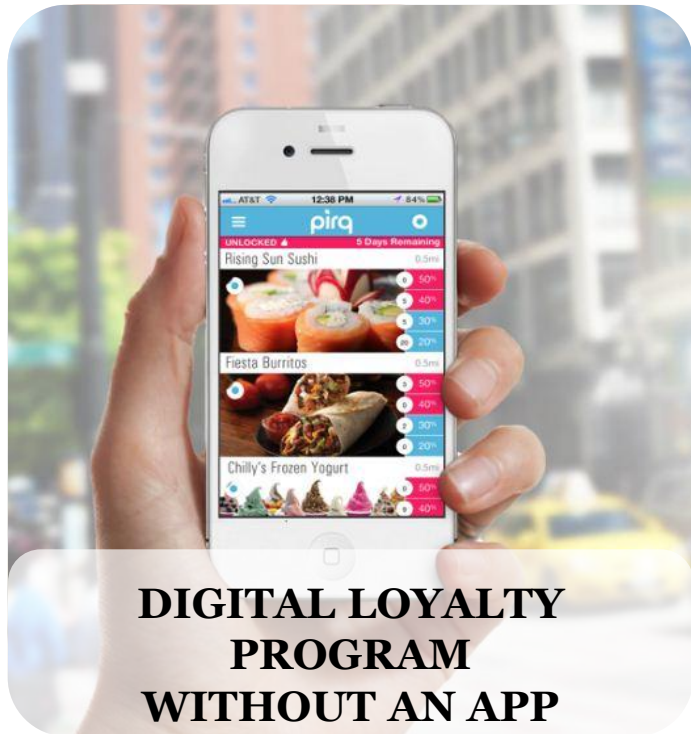
MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW

12

2012



DIGITAL LOYALTY PROGRAM WITHOUT AN APP

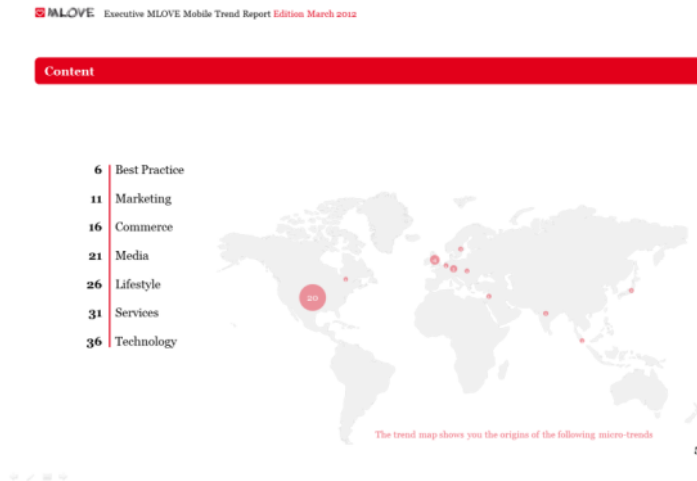


LISTENING TO MUSIC FROM THE CLOUDS



CREATING GAMES IN A REAL PARALLEL WORLD

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

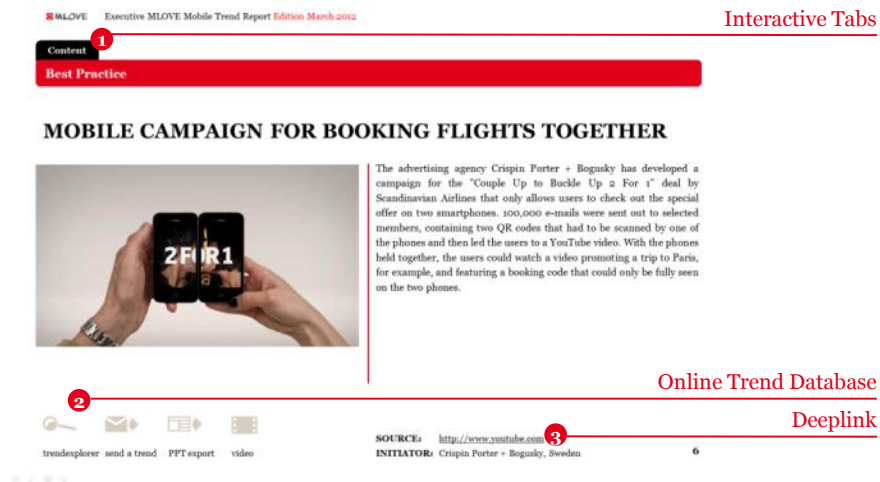
Call up more images related to this micro-trend.

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 & Curator of MLOVE

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

He created the MLOVE ConFestivals ("The best event in Mobile" according to Wired) as inspiring global events that bring together thought leaders and startups in a very interactive format.

Harald is also Co-Founder 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 photography & 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 of the MLOVE Mobile Trendreport

Best Practice

Marketing

Commerce

Media

Lifestyle

Services

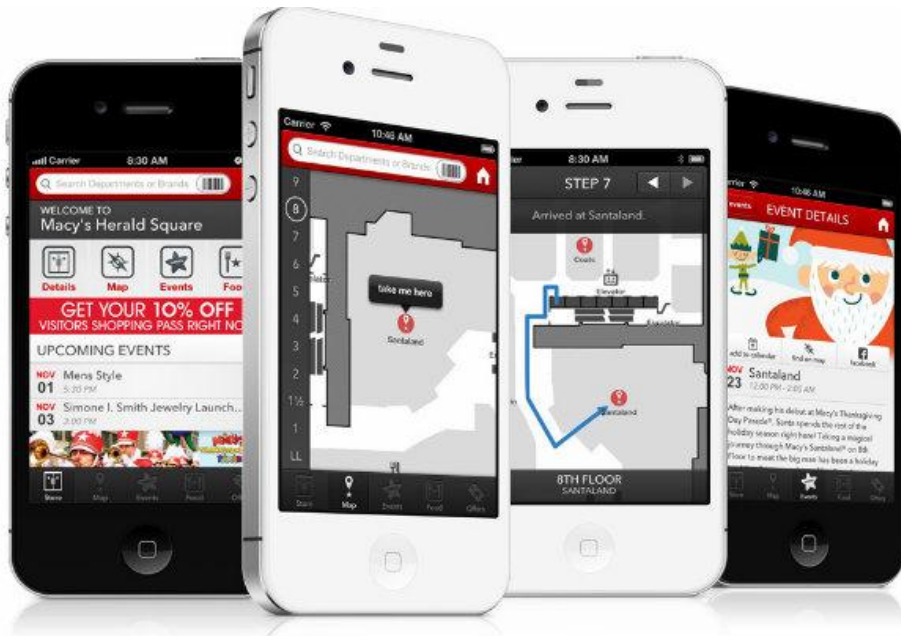
Technology

Mobile Statistic of the Month - NEW



Best Practice

MACY'S GETS ITS OWN NAVIGATION APP

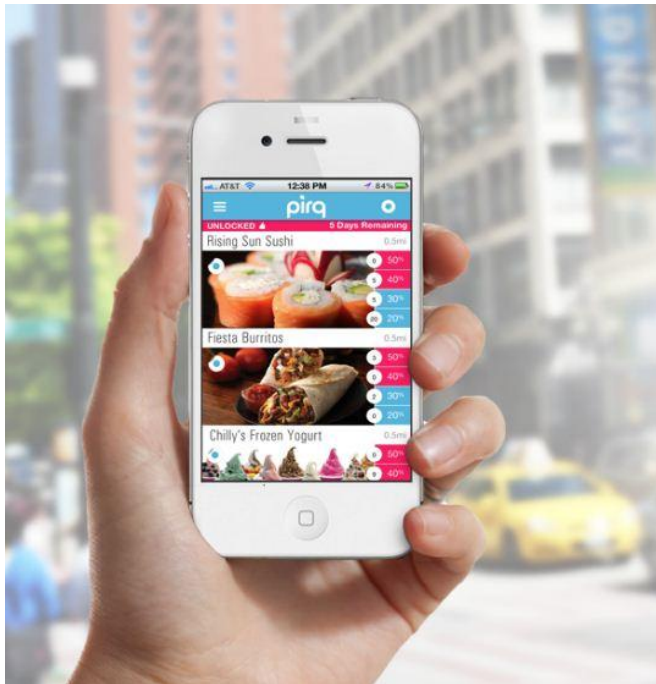


Macy's flagship store in New York is the largest department store in the USA and is now getting its own navigation app that enables customers to find their way around the various floors more easily. The software comes from Meridian Apps and will be integrated as a new feature into Macy's existing iPhone app in time for the Christmas period. It uses a combination of GPS and Wi-Fi data to work out the precise location of users. With this app, customers can look for specific products and also receive special, location-based offers from Macy's.



Best Practice

DIGITAL LOYALTY PROGRAM WITHOUT AN APP



"Pirq" is a loyalty program that doesn't demand users to immediately install a mobile application and allows business operators to invigorate sales with targeted measures. A tablet PC at the till displays a QR code for collecting loyalty points. However, this can also be done by sending a text message. These two channels allow specific customer categories, such as high-value customers or customers with promotional codes, to receive customised discounts and loyalty bonuses. What's more, it allows merchants not only to reward regular customers, but also to bridge poor sales days or times.



trendexplorer



send a trend



PPT export



video



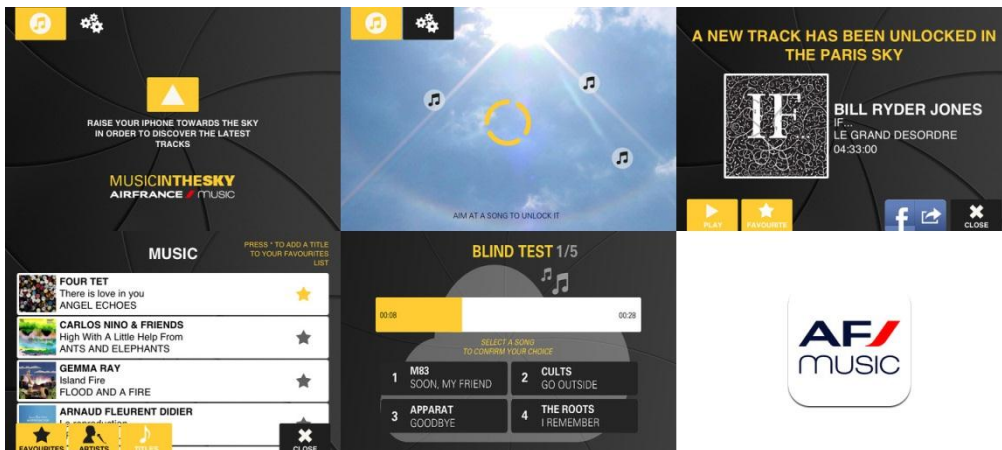
more pictures

SOURCE: <http://pirq.com>

INITIATOR: Pirq, USA

Best Practice

LISTENING TO MUSIC FROM THE CLOUDS

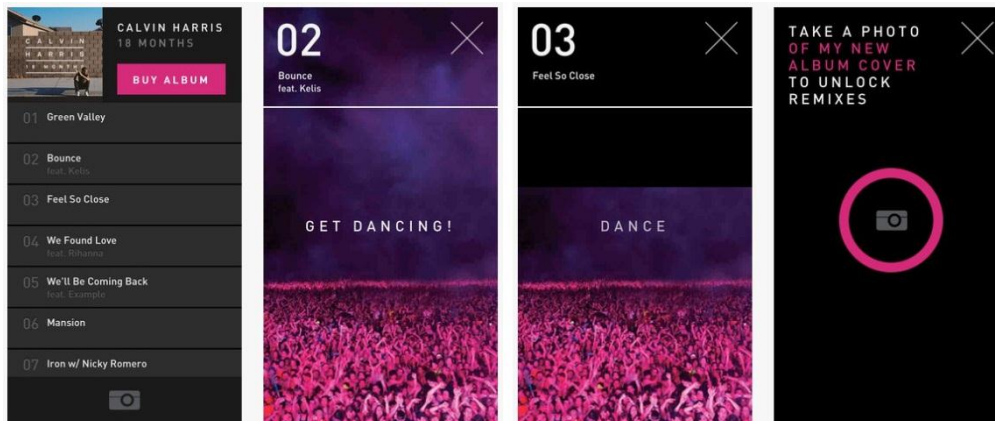


Air France offers a mobile app called "Music in the Sky" that enables passengers to discover new music by pointing their smartphone camera towards the clouds. Passengers can find new tracks that change according to the countries that they fly over. The range of music also includes unreleased songs that record companies have made available for promotion purposes. Not only can Air France passengers listen to the songs exclusively and free of charge, but they can also sort them into playlists and share them with their friends on Facebook.



Best Practice

DANCING FOR FREE MUSIC



For the launch of his new album "18 Months", the British musician Calvin Harris has teamed up with the digital agency We Make Awesome Sh to offer a mobile app that enables users to listen to all the songs for free. However, a condition is attached: the user has to be in motion. The aim of the project is to make the listeners dance. If their smartphone doesn't move, the music will slowly disappear. Another feature allows users to activate remixes if they take a photo of the album cover.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <https://itunes.apple.com>

INITIATOR: Calvin Harris, UK

Best Practice

CREATING GAMES IN A REAL PARALLEL WORLD



"Eevoo" is a mixture of a strategy game and Foursquare for smartphones, using real maps as the playing area and featuring augmented reality to overlay gaming contents onto smartphones. Players of the game are encouraged to develop and build a parallel world. To complete specific tasks, the players have to go to real locations in their current area. During these missions, they are free to make friends, get to know their virtual neighbours, communicate with them and find materials and tools via augmented reality.



trendexplorer



send a trend



PPT export



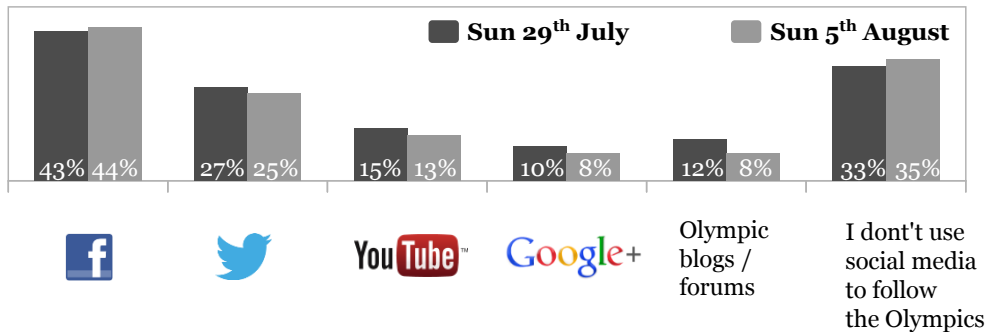
more pictures

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

INITIATOR: eelusion GmbH, Germany

Social Media during the Olympic Games

SOCIAL NETWORKING



Women were more inclined to use Facebook

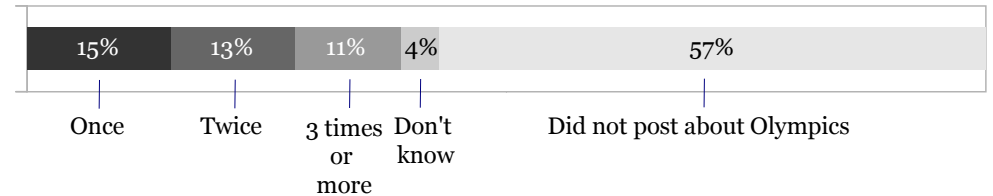
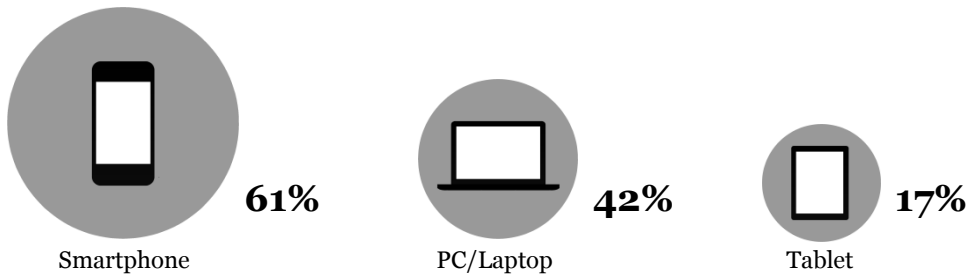
Men: 38%, Women: 51% (5th Aug)

Whilst men were more inclined to use YouTube

Men: 17%, Women: 10% (5th Aug)

TOP DEVICES USED TO FOLLOW THE OLYMPIC GAMES ON SOCIAL MEDIA

Mon 6th



On Monday 6th August, 40% of respondents posted on social media about the Olympics

11% posted 3 or more times

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offers you 40 pages featuring:

35 Micro-Trends – mobile sector and cross-industry

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as a single issue (350 Euro) *here:*



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For questions please contact trendreport@mlove.com

“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.

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