

Mobile Marketing Winner\$

Week 40, October 2009

How central should Mobile be?

Dear Mobile Marketing Winner\$ Team Member,

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

In today's newsletter we link you to an interesting article about how central mobile should be in your marketing planning. Food for thought...

Once again welcome to all new subscribers and thank you for having us in your inbox. We look forward to hearing from you, so please let us know how we can make the newsletter even more relevant for you.

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive [HERE](#).

Until next week...

Best wishes

and keep *Thinking Mobile™*

Your Mobile Marketing Winner\$ Team

How central should Mobile be?

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

This week we came across a thought provoking article by Thom Kennon, VP Strategy at Wunderman in the US. He makes a valid point about mobile being at the center of all your marketing planning. Makes a lot of sense to us :-)

We are not going to comment further on Thom's article except to urge you to please read it [HERE](#).

However, an interesting twist to the above story is the fact that Wunderman in South Africa does not seem to be doing anything substantial in the mobile space. Something appears to have gotten lost in translation from the US to Johannesburg... This is sad, but not unusual. Many South African subsidiaries of international companies follow no mobile strategy, or employ a heavily scaled down version of what their "motherships" are doing overseas.

These companies include, among others, Reebok, Lexus, McDonalds, Coca Cola and BMW. Even if you just browse the headlines of [The Mobile Marketer Daily](#), you find at least three reports about a new mobile marketing campaign every day. The sheer quantity, let alone quality, of these mobile marketing campaigns is mind-boggling. How long can we wait before we wake up and smell the mobile coffee?

The much quoted [Arthur Goldstuck](#) of [WorldWideWorx](#) wrote me an email on 21 May 2009, in which he argues: "Mobile marketing and payments in South Africa are very different animals to what they are in the USA, which is in fact behind South Africa in this area." We respectfully disagree. But if one of South Africa's perceived thought leaders in the mobile space can arrive at such a distorted view of the South African mobile marketing reality, you, the unsuspecting

marketer, should be concerned!

Please visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me an email at alex@mymobworld.com to "un-concern" yourself :-)

Mobile Web Africa

There is another exciting conference happening on 13 and 14 October 2009 in Johannesburg, South Africa. [Mobile Web Africa](#) focuses on mobile web applications and features a packed program with national and international speakers. Benefit from early registration prices [HERE](#).

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