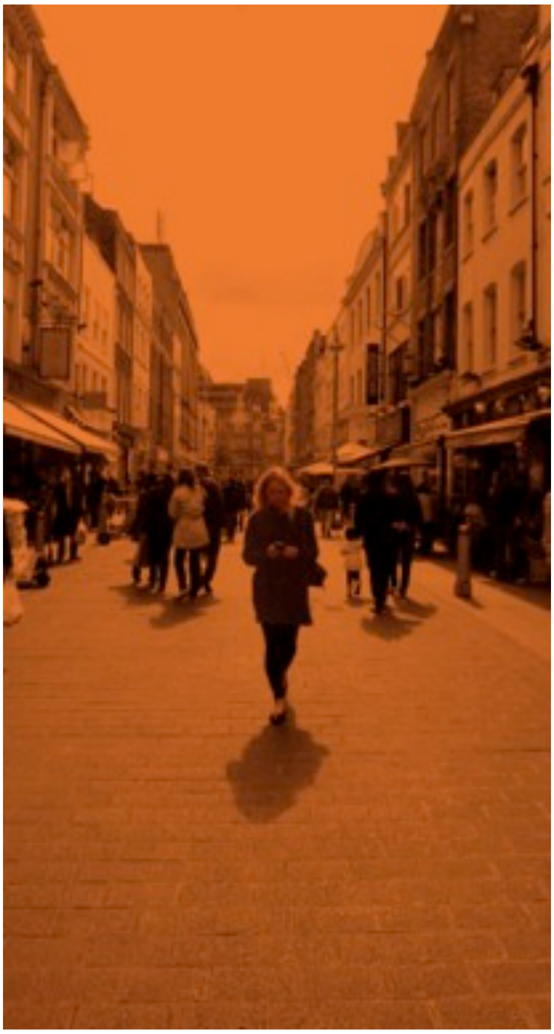
2011 Mobile Marketing Consumer Attitudes

upstream

YouGov



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INTRODUCTION

Marco Veremis, Chairman, Upstream

Welcome to the **Upstream Consumer Attitudes to Mobile Marketing** report.

From display advertising to SMS, the number of mobile channels open to a marketer are broad and each has markedly different characteristics. The key issue is, in what circumstances are they most effective, what are their strengths and weaknesses and what is it that makes consumers respond to mobile marketing?

We commissioned **YouGov** to research what consumers are really saying about mobile marketing precisely to determine the answers to these questions and hope that the results will contribute to all our understanding of this quickly evolving marketing channel.

The research findings are released in two waves. The first wave establishes clearly which formats and via which channels consumers want and expect to receive marketing messages on their mobiles. Only a minority of UK consumers claim they ever click on a mobile display advert, with more than three in ten claiming that they find this type of advertising irritating. By comparison, the mobile channel which consumers claim to respond to best is SMS.

The second wave of research focuses more on the kind of marketing consumers would be most happy to receive on their mobiles - brand ads, offers, bargains etc - the optimum frequency of such communication as well as identifying which companies consumers trust the most to send such marketing messages.

You'll see that the report places special emphasis on mobile operators - as they are the largest mobile marketers in the world at the moment, contacting customers via mobile channels more than 15bn times every month (that's more than overall Google impressions). In this sense, some of the insights revealed in this research are particularly relevant and useful to mobile operators, but I believe that the research results can also be fully applicable to other brand owners looking to market over mobile.

I hope you find the research findings as fascinating as I did and that you'll discover some genuine insights that will help identify what consumers are really responding to on mobile.

ABOUT UPSTREAM

Upstream started its operations in 2001, launching some of the first global mobile marketing campaigns for blue chip brands like Coca-Cola, T-Mobile, Vodafone & Nestlé. Since then the company has executed through its Marketing Communications Suite (MCS) platform, 160,000 campaigns in over 40 countries for some of the largest companies in the world, engaging more than 500m consumers and delivering unparalleled conversion rates translating to over $500m of incremental revenue for its clients.

Its unique ability to deliver highly effective solutions that extract value from any customer base has made Upstream the preferred mobile marketing partner for some of the largest companies across the globe including: Vodafone, T-Mobile, Telecom Italia, Orange, Telefónica, América Móvil, Bharti Airtel, STC, MTN, Coca-Cola, Nestlé, BSkyB, Unilever and Shell.

The mobile is the greatest direct response marketing medium ever devised but at the same time the most personal and intimate. On mobile, marketers must speak less but more convincingly. Upstream is singularly focused on effectiveness: developing the technology that maximizes customer response to every marketing pitch via mobile and delivering the highest improvements in customer conversion rates.

Upstream's unparalleled knowledge, built on deep analysis of billions of real customer interactions across all continents, is distilled in its Marketing Communications Suite (MCS): the most comprehensive and powerful mobile marketing technology platform in the world.

EXECUTIVE SUMMARY

The following report is based on an independent poll of 2,198 UK adults conducted by YouGov and explores consumer behaviour and attitudes to various aspects of mobile marketing in the context of other communications channels.

The research points to the fact that tactics which effectively use mobile as a broadcast medium do not currently elicit the same response rates as those which treat it as a direct response channel.

The data reveals that, in spite of the current growth and industry interest in smartphone penetration and mobile ad networks, still only a minority of UK consumers claim they have ever clicked on a mobile display advert, with more than three in ten claiming that they find this type of advertising irritating. By comparison, the mobile channel which consumers claim to respond to best is SMS.

The report concludes that the results reflect the fact that mobile internet browsing experiences differ markedly from the web. While there is clearly an important role for display advertising, the mobile by its nature is not as well suited to multimedia advertising given its small screen and short consumer engagement time, with consumers tending to view it as a uniquely intimate and personal medium. As such, contextual and concise text-based communications, in whatever format they are delivered, will typically play to the strength of the medium and will be more effective at generating response.

The report further explores consumer behavior and attitudes to mobile operators' communications with their customers.

The research suggests that significant opportunities exist for mobile operators to boost revenues by cross and up selling products to their own customers at minimal cost, using the implicit opt-in that these customers make when they sign a service plan contract. However, the data makes it very clear that the offers which customers are prepared to receive on their mobile devices need to be compelling and highly personalised – there is comparatively little tolerance for generic brand advertising, particularly among younger consumers.

The good news for operators is that it is also clear that consumers have considerably more trust in communications and offers from their mobile operator than from third parties. Indicative of this is the fact that the offers consumers most want to receive relate to mobile telephony products and services as opposed to generic products or discounts. However, the results also clearly reveal that consumers are only prepared to receive a finite number of marketing messages for these products and services – 38% say that they would not want to receive more than one message per month, with 31% saying less than that.

The report concludes that, given that there are only limited opportunities to engage customers, one of the most effective means of doing this within context is by including relevant offers in the service messages and communications which an operator already sends to customers, such as balance or missed call alerts. For example, suggesting a specific roaming service plan upgrade to a customer as part of an expensive international call notification.

The results also contain a caution to operators seeking to monetise their customer base through third-party advertising services. Although a significant proportion say that they would be prepared to opt-in to receive third-party advertising if they could receive high-value incentives or discounts, the vast majority also say that they would be more likely to consider switching provider if they started to receive third-party advertisements on their mobiles.

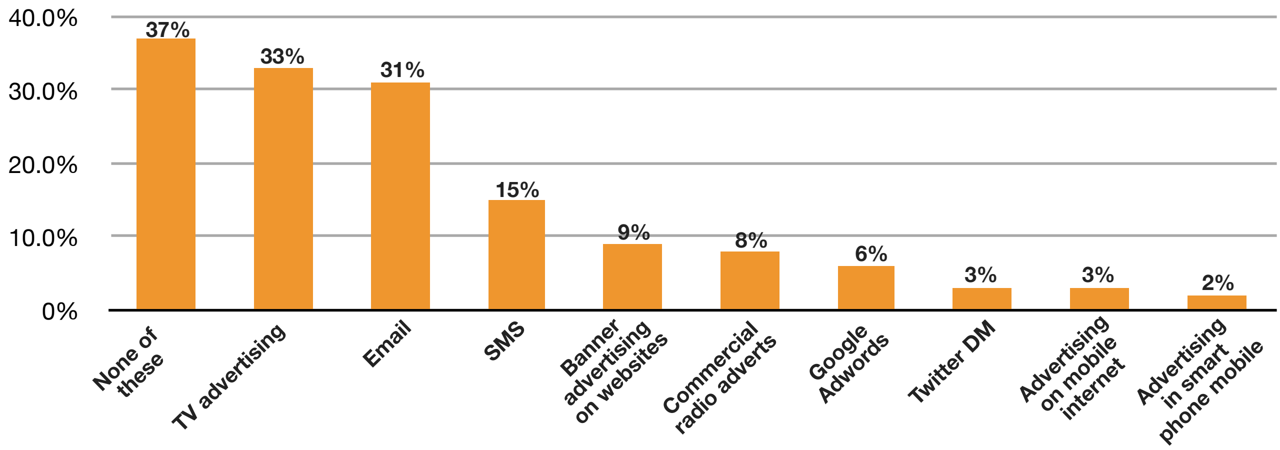
The report concludes that, in many cases this kind of incentivisation amounts to bribery and has no long-term value; it simply creates 'phantom' subscribers who are only interested in getting money off their bills. Regardless of the initial levels of opt-in, once an offer has been redeemed the risk of churn is very high if customers start receiving irrelevant advertising.

CONSUMER RESPONSE RATES BY CHANNEL

The research reveals that the most effective mobile marketing medium for eliciting consumer response is SMS. When asked what medium would make them most likely to respond fastest to a relevant deal or offer, 15 per cent of consumers cited SMS messaging compared to just three per cent who said mobile banner advertising and two per cent in-application advertising.

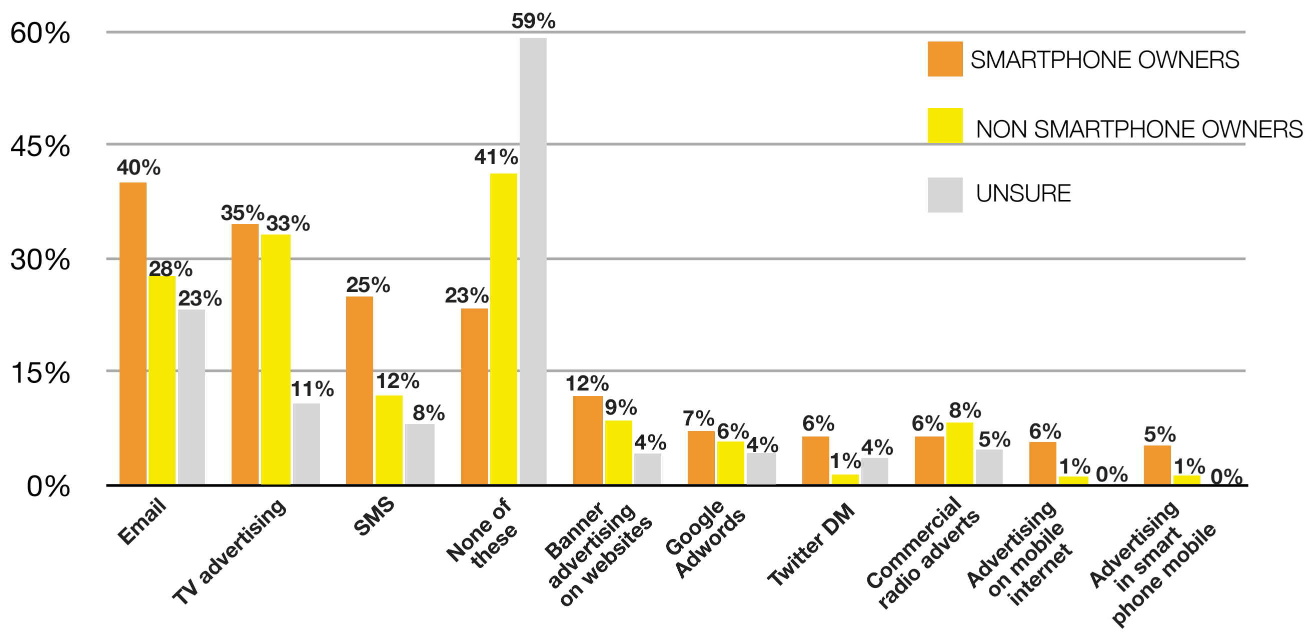
The channels consumers claimed would be most likely to make them respond overall were television advertising (33 per cent), email marketing (31 per cent) and SMS (15 per cent).

Fig : Consumer response rates (to relevant offers) by channel



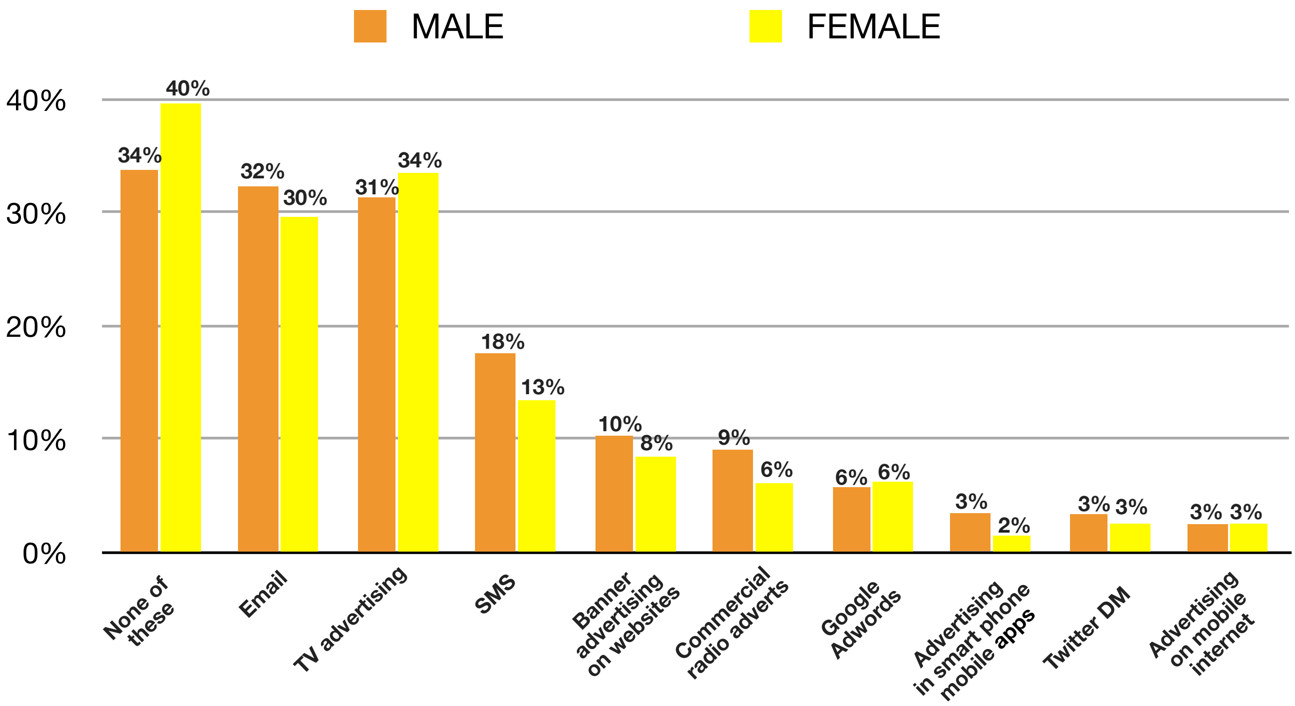
Smartphone owner breakdown: Interestingly, the percentage of people who said they would be likely to respond fastest to SMS messages was subject to a 40 per cent increase among smartphone owners (25 per cent). The percentage of people who claimed they would respond to in-application advertising rose to six per cent and mobile interent advertising, five per cent, among this group.

Fig : Consumer response rates by channel



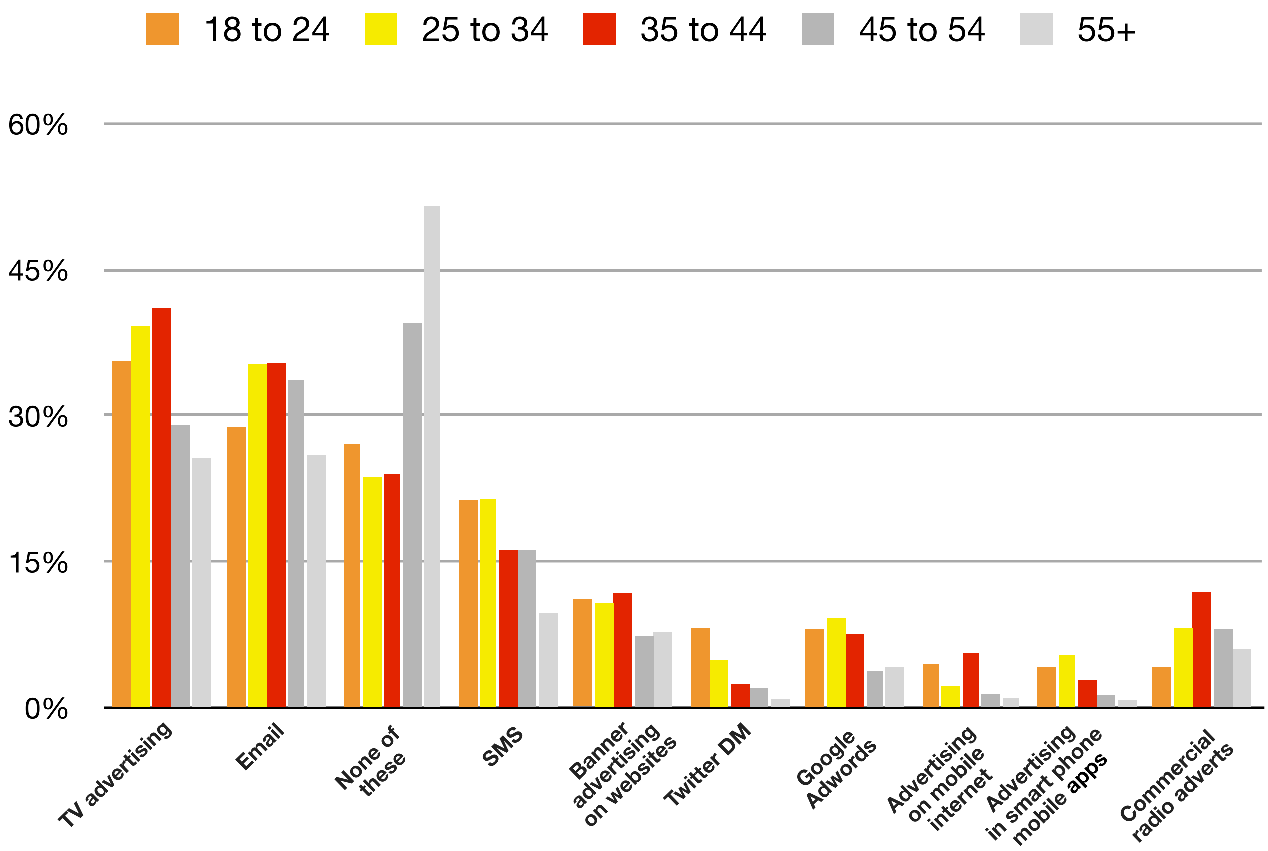
Gender breakdown: The research also revealed a notable gender bias in response rates for different mediums with male respondents typically more likely to respond to mobile channels (i.e. SMS 18 per cent male, 13 per cent female), while female respondents were more likely to be influenced by television advertising (34 per cent female, 31 per cent male).

Fig : Consumer response rates by channel



Age group breakdown: The data reveals that the age group most responsive overall to SMS style marketing over mobile was 18-34 year olds. The reaction to marketing by older consumers aged 45 plus was starkly split in two broad camps between those who expressed a fierce rejection of all types of marketing and those who were responsive to a range of approaches, including TV advertising and email.

Fig : Consumer response rates by channel

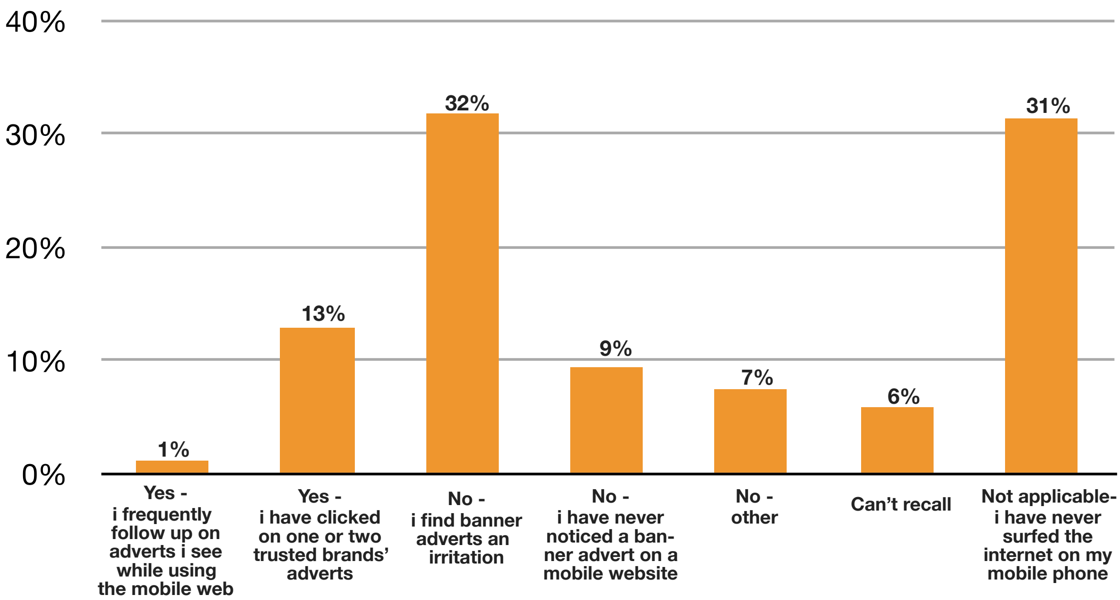


	18 to 24	25 to 34	35 to 44	45 to 54	55+
TV advertising	36%	39%	41%	29%	26%
Email	29%	35%	35%	34%	26%
None of these channels	27%	24%	24%	40%	52%
SMS	21%	21%	16%	16%	10%
Banner advertising on websites	11%	11%	12%	7%	8%
Twitter DM	8%	5%	2%	2%	1%
Google Adwords	8%	9%	8%	4%	4%
Advertising on mobile internet	5%	2%	6%	1%	1%
Advertising in smart phone mobile apps	4%	5%	3%	1%	1%
Commercial radio adverts	4%	8%	12%	8%	6%

CONSUMER INTERACTION WITH MOBILE ADVERTISING

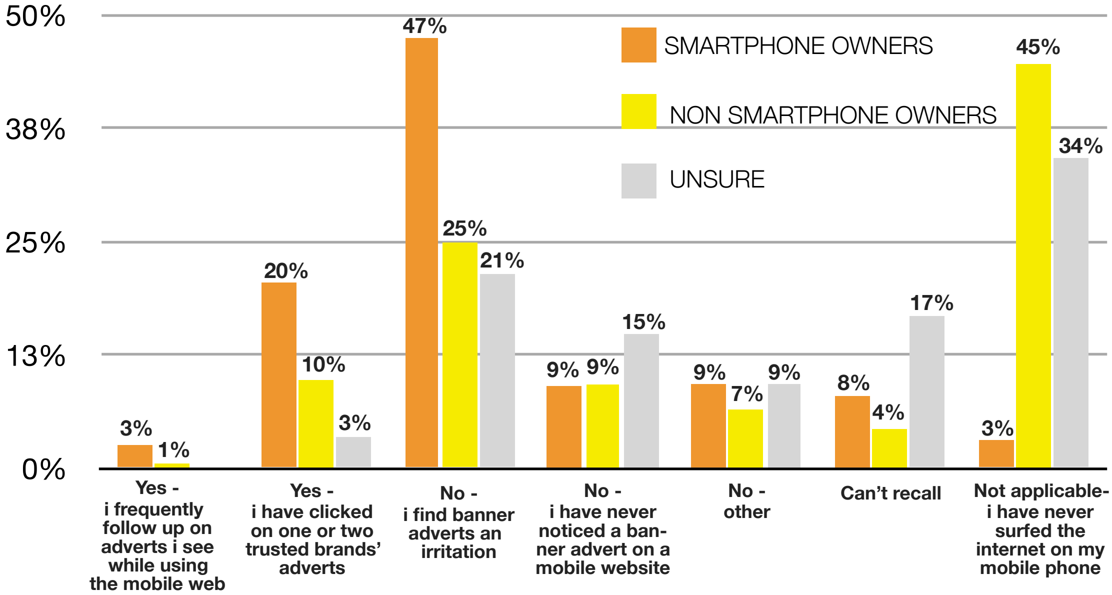
Total audience breakdown: The data shows that just 14 per cent of consumers have ever clicked on a mobile display advert with 32 per cent claiming that they find mobile display adverts to be an irritation. Nine per cent claimed that they had never noticed a banner advert on a mobile website while 31 per cent of respondents claimed that they had never surfed the internet on their mobile phone.

Fig : Have you ever clicked on a banner ad while surfing the internet on your mobile phone?



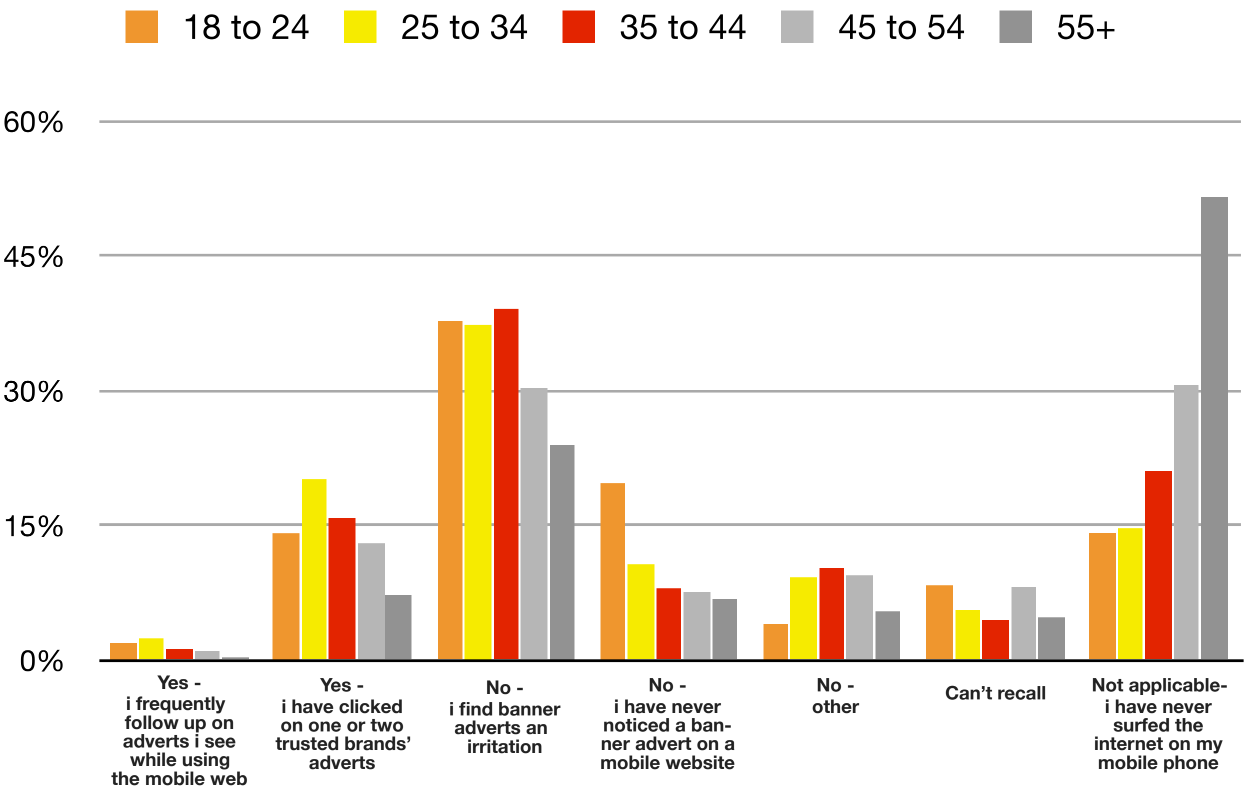
Smartphone owner breakdown: The percentage of those who claim to have clicked on a mobile banner advert rises to 23 per cent among smartphone owners. However, conversely among this group, the percentage of those who find mobile display ads an irritation rises to almost one in two (47 per cent).

Fig : Have you ever clicked on a banner ad while surfing the internet on your mobile phone?



Age breakdown: Similarly, the results show that there is an increase in the percentage who have clicked on a banner ad among the 25-34 demographic (20 per cent), but once again, this age group is also the most likely to find this type of advertising irritating (37 per cent).

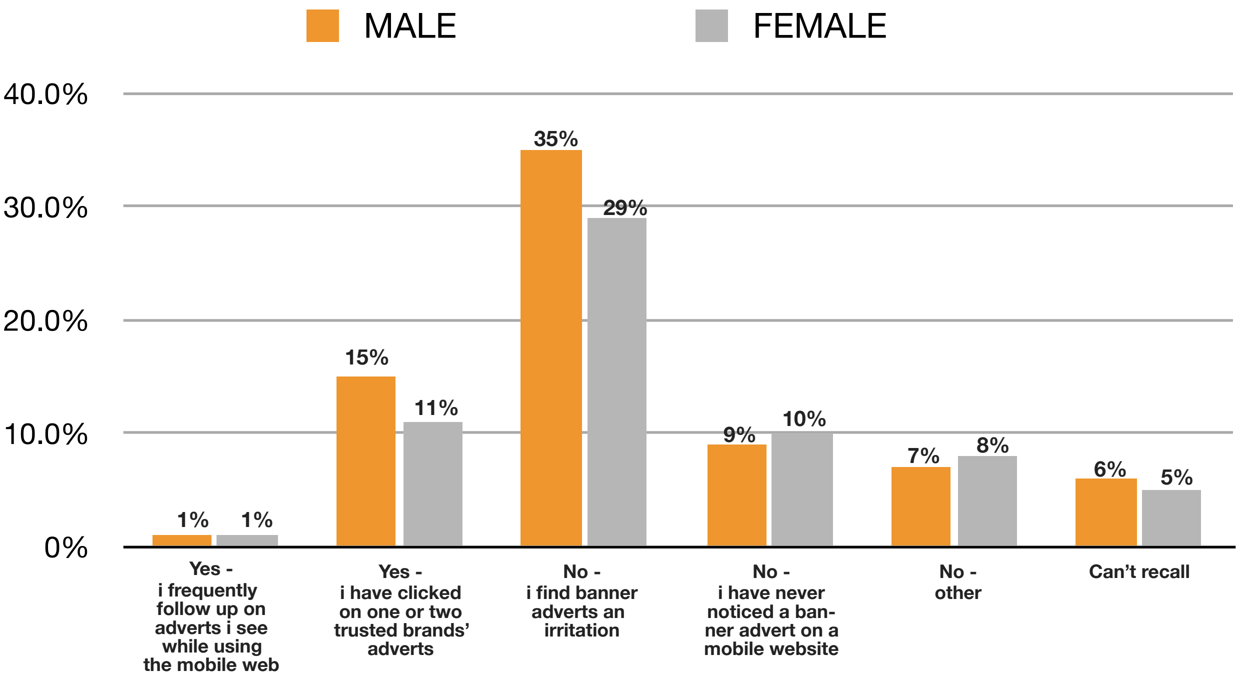
Fig : Have you ever clicked on a banner ad while surfing the internet on your mobile phone?



	18 to 24	25 to 34	35 to 44	45 to 54	55+
Yes - i frequently follow up on adverts i see while using the mobile web	2%	2%	1%	1%	0%
Yes - i have clicked on one or two trusted brands adverts	14%	20%	16%	13%	7%
No - i find banner adverts an irritation	38%	37%	39%	30%	24%
No - i have never noticed a banner advert on a mobile website	20%	11%	8%	8%	7%
No - other	4%	9%	10%	9%	5%
Can't recall	8%	6%	4%	8%	5%
Not a applicable - i have never surfed the internet on my mobile phone	14%	15%	21%	31%	52%

Gender breakdown: The data does show a slight gender bias with male respondents (15 per cent) marginally more likely to have clicked on a display advert than females (11 per cent) and to find banner adverts an irritation (35 per cent compared to 29 per cent).

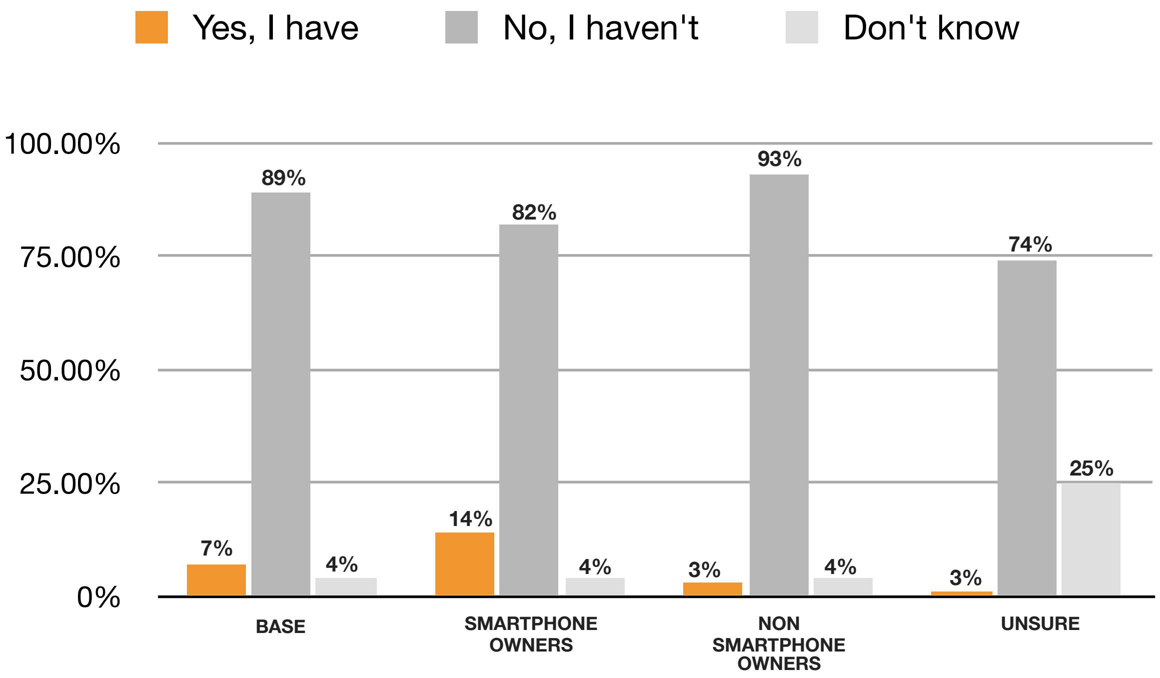
Fig : Have you ever clicked on a banner ad while surfing the internet on your mobile phone?



CONSUMER DOWNLOADS OF PROMOTIONAL MOBILE APPS

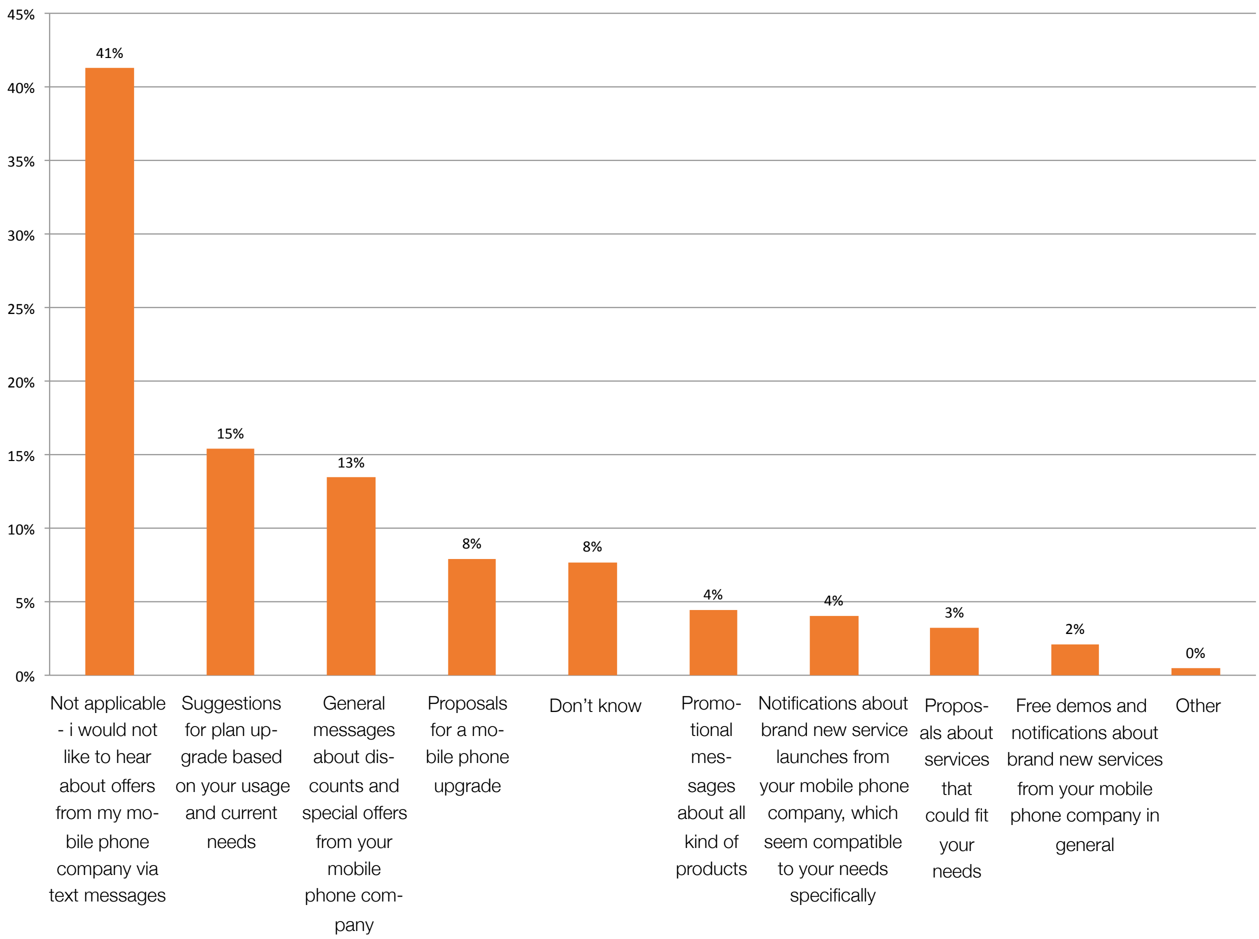
The research also shows that branded or promotional applications are even less likely to influence consumers with just seven percent having ever knowingly downloaded an application designed to promote a company, although this figure doubles to 14 per cent among smartphone owners.

Fig : Have you ever downloaded an application made by a company for advertising purposes (i.e. to promote that company)?



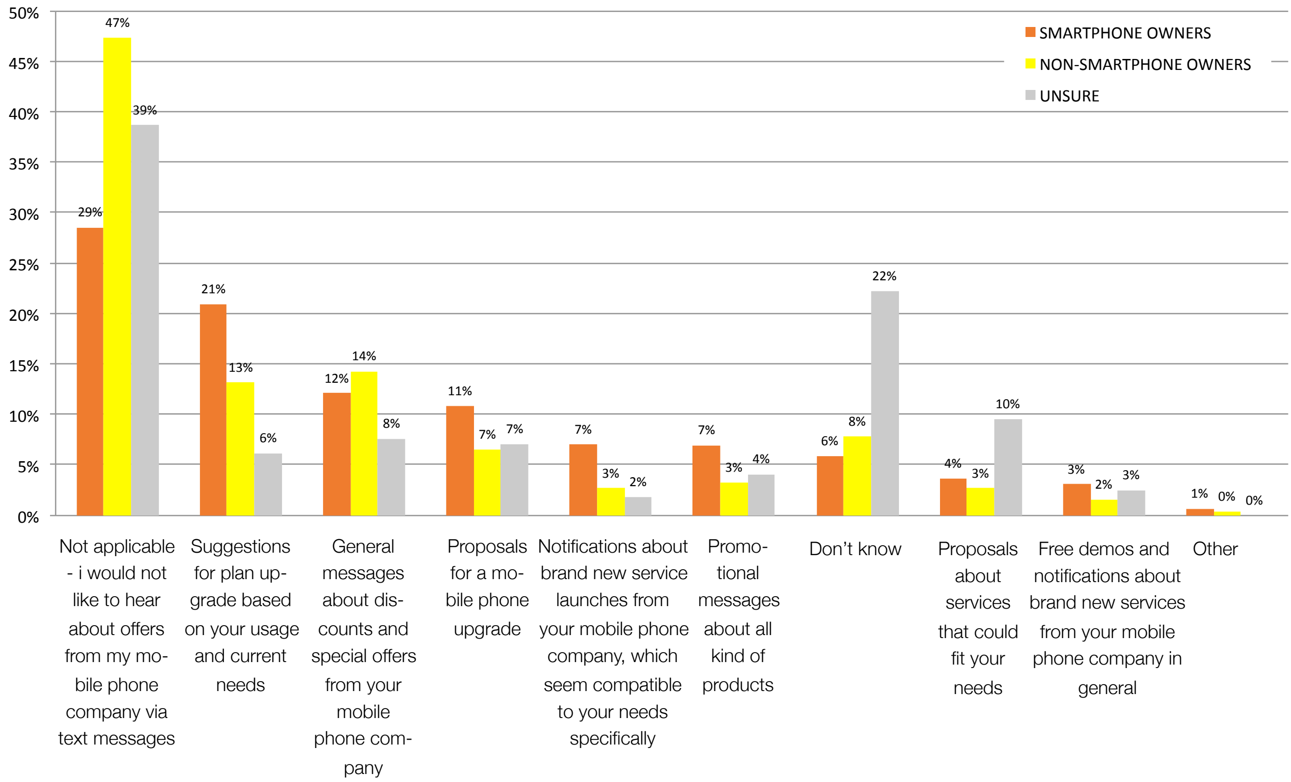
CONSUMER PREFERENCE FOR PERSONALIZED OFFERS

Total audience breakdown: The research reveals that although 41% of consumers claim that they would not like to hear about offers from their mobile operator, 59% would be actively interested in receiving personalised promotions. The offers most popular with consumers included: personalized suggestions for plan upgrades, based on their current usage (15%); general messages about discounts and special offers from their operator (13%); proposals for a handset upgrade (8%); promotional messages about all kind of products (4%); and notifications about new service launches which seem compatible with their specific needs (4%). Fig: Consumer preferences for receiving offers from mobile operators



Smartphone owner breakdown: Consumer responses were subject to some marked differences between smartphone and non-smartphone owners. The most pronounced difference was evident in the much lower percentage who said that they would not like to hear about offers from their operator which was subject to a 62% difference between smartphone owners (29%) and non-smartphone owners (47%). Smartphone owners were also more receptive to suggestions of plan upgrades (21%) and handset upgrades (7%).

Fig: Consumer preferences for receiving offers from mobile operators

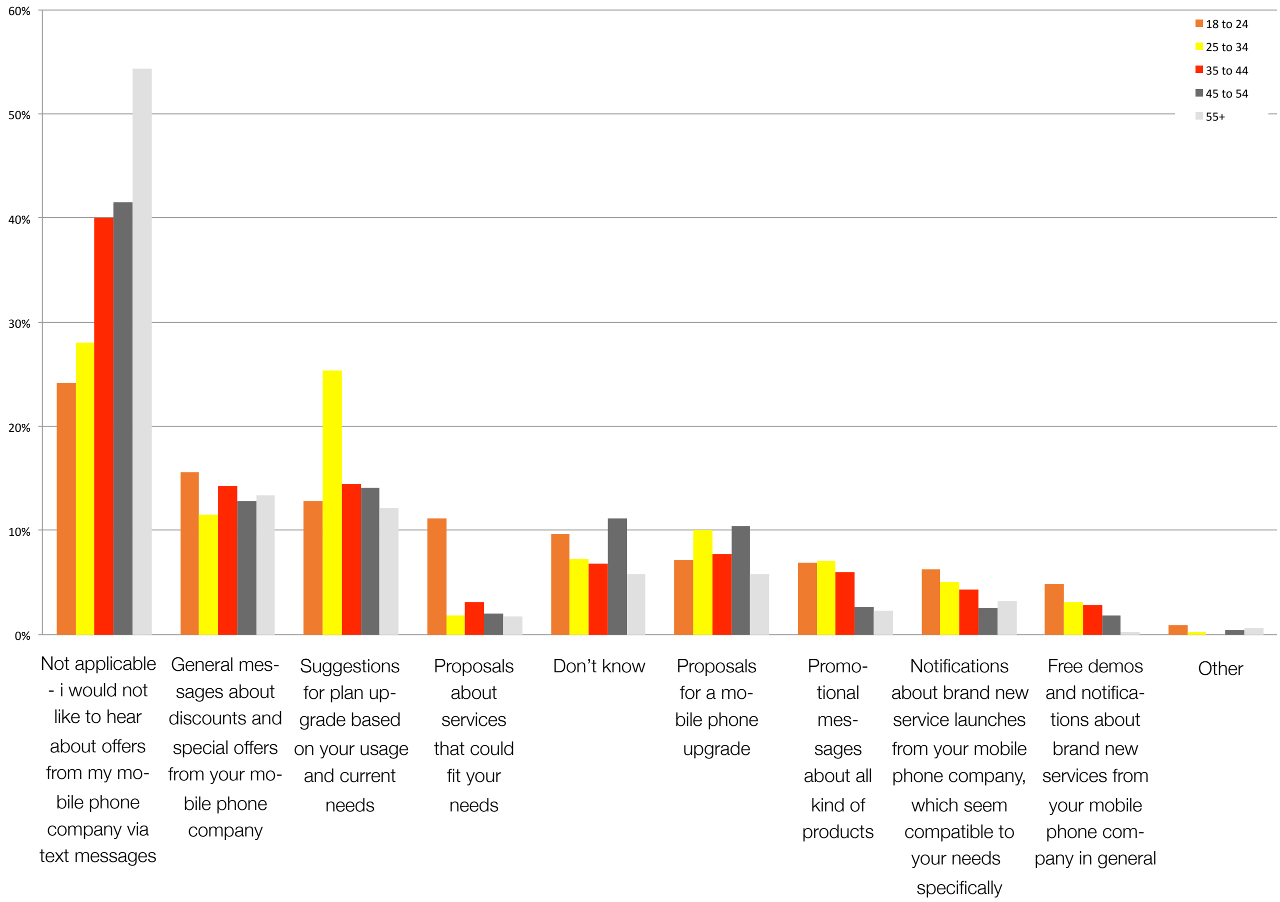


Age group breakdown: The data reveals that the age groups most receptive to receiving offers from their operators are 18-34 (76%) and 25-34 year olds (72%), pointing to a general trend: the older the consumer, the less open they are to receiving promotions.

The data also reveals that 25-34 year olds are markedly more receptive to receiving suggestions for plan upgrades based on their usage patterns (25%).

Reflecting their overall willingness to receive promotions, the 18-24 year old age group are most open to non-personalised offers – such as receiving notifications of general discounts and special offers (16%) and free demos and generalised notifications of new service launches (5%) – while the broader trend was that the older the age group, the more importance consumers place on offers based on their current usage patterns.

Fig: Consumer preferences for receiving offers from mobile operators

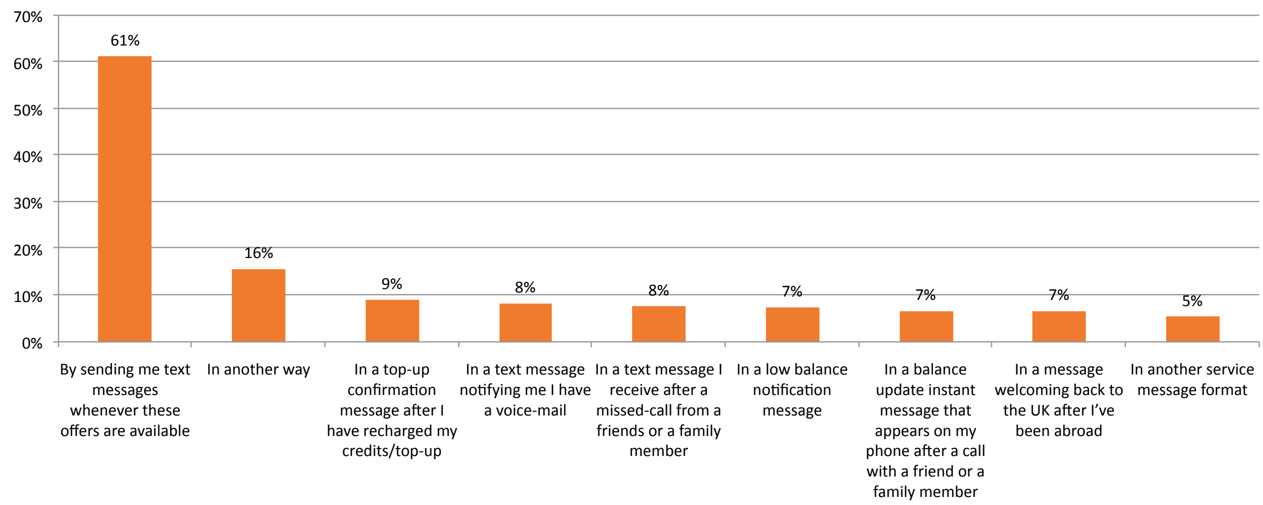


	18 to 24	25 to 34	35 to 44	45 to 54	55+
Not applicable - i would not like to hear about offers from my mobile phone company via text messages	24%	28%	40%	42%	54%
General messages about discounts and special offers from your mobile phone company	16%	12%	14%	13%	13%
Suggestions for plan upgrade based on your usage and current needs	13%	25%	15%	14%	12%
Proposals about services that could fit your needs	11%	2%	3%	2%	2%
Don't know	10%	7%	7%	11%	6%
Proposals for a mobile phone upgrade	7%	10%	8%	10%	6%
Promotional messages about all kind of products	7%	7%	6%	3%	2%
Notifications about brand new service launches from your mobile phone company, which seem compatible to your needs specifically	6%	5%	4%	3%	3%
Free demos and notifications about brand new services from your mobile phone company in general	5%	3%	3%	2%	0%
Other	1%	0%	-%	0%	1%

MESSAGE FORMAT PREFERENCE

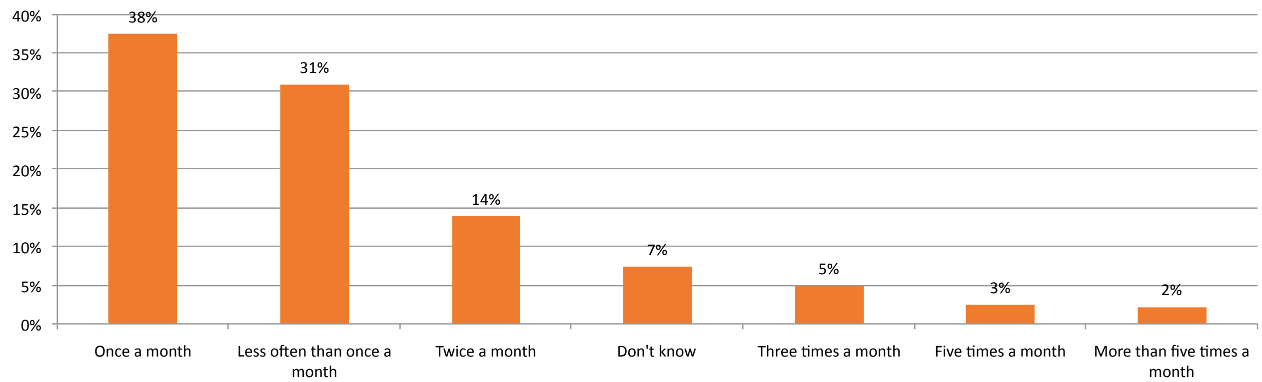
Total audience breakdown: When asked in what ways they would like to be notified of offers or promotions by their mobile operator the most popular format amongst consumers (61%) was to receive an SMS about available offers. However 51% also said that they would be open to being notified in a service message such as a top-up confirmation (9%), voicemail or missed call notification (8%), balance update message (7%) and roaming notification (7%).

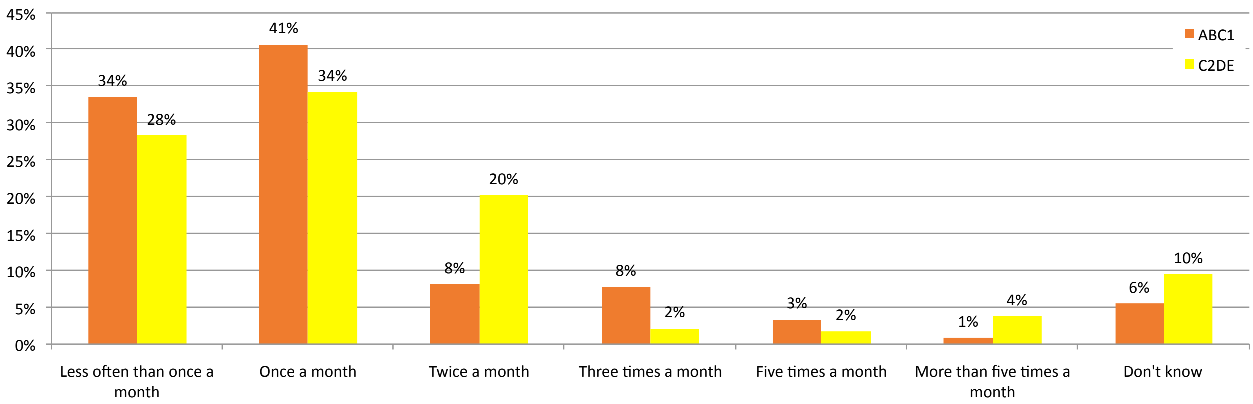
Fig: Consumer notification preferences for offers from mobile operators



MESSAGE FREQUENCY PREFERENCES

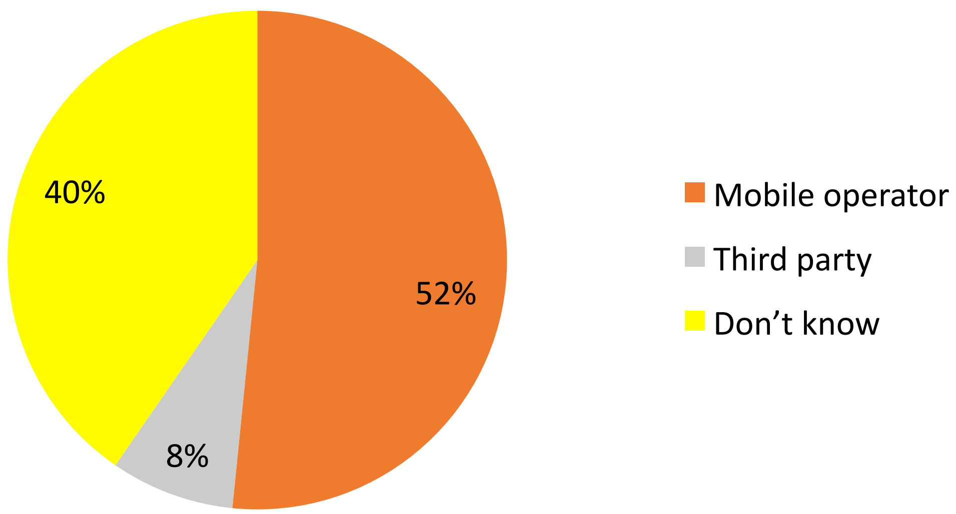
Total audience breakdown: The research also reveals that consumers have a high level of trust and purchasing confidence in mobile operators as opposed to third-parties. More than half (52%) of consumers would trust their mobile phone company compared to just eight per cent of consumers who would trust a third-party when making a purchase via SMS. Fig: Consumer message frequency preferences





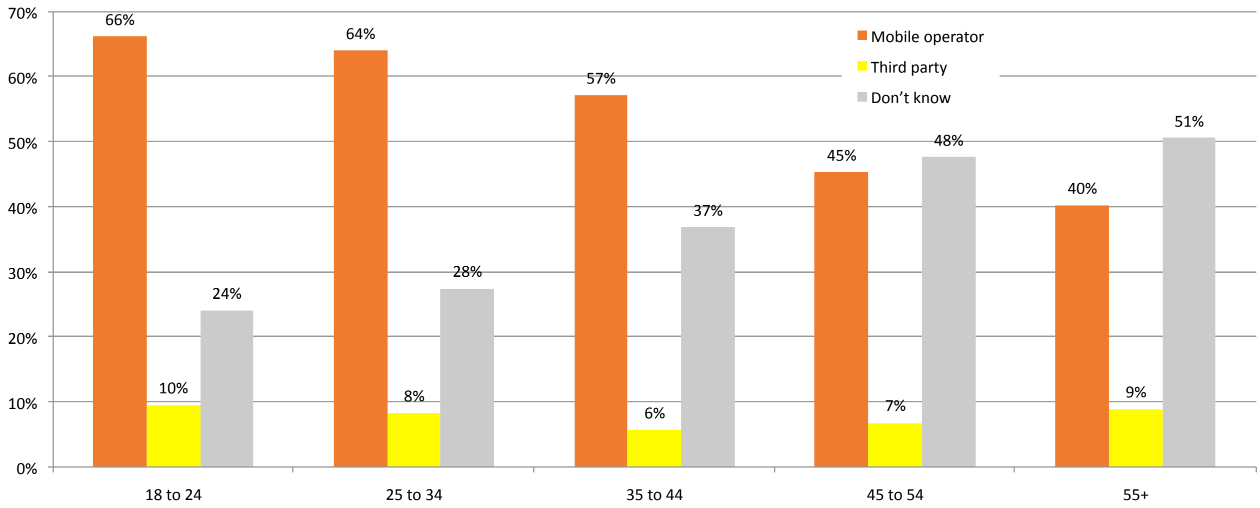
CONSUMER TRUST IN MOBILE

Total audience breakdown: The research also reveals that consumers have a high level of trust and purchasing confidence in mobile operators as opposed to third-parties. More than half (52%) of consumers would trust their mobile phone company compared to just eight per cent of consumers who would trust a third-party when making a purchase via SMS. Fig: If you wanted to make an immediate purchase via SMS, which type of company would you trust more?



Age group breakdown: This attitude is particularly true among 18-24 (66%) and 25-34 (51%) year olds and, although the percentage who would trust their mobile operators decreases the older the age group, this is not because they show demonstrably more trust in third-parties but because older age groups appear to be unsure of what their attitudes would be in the scenario.

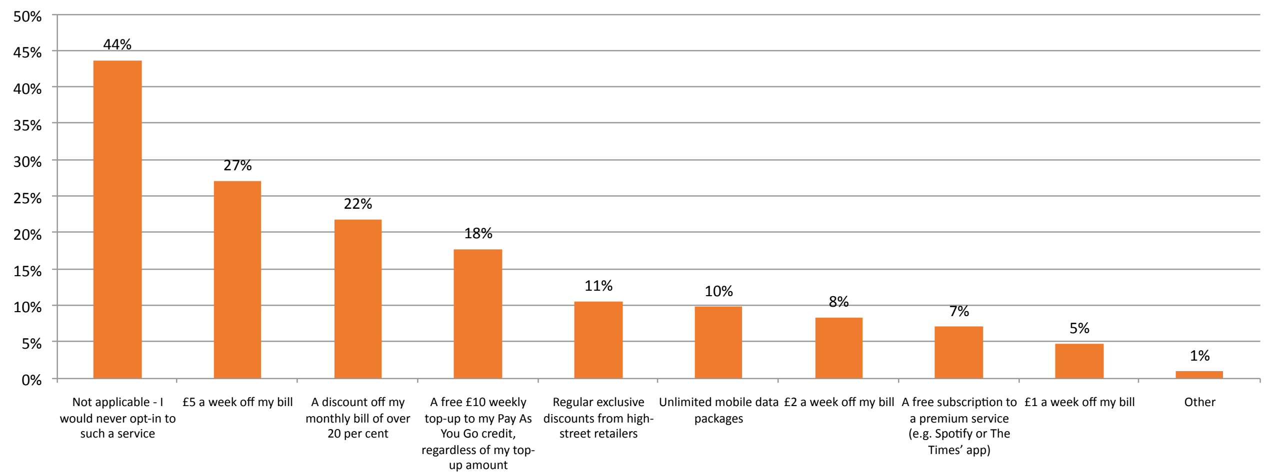
Fig: If you wanted to make an immediate purchase via SMS, which type of company would you trust more?



DATABASE OPT-IN INCENTIVES

Total audience breakdown: The data indicates that nearly seven in ten (66%) consumers would be prepared to receive third-party advertising if offered discounts or reward incentives. The most popular incentives among consumers were: £5 a week off their bill (27%); a fifth off their monthly bill (22%) and a free £10 weekly top up (18%).

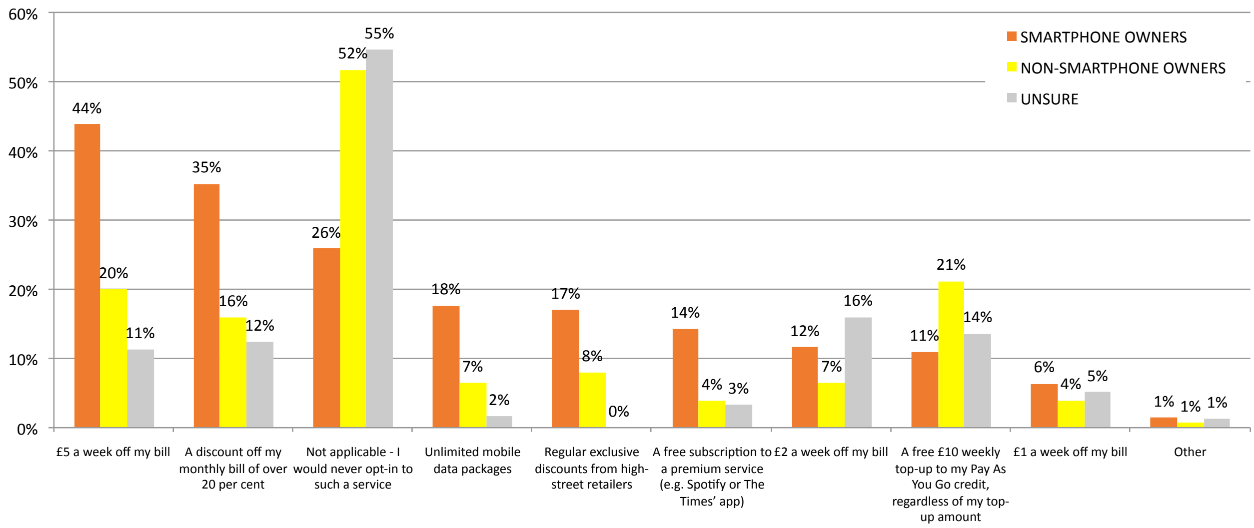
Beyond discounts on operator products or services, 11% of consumers said that they would opt-in if given regular exclusive discounts from high-street retailers and 7% cited a free subscription to a third-party premium service such as Spotify or The Times' app. Fig: Consumer attitudes to opt-in incentives



Smartphone owner breakdown: Again, the data reveals some marked differences in the attitudes of smartphone and non-smartphone owners with the most obvious disparity being the fact that just 26% of smartphone owners said they would never opt-in to receive adverts compared to 52% of non-smartphone owners

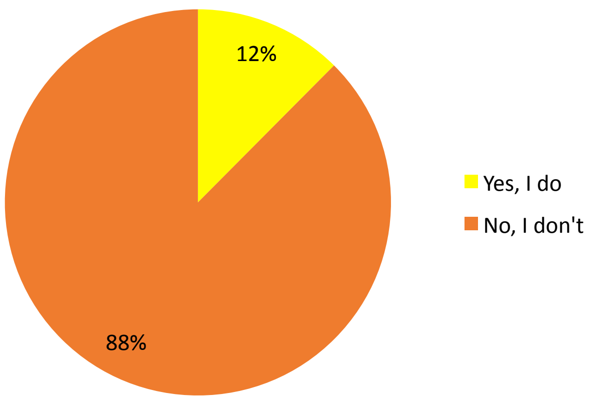
The other obvious disparities were the fact that 44% of smarphone owners said they would opt-in for a £5 weekly reduction on their bills (compared to 20% of non-smartphone owners) and that 35% would agree if given a fifth off their monthly bill (compared to 16% of non-smartphone owners).

This trend can perhaps be explained by the fact that contracts for smartphones tend to be more expensive, again reflected in the fact that 18% of smartphone owners said they would opt in if given unlimited data packages, compared to seven per cent of non-smartphone owners. Fig: Consumer attitudes to opt-in incentives



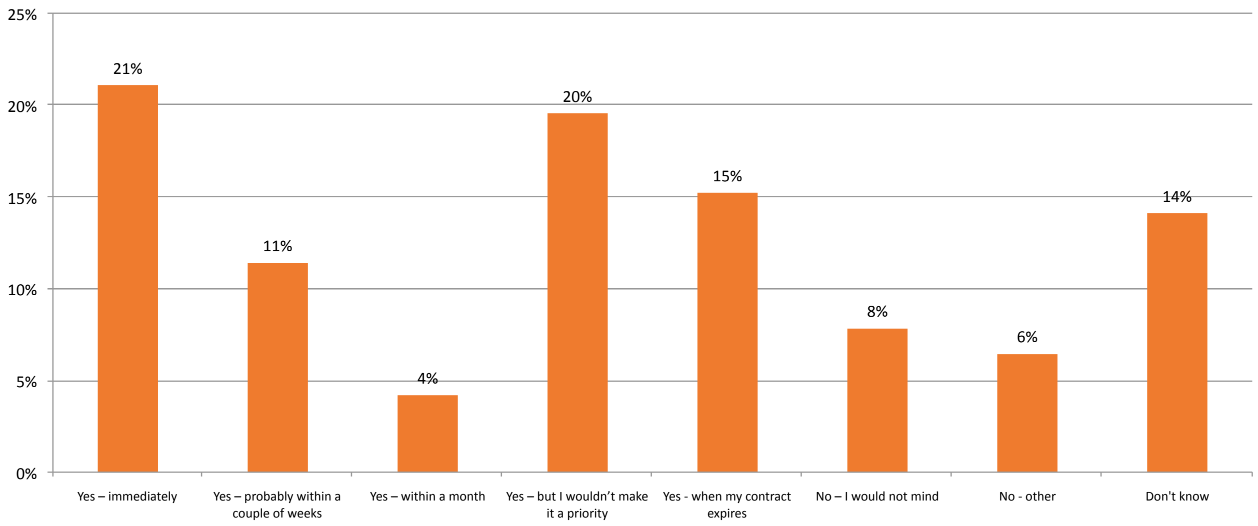
ATTITUDES TO THIRD-PARTY ADVERTISING

Total audience breakdown: In spite of the fact that the majority of consumers say that they would be prepared to receive third-party advertising if offered incentives, when asked separately whether they believed it was acceptable for operators to add third-party adverts to their communications with customers, the overwhelming reaction was negative with 88% saying no – a response which varied by only ten per cent between all age groups and smartphone and non-smartphone owners. Fig: Do you think that it is acceptable for mobile operators to add third-party adverts to their communication with you?



Total audience breakdown: Perhaps most revealingly, when asked explicitly whether they would be more likely to think about changing provider if their operator started to feature third-party advertising , as many as 72% answered yes – with 21% saying they would do so immediately and 11% saying ‘within a couple of weeks’.

Fig: If your operator started to feature third-party advertising in their communications with you, would you be likely to consider changing your provider?



CONCLUSIONS

At first glance, the data might give the reductive impression that consumers prefer and respond better to SMS and don't like mobile display advertising but that would be to grossly simplify the equation. When you break the data down by smartphone and non-smartphone users you begin to see a different picture.

25% of smartphone users say they would be most likely to respond to a relevant offer if they received it via SMS while just three per cent would respond if they received it via a mobile display advert. But this is not to say that display adverts are ineffective at generating responses – nearly one in four (23%) of smartphone owners also claim that have clicked on mobile display adverts (with three per cent saying they frequently do so). Clearly, as smartphone penetration continues to grow and investment in this form of advertising increases, there is a very important role for mobile display.

The real insight that can be taken from the research relates to the nature of the messages which are delivered – are they designed to generate direct response brand awareness? As anyone who's browsed the mobile internet for more than five minutes will recognise, it is still the case that most mobile display adverts have their focus on building brand awareness and do not feature the kind of direct response messaging and short, calls-to-action designed exclusively to prompt response. The question then becomes: is this the most effective content for mobile display advertising?

To best answer this question, we must consider the nature of the mobile phone itself. There are certain universal truths: mobiles will always involve a small screen and will always be a deeply personal medium (many consumers today would rather lose their wallet than their phone). To play to its strengths then, personalisation and intimacy must come into the equation – tactics which effectively use mobile as a broadcast medium will always be highly unlikely elicit the same response rates as those which treat it as a personalised, direct response channel.

In this sense, perhaps mobile can best be regarded as an activation medium and accordingly, unlike aspects of internet display advertising, marketing emphasis should be placed more on response, or conversion than reach or total impressions delivered. This emphasis becomes all the more important when we consider how much of a personal space it is. Mobile is a highly intimate medium and consumers have close to zero tolerance of spamming or advert bombardment, reflected in the high number who claim to find display advertising a source of irritation. To have impact, marketers must talk to customers less frequently but more precisely. Multimedia or rich media banners will be less effective than ones driven by succinct text driven calls to action. Consumers perceive the mobile phone as a personal messaging device and, as such, expect and respond better to marketing delivered in a similar format.

Before planning any campaign, marketers must consider that contextual and concise text-based communications, in whatever format they are delivered, will typically play to the strength of the medium and will be more effective at generating response.

Furthermore, the research data make it very clear that a great opportunity exists for mobile operators to capitalise on existing customer interactions to cross and up sell their own products but, as with all aspects of mobile marketing, they also point to the fact that context is critical to success.

Context king: The mobile phone represents a highly intimate communications channel and, as the data indicates, consumers will only tolerate a certain number of pitches or offers per month. The key therefore is making sure that, when you are speaking to your customers, you are speaking to them about a proposition that is highly relevant to them at that time.

In this regard, operators have an inherent advantage to third-party mobile marketers. Not only do they have de facto opt-in for marketing messages about their own products but they are also the owners of transactional and customer profile data which can ensure that those messages are contextual. If a mobile customer gets an account balance notification which also includes a message, based on their unique usage, suggesting how they could benefit by upgrading to a different plan, the likelihood of that customer responding is significantly higher than if they were sent a generic message about a non-specific product.

Deals but not daily: As with other aspects of marketing, short text-based messages presented in a utility or reward format can be highly attractive to customers but it is also plain that, to be effective, these messages cannot mimic the group buying, ‘daily deals’ message frequency of services such as Groupon or LivingSocial. As far as mobile marketing is concerned, less is always more when it comes to generating high response rates.

Again though, this is an area where operators have an advantage. Unlike a third-party service, they do not have to send distinct communications to their customers to pitch their products. Upstream conservatively estimates that, with five billion mobile subscribers globally, an operator will have an average of five interactions each month for things such as top-ups or balance notifications – that already equates to 25 billion possible impressions which can be harnessed to target customers. When you then consider that in most cases, when looking to sell a premium service, a customer response equates to an instant sale, the size of this largely untapped market becomes clear.

False advertising: While many operators are increasing their efforts to provide large-scale mobile advertising services— it is clear that they must be extremely wary of alienating their customer base. Creating opt-in databases is fraught with risk and inevitably requires the use of heavy incentives.

In many cases, though, the truth is that this kind of bribery has no long-term value; it simply creates ‘phantom’ subscribers who are only interested in getting money off their bills. Considering the high percentage of consumers who say they would consider switching provider if their operator started featuring third-party advertising, this strategy runs a serious risk of being a false economy.

One European operator experienced this to its cost last year. Following external advice, it created an opt-in database which it then sold to third-party advertisers. The customers who opted-in were given a small reward for each ad they viewed however these customers were unprepared for the number of irrelevant communications they received as a consequence.

Rather than simply opting out of the service, most simply switched provider and the operator, which had made only negligible revenues from the project, lost approximately five per cent of its entire database.

Operators are the guardians of their customers’ contact details and preferences and, again, it is clear from the data that customers have far greater confidence in them than any third-party. This trust clearly means that operators have a head start on other marketers but if they abuse it, churn will be inevitable.

RESEARCH METHODOLOGY

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2198 adults. Fieldwork was undertaken between 29th November - 1st December 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Questionnaire:

Is your mobile phone a smart phone (i.e. a mobile phone with advanced, PC-like features e.g. Apple iPhone, Google Android, BlackBerry)?

Yes, it is

No, it isn't

Don't know

Not applicable - I don't own a mobile phone

Assuming that a company is offering a deal or product that you like, which of these types of advertising would be most likely to make you respond the fastest (i.e. to redeem the deal)? (Please tick up to three options)

A text message sent to your phone at the right time (e.g. which required to you to send a free, simple one word reply to redeem the offer)

A Twitter message (e.g. which just required you to send a free one word reply or click on a link)

Google Adwords (e.g. a short advert appearing next to the results in a search engine which required you to click on a hyperlink, visit another website and fill in your personal details in a form)

TV adverts during your favourite show (e.g. which required you to call a phone number or go to your computer, visit another website and fill in your personal details in a form)

Email messages (e.g. which required you to click on a hyperlink, visit another website and fill in your personal details in a form)

Banner advertising on websites (e.g. which required you to click on a hyperlink, visit another website and fill in your personal details in a form)

Commercial radio adverts (e.g. which required you to call a phone number or go to your computer, visit another website and fill in your personal details in a form)

Advertising on mobile internet (e.g. which required you to click on a mobile internet hyperlink, visit another mobile website and fill in your personal details in a form)

Advertising in smart phone mobile apps (e.g. which required you to click on a mobile internet hyperlink, visit another mobile website and fill in your personal details in a form)

None of these

Have you ever clicked on a banner ad (i.e. an advert displayed on a website) while surfing the internet on your mobile phone? (Please tick the option that BEST applies)

Yes – I frequently follow up on adverts I see while using the mobile web

Yes – I have clicked on one or two trusted brands' adverts

No – I find banner adverts an irritation

No - I have never noticed a banner advert on a mobile website

No - other

Can't recall

Not applicable - I have never surfed the internet on my mobile phone

Have you ever downloaded an application made by a company for advertising purposes (i.e. to promote that company)?

Yes, I have

No, I haven't

Don't know

Which ONE of the following offers would you MOST like to receive from your mobile phone company via text messages?

a) Suggestions for plan upgrade based on your usage and current needs (i.e. a plan that would allow you to spend less and use your phone more)

b) Proposals for a mobile phone upgrade

c) Proposals about services that could fit your needs (e.g. if you travel a lot and need to access the internet, you may be interested in an internet dongle for your laptop)

d) Notifications about brand new service launches from your mobile phone company, which seem compatible to your needs specifically

e) Free demos and notifications about brand new services from your mobile phone company in general

f) General messages about discounts and special offers from your mobile phone company

g) Promotional messages about all kind of products

h) Other

i) Don't know

j) Not applicable - I would not like to hear about offers from my mobile phone company via text messages

Please imagine that your mobile phone company has an offer that you are interested in (such as a free upgrade). In which, if any, of the following ways would you like them to tell you about it? (Please tick all that apply)

a) By sending me text messages whenever these offers are available

b) In a top-up confirmation message after I have recharged my credits/top-up (i.e. so that your inbox won't be filled with unnecessary extra messages from your mobile phone company)

c) In a text message I receive after a missed-call from a friends or a family member (i.e. so that your inbox won't be filled with unnecessary extra messages from your mobile phone company)

d) In a balance update instant message that appears on my phone after a call with a friend or a family member (i.e. so that your inbox won't be filled with unnecessary extra messages from your mobile phone company)

e) In a text message notifying me I have a voice-mail (i.e. so that your inbox won't be filled with unnecessary extra messages from your mobile phone company)

f) In a low balance notification message (i.e. so that your inbox won't be filled with unnecessary extra messages from your mobile phone company)

g) In a message welcoming back to the UK after I've been abroad (i.e. so that your inbox won't be filled with unnecessary extra messages from your mobile phone company)

h) In another service message format

i) In another way

How often would you like to receive these type of offers in your 'service' messages?

a) Less often than once a month

b) Once a month

c) Twice a month

d) Three times a month

e) Five times a month

f) More than five times a month

g) Don't know

If you wanted to make an immediate purchase from a company using your phone by sending a text message, which type of company would you trust more?

a) Your mobile phone company (i.e. you would be buying a service from your mobile phone company, such as an upgrade)

b) A third-party (i.e. you would be buying a product from a retailer)

c) Don't know

Which, if any, of the following incentives would prompt you to opt-in to receive advertising messages from third-parties

a) £1 a week off my bill

b) £2 a week off my bill

c) £5 a week off my bill

d) A discount off my monthly bill of over 20 per cent

e) A free £10 weekly top-up to my Pay As You Go credit, regardless of my top-up amount

f) Unlimited mobile data packages

g) A free subscription to a premium service (e.g. Spotify or The Times' app)

h) Regular exclusive discounts from high-street retailers

i) Other

j) Not applicable - I would never opt-in to such a service

Do you think that it is acceptable for mobile phone companies (e.g. Vodafone, 02, Orange) to add third-party adverts to their communication with you (e.g. hearing an advert for Coca Cola before you hear your voicemail)?

a) Yes, I do

b) No, I don't

If your mobile phone company (e.g. Vodafone, O2, Orange etc.) started to feature third-party advertising in their service text messages and other communications with you (i.e. when you call your voicemail) would you be more likely to consider changing your provider?

a) Yes – immediately

b) Yes – probably within a couple of weeks

c) Yes – within a month

e) d) Yes – but I wouldn't make it a priority

f) Yes - when my contract expires

g) No – I would not mind

h) No - other

i) Don't know

This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 300,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

Contact

To learn more about how Upstream can support your mobile marketing strategy, please contact:

Upstream
Portland House
Bressenden Place
London
SW1E 5BH
Tel.: +44 (0) 207 307 7460
info-uk@upstreamsystems.com