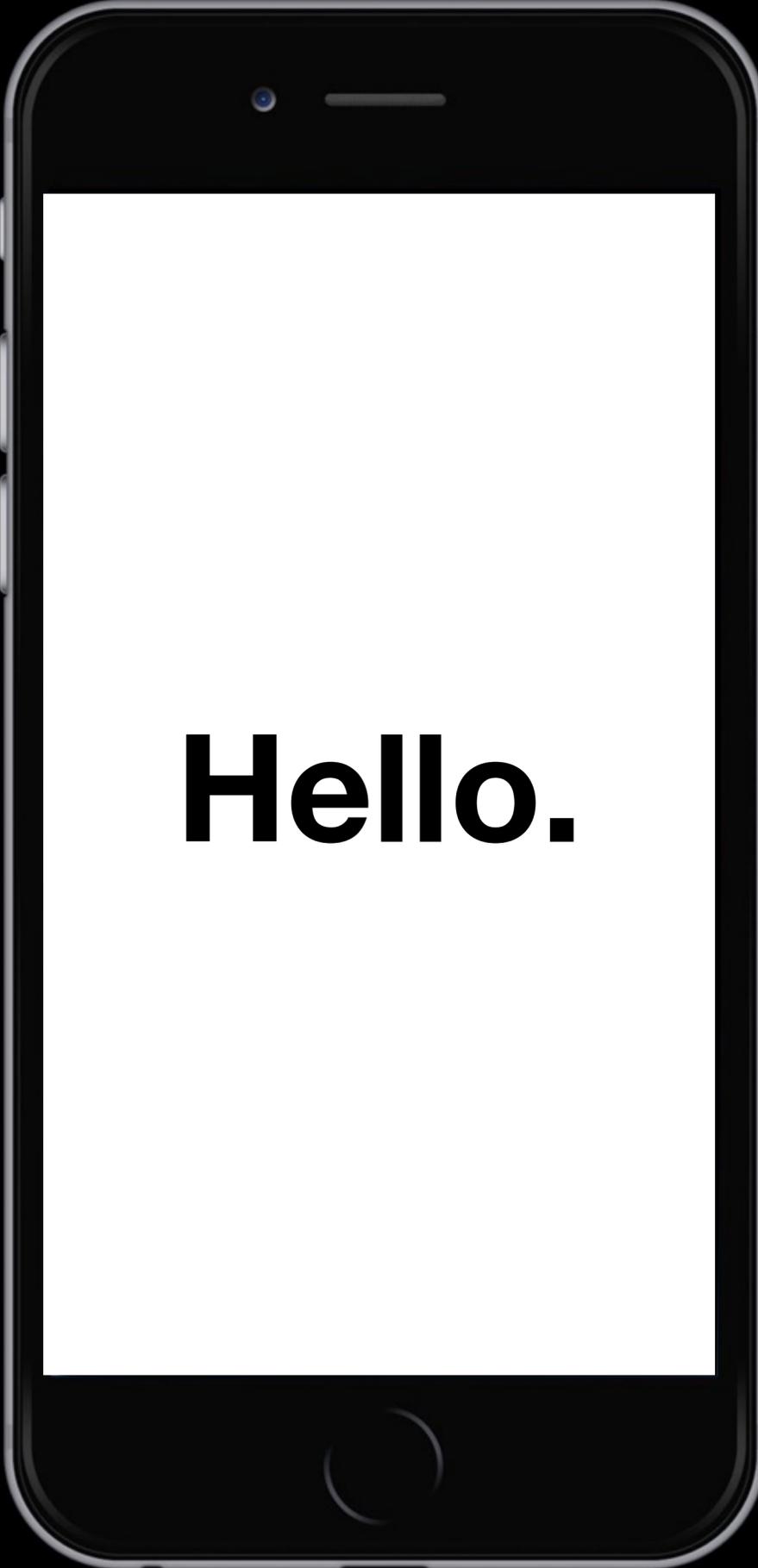


Mobile Marketing

- Athens 22.03.2016

A black and white photograph of an iPhone, centered against a black background. The phone's screen is white and displays the word "Hello." in a large, bold, black sans-serif font. The phone's physical features, including the camera, earpiece, and home button, are visible.

Hello.

*Hands up with
your mobile
phones*

A black smartphone is centered against a black background. The screen is white and displays the text "#SDEMOBILE" in a black, sans-serif font, centered horizontally and vertically.

#SDEMOBILE



Costas



Giorgos





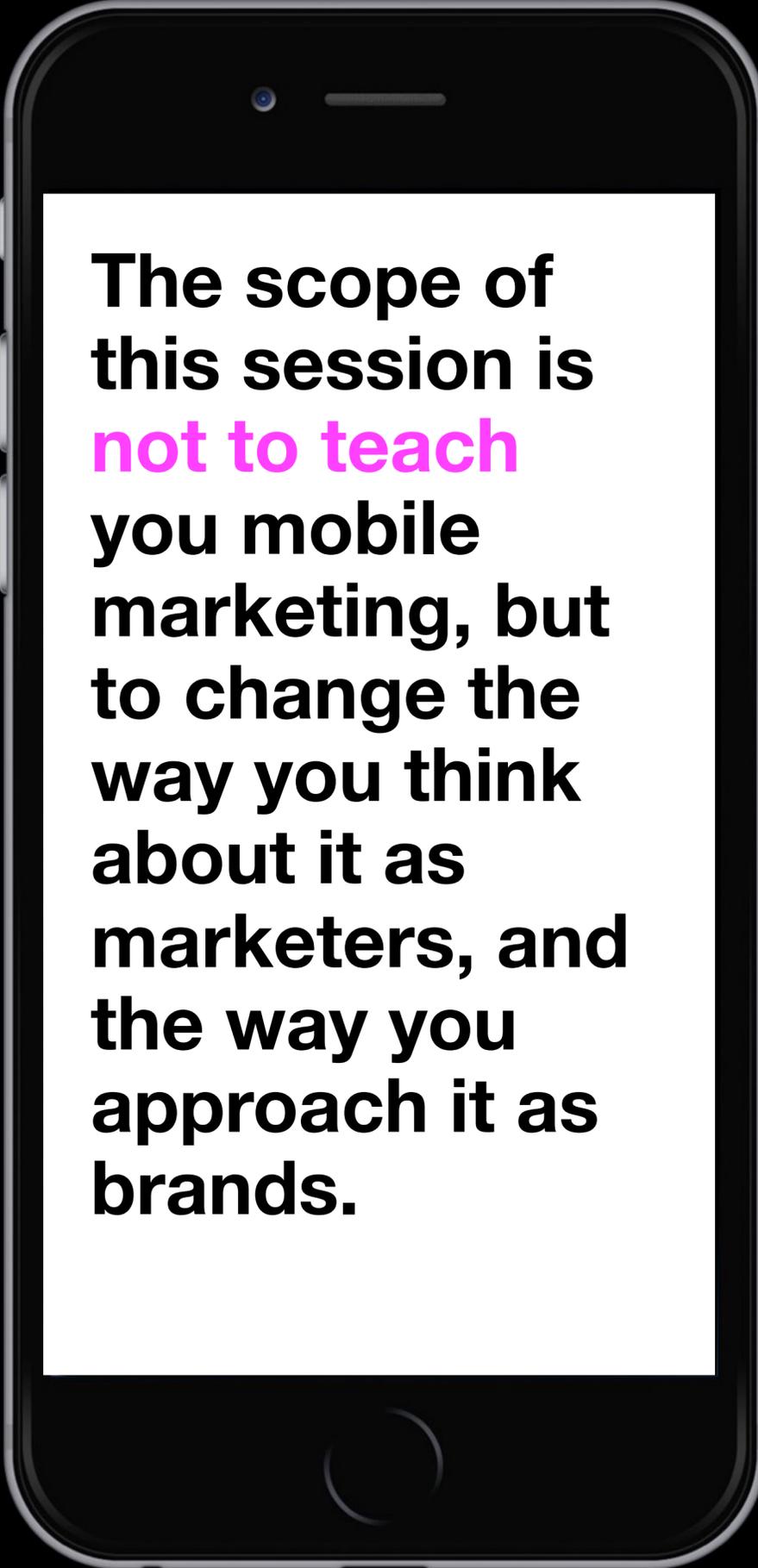
isobar



iProspect^{ip}
Driving Digital Performance

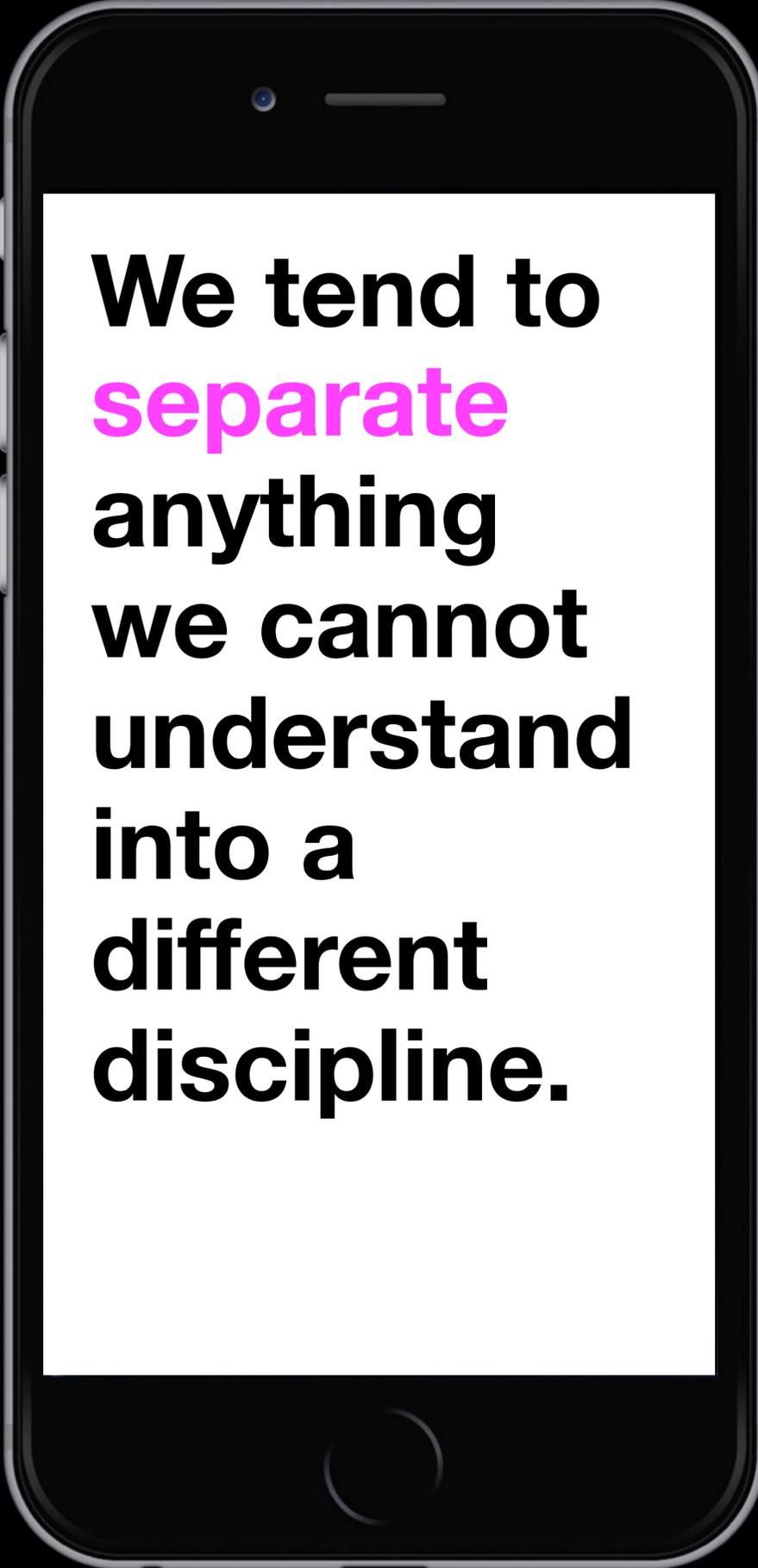


<https://vimeo.com/151018899>

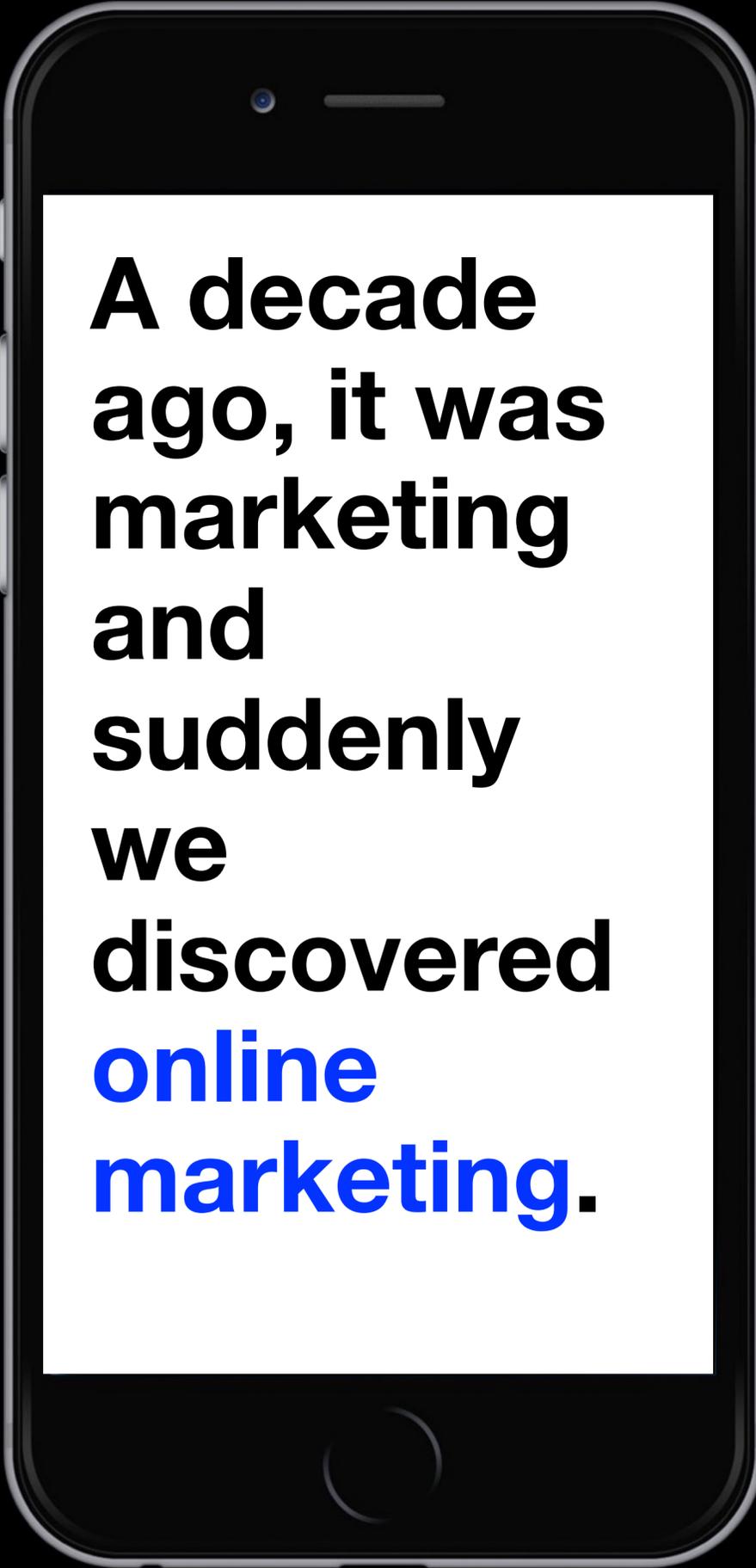
A black smartphone is centered against a black background. The screen is white and displays text in a bold, sans-serif font. The text reads: "The scope of this session is not to teach you mobile marketing, but to change the way you think about it as marketers, and the way you approach it as brands." The phrase "not to teach" is highlighted in a bright pink color.

**The scope of
this session is
not to teach
you mobile
marketing, but
to change the
way you think
about it as
marketers, and
the way you
approach it as
brands.**

**The
entire
title of
this
presenta
tion is
wrong.**

A black smartphone is centered against a black background. The screen is white and displays text in a bold, sans-serif font. The text reads: "We tend to separate anything we cannot understand into a different discipline." The word "separate" is highlighted in a bright pink color.

**We tend to
separate
anything
we cannot
understand
into a
different
discipline.**

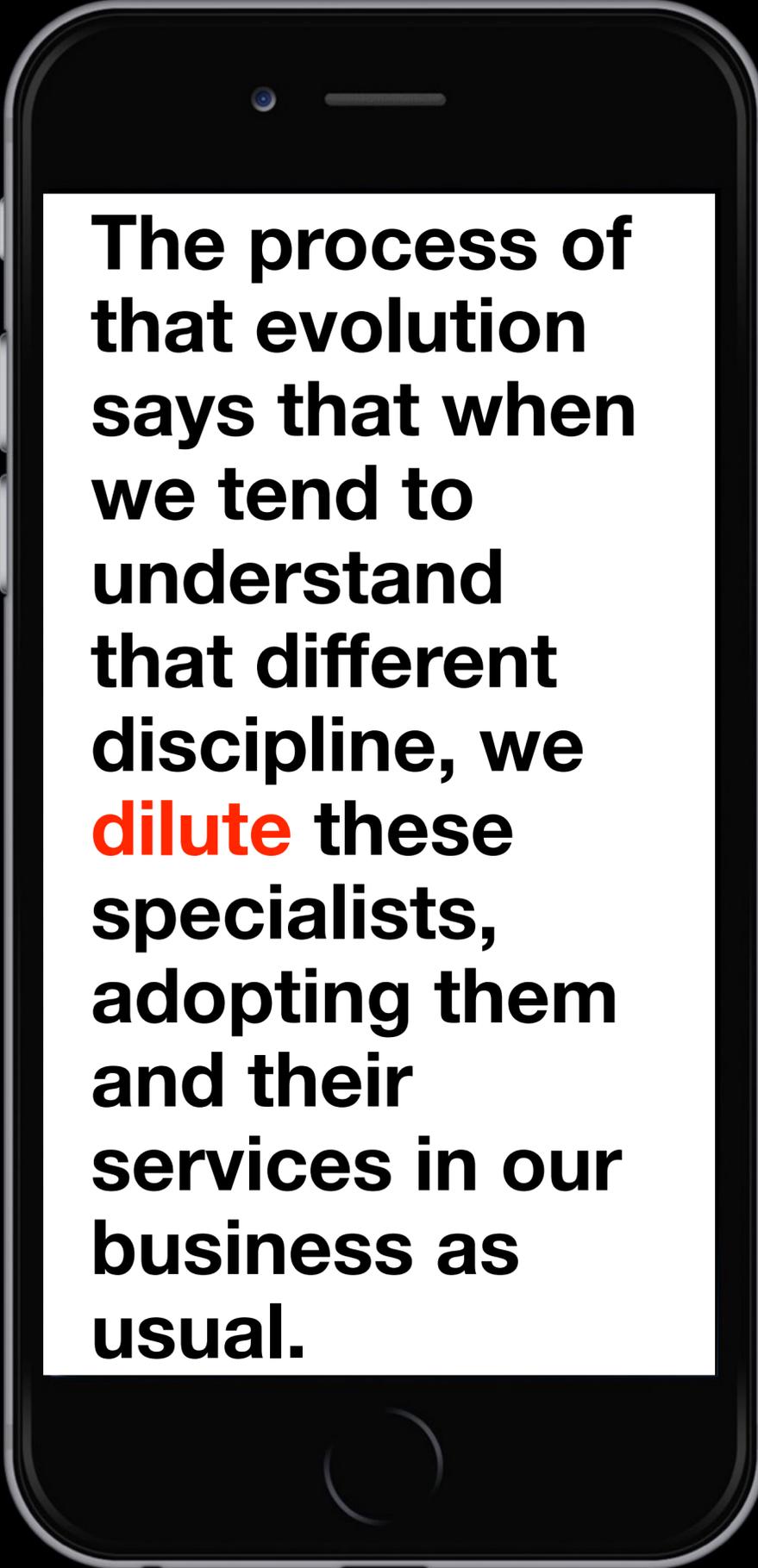
A black and white image of a smartphone with a white screen. The screen displays the text "A decade ago, it was marketing and suddenly we discovered online marketing." in a bold, sans-serif font. The words "online marketing." are highlighted in blue. The phone is centered against a black background.

**A decade
ago, it was
marketing
and
suddenly
we
discovered
online
marketing.**

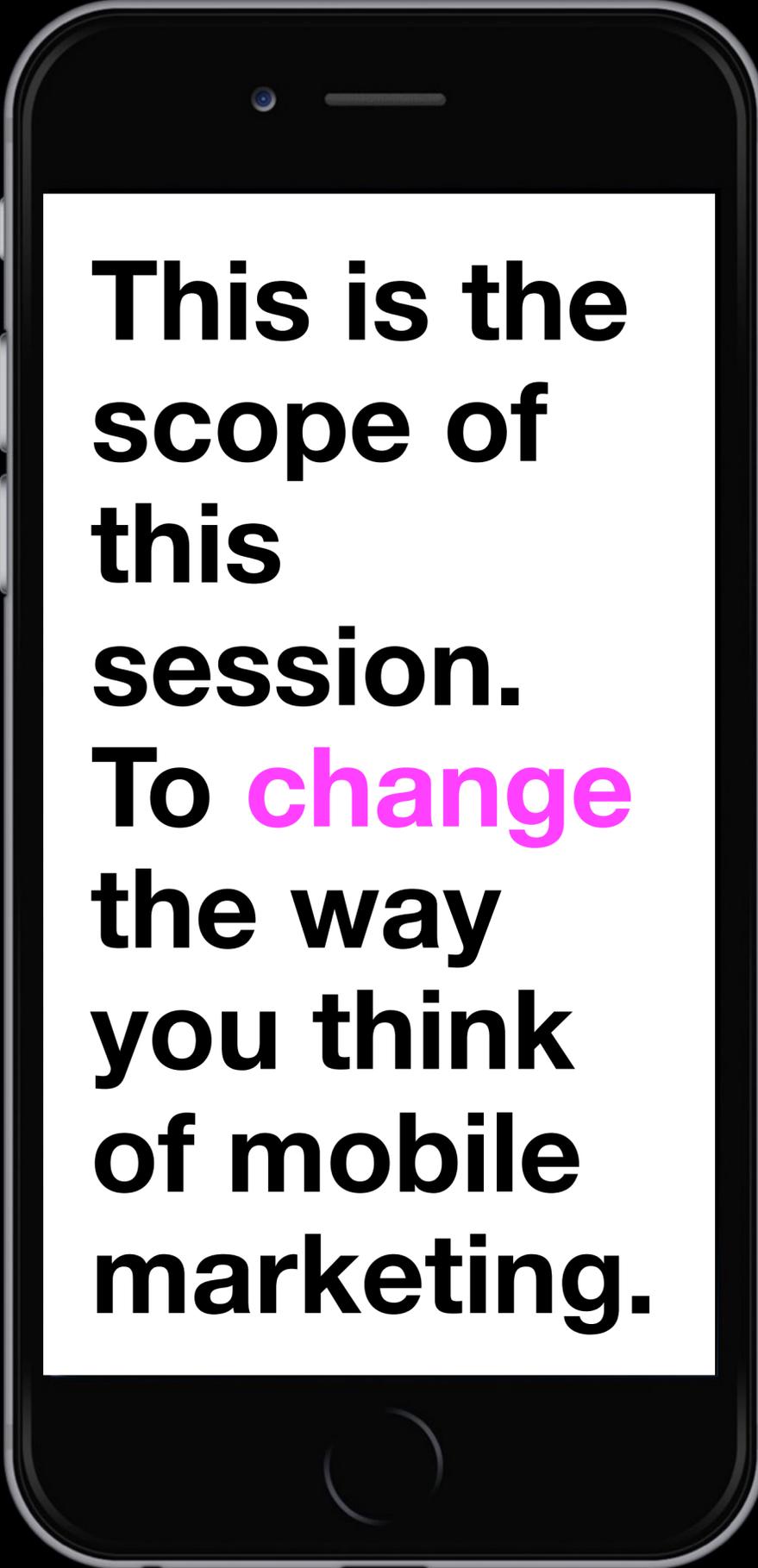
**In 2010 with
the rise of
Facebook
we
discovered
social
media
marketing.**

(how passé is this really?)

**Would you
hire today a
social
media
agency?**

A black and white image of a smartphone with a white text box on its screen. The text is in a bold, sans-serif font. The word 'dilute' is highlighted in red. The phone is centered against a black background.

**The process of
that evolution
says that when
we tend to
understand
that different
discipline, we
dilute these
specialists,
adopting them
and their
services in our
business as
usual.**

A black smartphone is centered in the frame against a black background. The screen is white and displays text in a bold, sans-serif font. The text is arranged in seven lines. The word 'change' is highlighted in a vibrant pink color, while all other text is black.

**This is the
scope of
this
session.
To change
the way
you think
of mobile
marketing.**

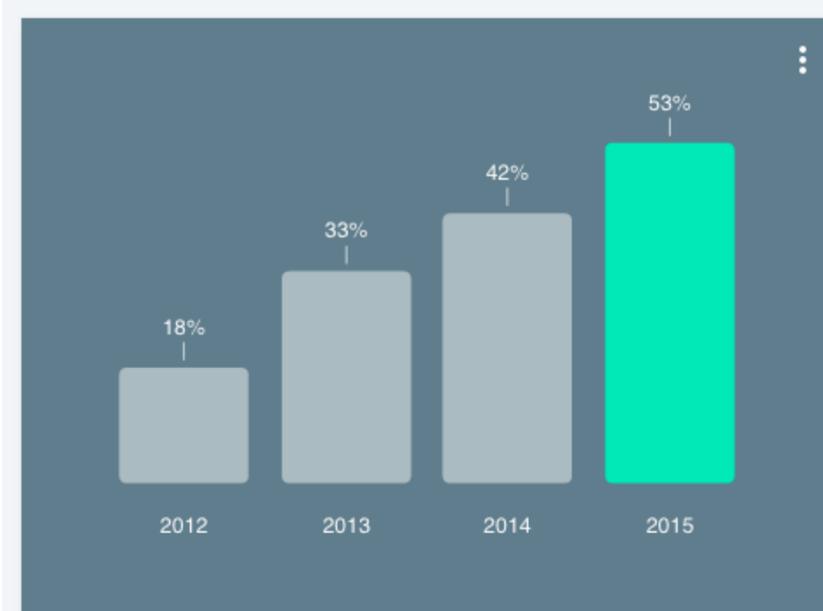
**Think
about it:
Why is
there a
term
called
mobile
marketing
?**

If it's right, shouldn't we have
also a term called **laptop
marketing?**

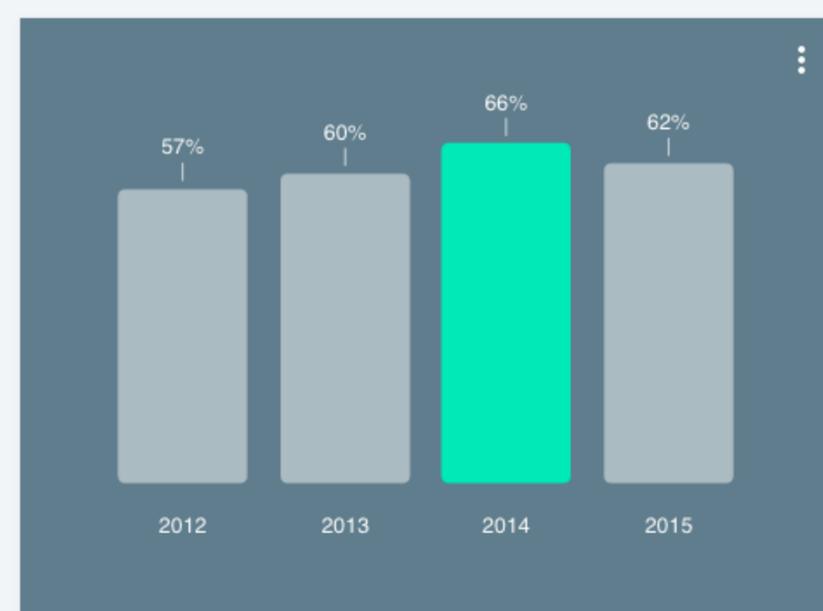
**Or very big
screens
marketing?**

**Yep. We
should.
Instead of
using all these
silly terms,
let's give an
end to that
thing we call
mobile
marketing.
Today.**

Guess the market



Percentage of people who use a smartphone.

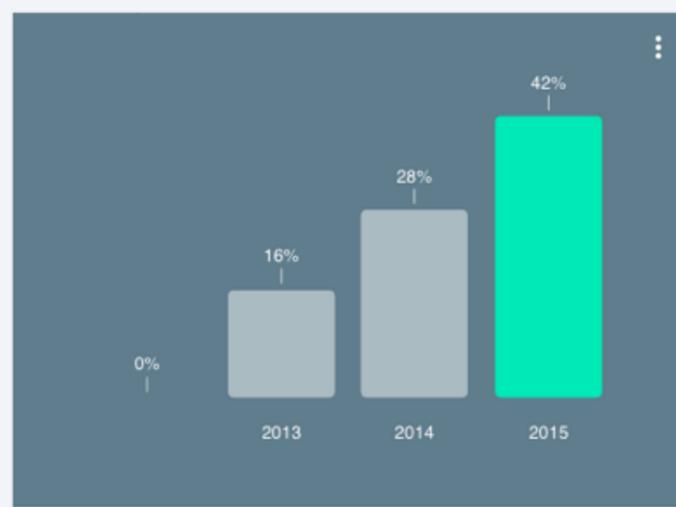


Percentage of people who use a computer.





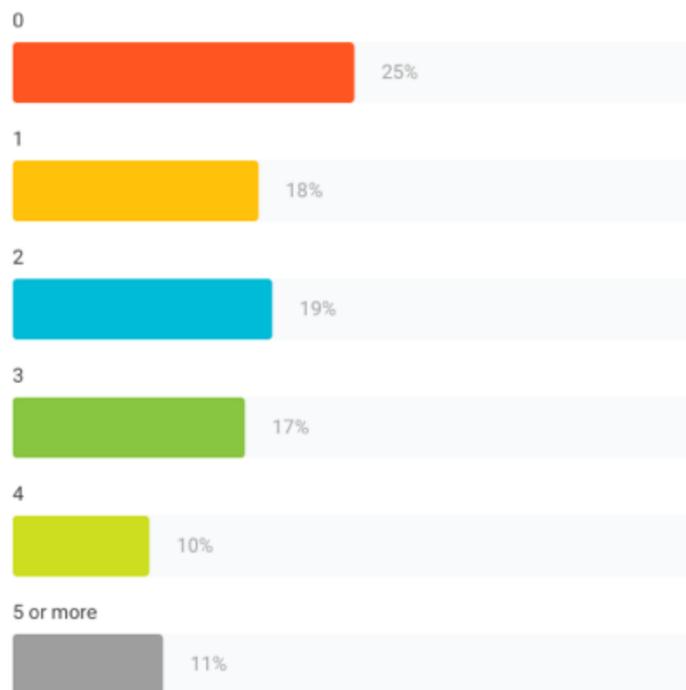




Percentage of people who access the internet at least as often via smartphone as computer. ⓘ

42% of people access the internet at least as often via smartphone as computer.

How many connected devices do people use?

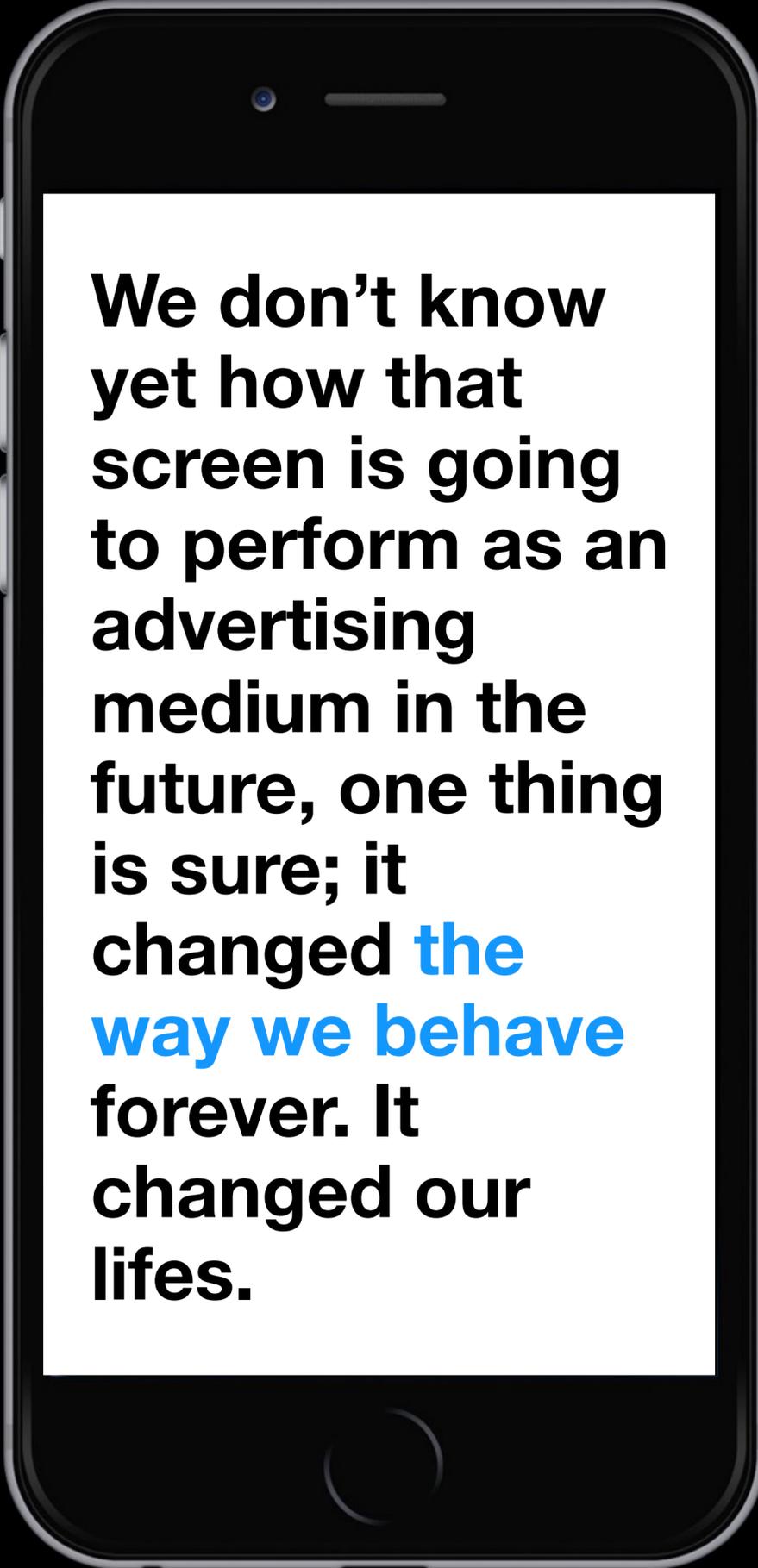


**57% of greeks
use more than
one device.**

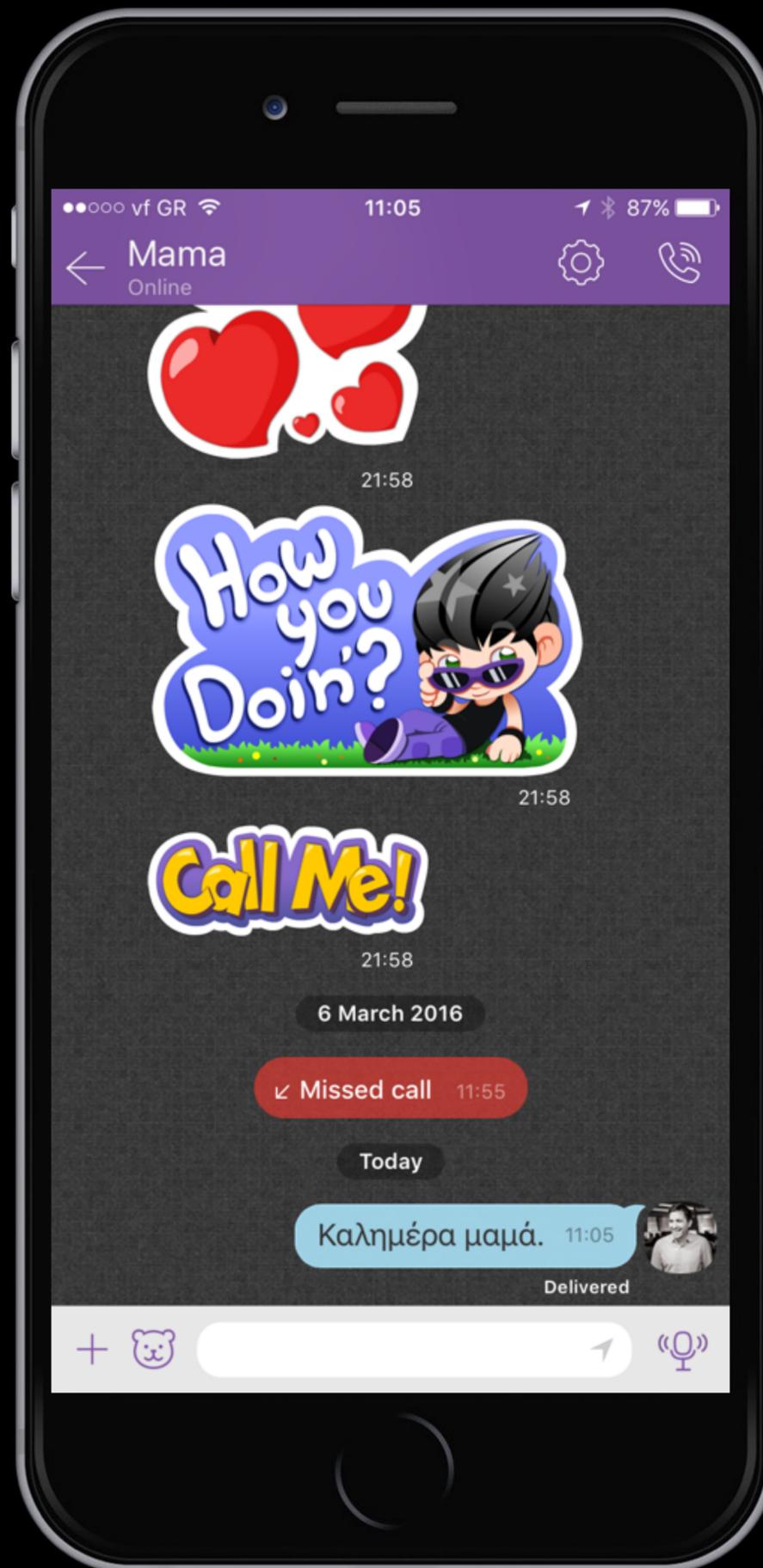
**Mobile
marketing**

=

**Digital
marketing**

A black and white image of a smartphone with a white screen. The screen displays a block of text in a bold, sans-serif font. The text discusses the future of advertising on mobile screens and the impact of technology on behavior and lives. The words 'the way we behave' are highlighted in blue.

**We don't know
yet how that
screen is going
to perform as an
advertising
medium in the
future, one thing
is sure; it
changed **the
way we behave**
forever. It
changed our
lives.**



**It changed
the way
we
consume
content.**

**Have you
ever
thought
why we
read more
on
mobile?**



ΘΕΣ
ΔΙΠΛΗ
ΑΠΟΛΑΥΣΗ
ΣΤΟ ΜΙΣΟ
ΧΡΟΝΟ;



Ειδήσεις Video Premium Οικονομία Style Ταξίδι Γνώμες More



Για μεγαλύτερες μειώσεις των νέων συντάξεων πιέζουν οι θεσμοί



Ρούπα: Αυτό ήταν το σχέδιο απόδρασης του Μαζιώτη



Γυμνή γυναίκα πάνω σε φορτηγό προκαλεί κυκλοφοριακό χάος



Παντελής Παντελίδης: Νέες αποκαλύψεις από τον πραγματογνώμονα της οικογένειας

Τρίτη 08 Μαρ 2016

16°C

2 bf

72%

06:45

18:26

Ζυγά

Σαν σήμερα το 1904...

Εορτασμός

Σύνδεση/Εγγραφή



Ροή Ειδήσεων

Show apps English

Russian

NEWSBOMB

αναζήτηση



ΓΙΑ ΝΑ ΓΝΩΡΙΖΕΤΕ ΑΜΕΣΩΣ Ο,ΤΙ ΣΚΑΕΙ



ΕΛΛΑΔΑ ▾ ΠΟΛΙΤΙΚΗ ▾ ΟΙΚΟΝΟΜΙΑ ▾ ΥΓΕΙΑ ▾ ΚΟΣΜΟΣ ▾ ΑΘΛΗΤΙΚΑ ▾ MEDIA ▾ ΚΑΙΡΟΣ ▾ ΚΥΠΡΟΣ ▾ ΕΦΗΜΕΡΙΔΕΣ



Η Προθεσμιακή Κατάθεση «Στα Μέτρα Σου» εκτός από τόκους, σου δίνει και επιβράβευση στα μέτρα σου!

HOT TAGS

ΟΑΕΔ

ΚΑΙΡΟΣ

ΣΥΝΟΔΟΣ ΚΟΡΥΦΗΣ

ΠΛΕΙΣΤΗΡΙΑΣΜΟΙ

ΑΓΡΟΤΕΣ

ΣΥΝΤΑΞΕΙΣ

ΣΥΜΒΟΥΛΙΟ ΠΟΛΙΤΙΚΩΝ ΑΡΧΗΓΩΝ

ΑΛΕΞΗΣ ΤΣΙΠΡΑΣ

ΣΥΝΘΗΚΗ ΣΕΝΓΚΕΝ

ΚΟΚΚΙΝΑ ΔΑΝΕΙΑ

ΕΙΔΟΜΕΝΗ

ΠΡΟΣΦΥΓΙΚΟ

ΠΡΟΣΦΥΓΙΚΟ: ΣΤΗΝ ΕΠΟΜΕΝΗ ΣΥΝΟΔΟ...

Αυτός ο ιστότοπος χρησιμοποιεί cookies για την παροχή των υπηρεσιών του, την εξατομίκευση των διαφημίσεων και για την ανάλυση της επισκεψιμότητας του. Με τη χρήση αυτού του ιστότοπου, αποδέχεστε τη χρήση των cookies.

OK

Μάθετε περισσότερα



ΠΑΠΑΡΔΕΛΕΣ
ΑΛ ΟΛΙΟ
ΜΕ ΑΔΟΡΟ
PER PASTA

Μια δοκιμή
θα σε πείσει...

Δες τη συνταγή



Η Σύνοδος έφθασε αρκετές φορές στα πρόθυρα του ναυαγίου και ανέδειξε το χάσμα που υπάρχει μεταξύ των χωρών της ΕΕ στην αντιμετώπιση του προσφυγικού. Εφόσον οι κατ' αρχήν αποφάσεις οριστικοποιηθούν, η πίεση στα ελληνικά νησιά θα μειωθεί και η Ελλάδα θα δεχθεί βοήθεια για να αντιμετωπίσει την ανθρωπιστική κρίση, ωστόσο μένει να φανεί τι πιέσεις θα δεχθεί στο πεδίο των σχέσεων με την Τουρκία, η οποία για να συναινέσει στην μείωση της προσφυγικής ροής ζητά ανταλλάγματα, πέρα από την οικονομική βοήθεια, που άπτονται και των σχέσεών της με την Ελλάδα και την Κύπρο.

Πάντως παρότι στην Σύνοδο υπήρξε από πολλές πλευρές αποδοκιμασία των χωρών Βίζεγκαρντ, όπως επισήμανε στις δηλώσεις του και ο Έλληνας πρωθυπουργός, δεν

A black smartphone is centered against a black background. The screen is white and displays text in a bold, sans-serif font. The text reads: "Mobile design forced designers to cut the bullshit, and pushed publishers to go beyond the banner." The word "bullshit" is highlighted in a bright pink color.

**Mobile
design forced
designers to
cut the
bullshit, and
pushed
publishers
to go beyond
the banner.**

In general, how often do people watch online videos via their smartphone?



**32% of people
consume video
content on a
smartphone
daily.**



Do people go online via connected devices while watching TV?

Yes



No



Question asked: In the past month, did you go online via another device (eg. computer, smartphone, tablet) while watching TV?

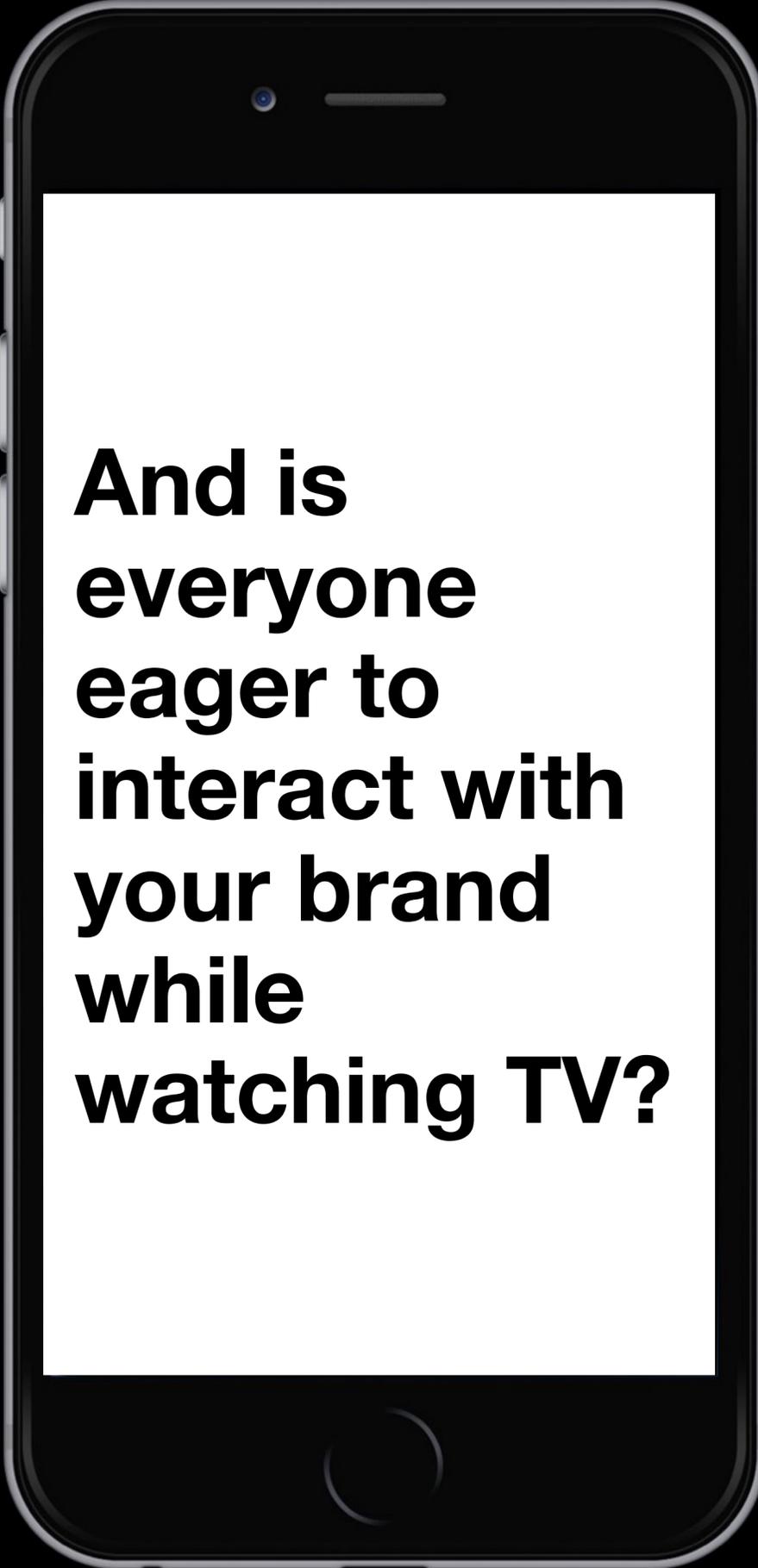
Total Respondents: 616

Base: Internet users (accessing via computer, tablet or smartphone) | TV Viewers

Source: The Connected Consumer Survey 2014 / 2015

See [About section](#) for more information on methodology.

Note: Answers may not sum to 100% due to rounding, no answers, don't knows.

A black and white image of a smartphone. The screen is white and displays the text 'And is everyone eager to interact with your brand while watching TV?' in a bold, black, sans-serif font. The phone's physical home button is visible at the bottom center of the device.

**And is
everyone
eager to
interact with
your brand
while
watching TV?**



Is parallel Internet use related to TV programs?



Question asked:

When you think about the last time you were using the Internet while watching TV at the same time - was this related in any way to the TV program you were watching in parallel?

Total Respondents: 384

Base: Internet users (accessing via computer, tablet or smartphone) | TV Viewers | Use Internet in Parallel to TV

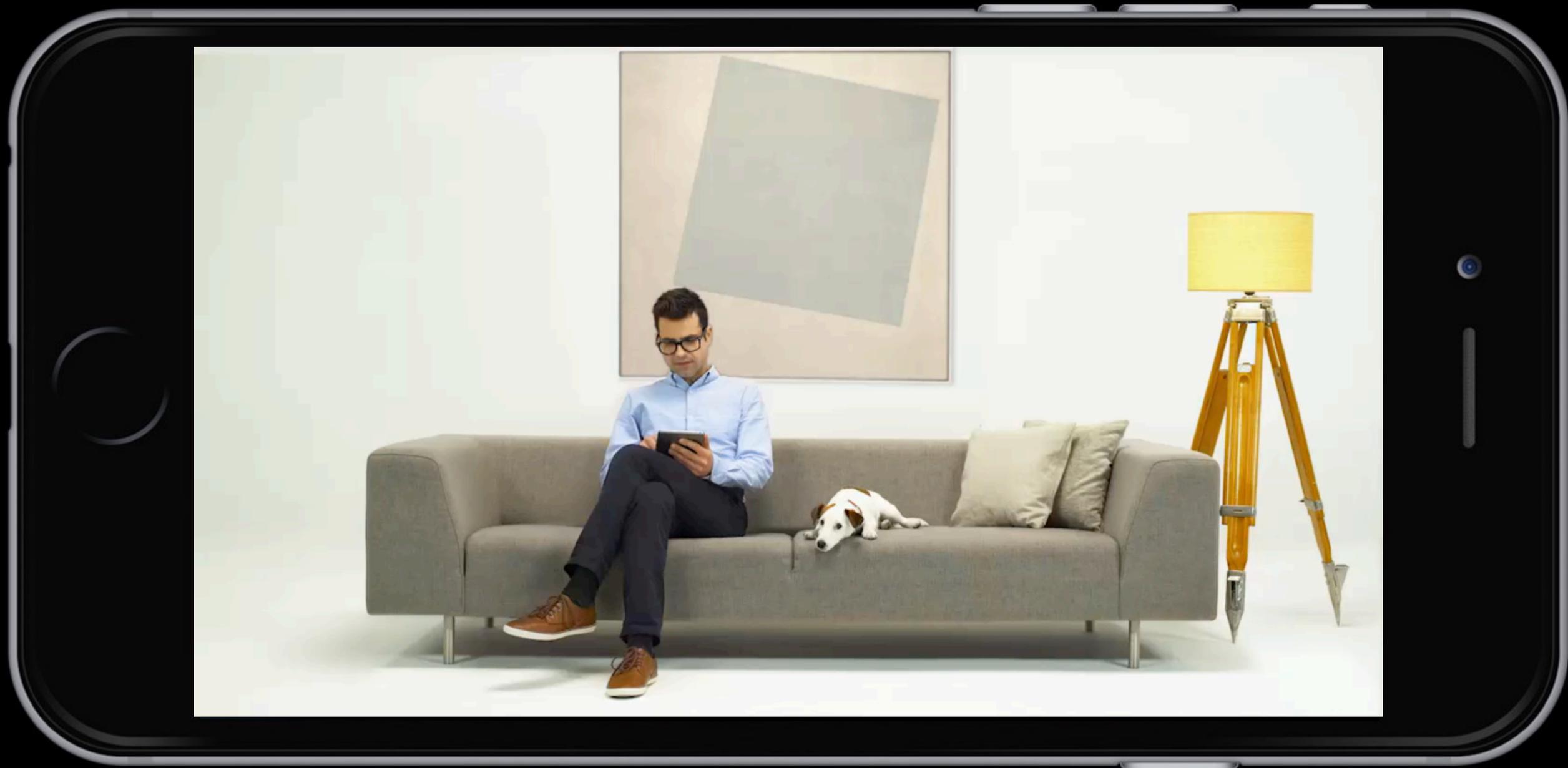
Source: The Connected Consumer Survey 2014 / 2015

See [About](#) section for more information on methodology.

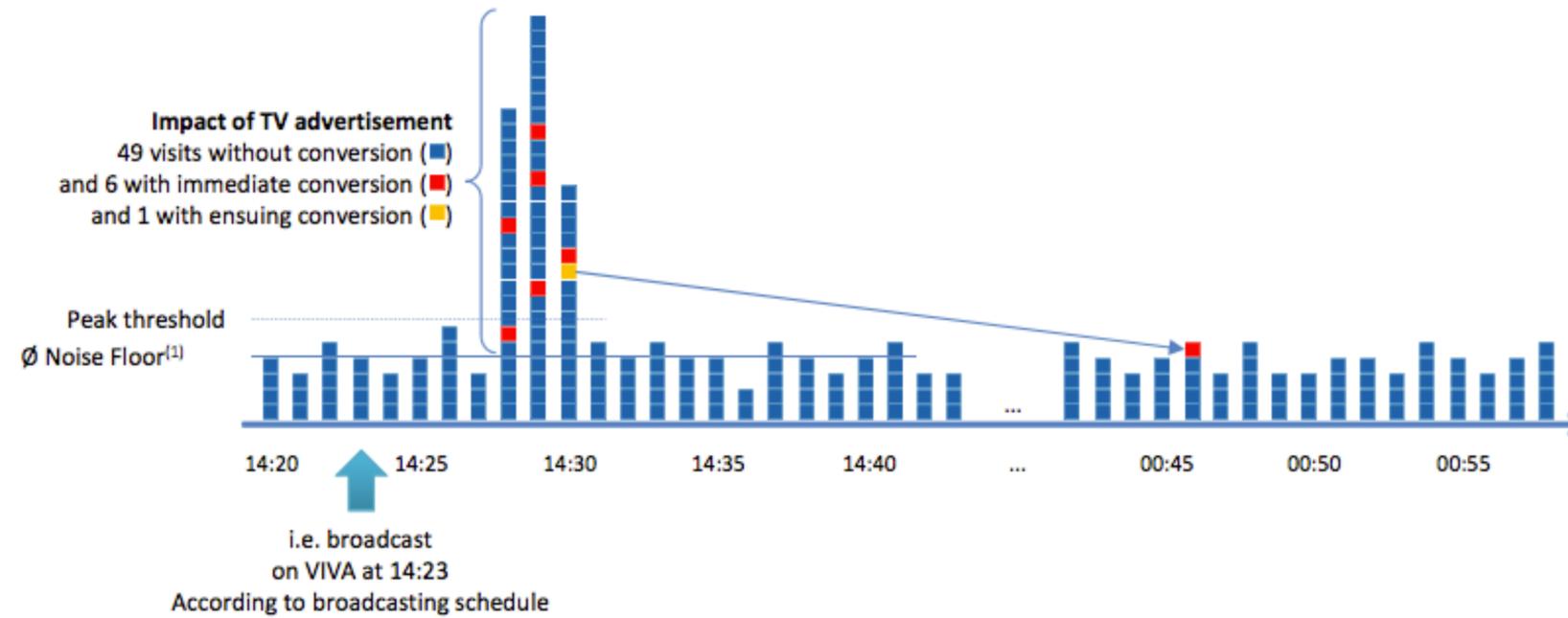
Note: Answers may not sum to 100% due to rounding, no answers, don't knows.



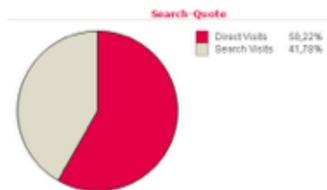
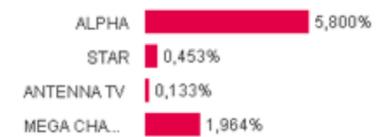
<https://www.youtube.com/watch?v=xZe1rVgT0WE>



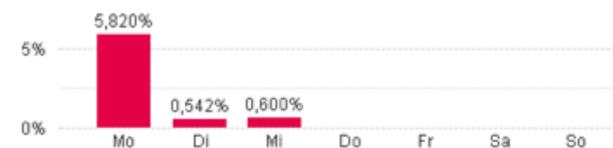
TRACKING: TV TO DIGITAL IMMEDIATE IMPACT.



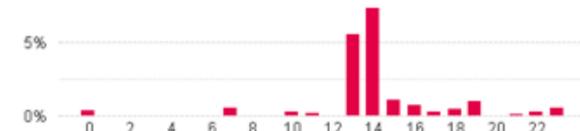
Top 5 Sender nach Budget - Reaktionsqu...



Reaktionsquote



Reaktionsquote



6452 VISITORS
1.33% REACTION RATE.

BEST PERFORMERS.



ELENI



NTANTA

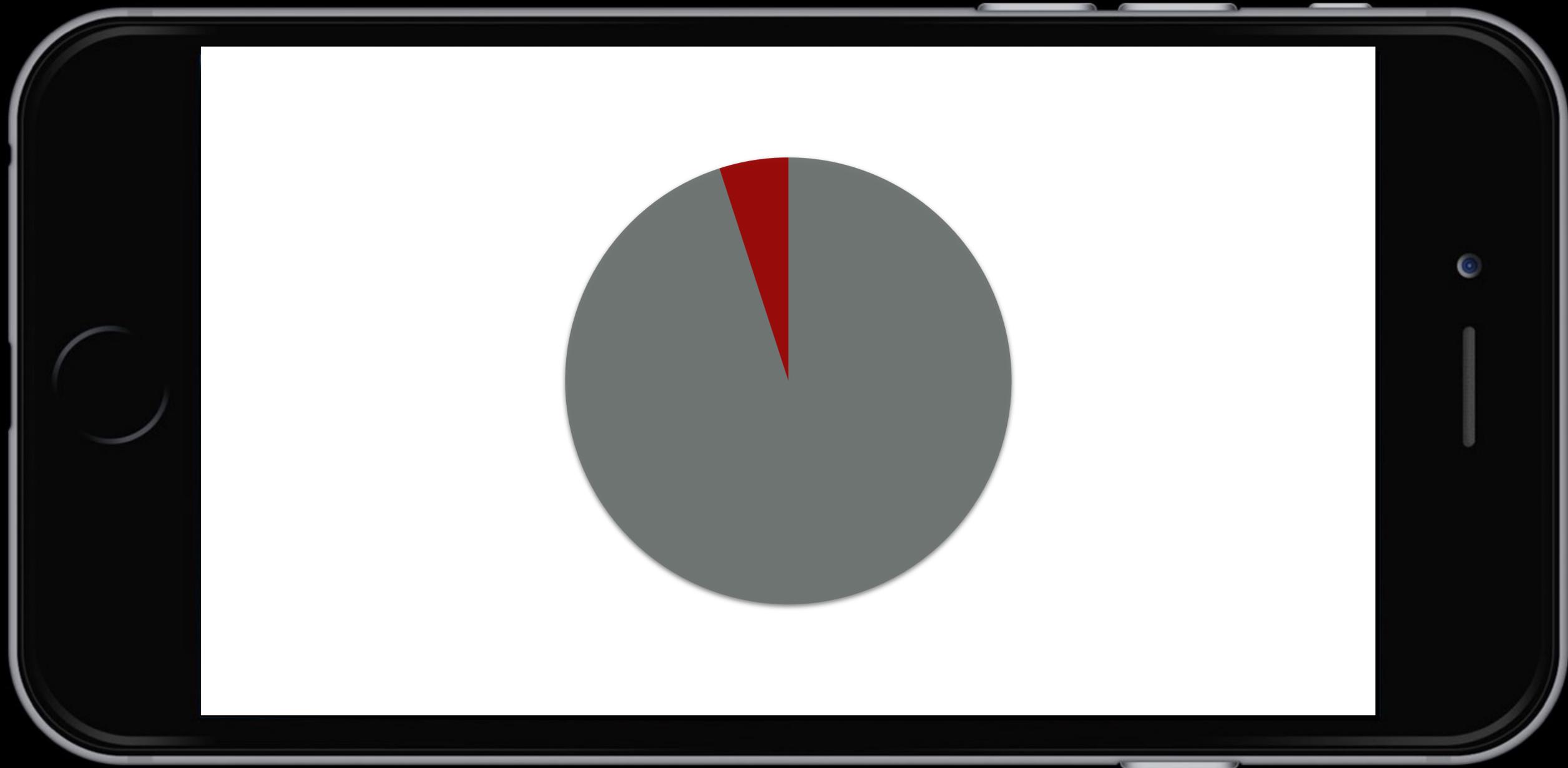


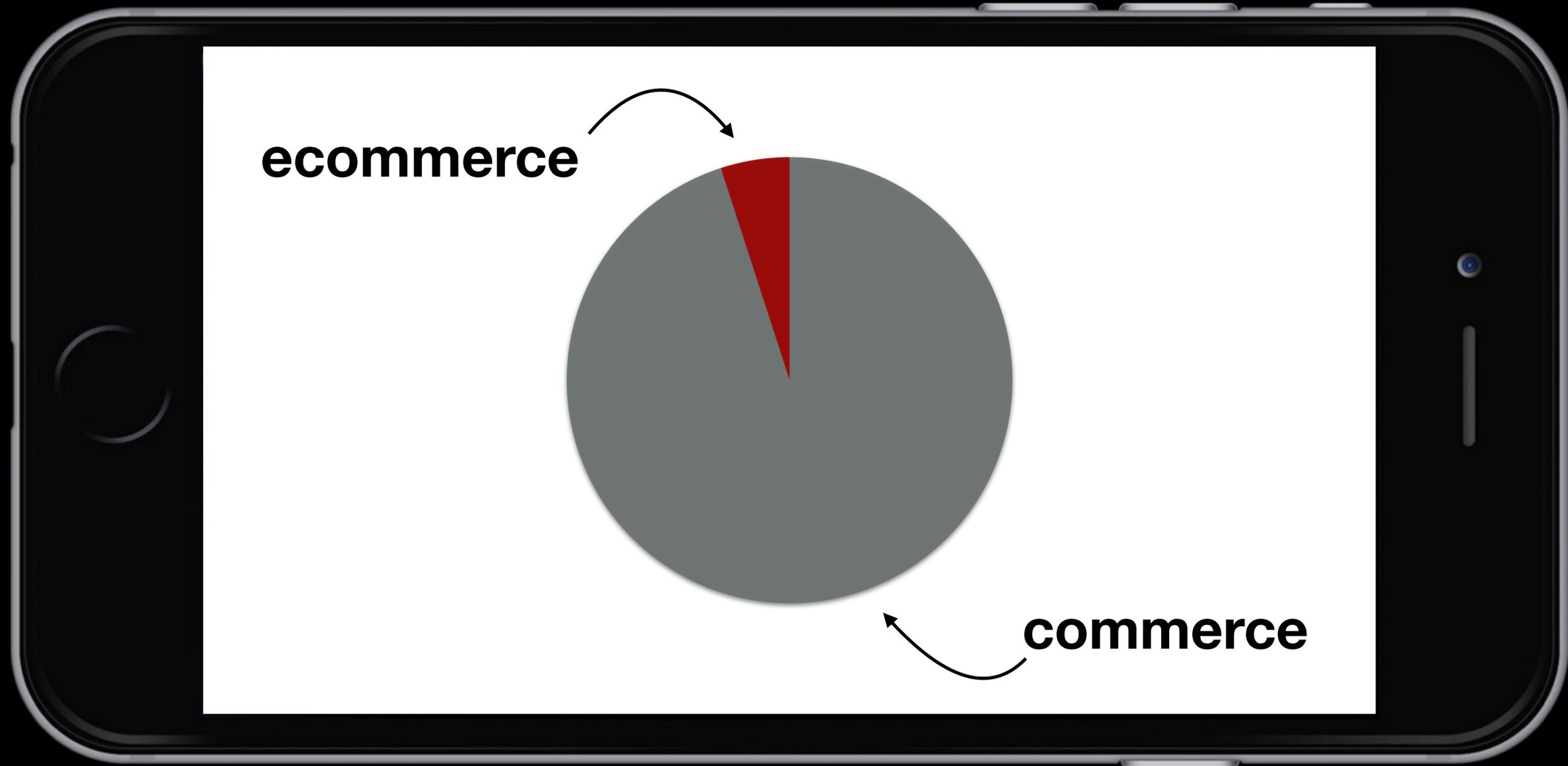
FM LIVE

**It changed
our
consumer
behaviour.**

A black and white image of a smartphone with a white text box on its screen. The text is in a bold, sans-serif font and reads: "Stop thinking mobile as a channel, and start approaching it as the bridge between the digital and physical world. if we see it that way a huge opportunity rises." The phone is centered against a black background.

**Stop thinking
mobile as a
channel, and
start
approaching it
as the bridge
between the
digital and
physical world. if
we see it that
way a huge
opportunity
rises.**





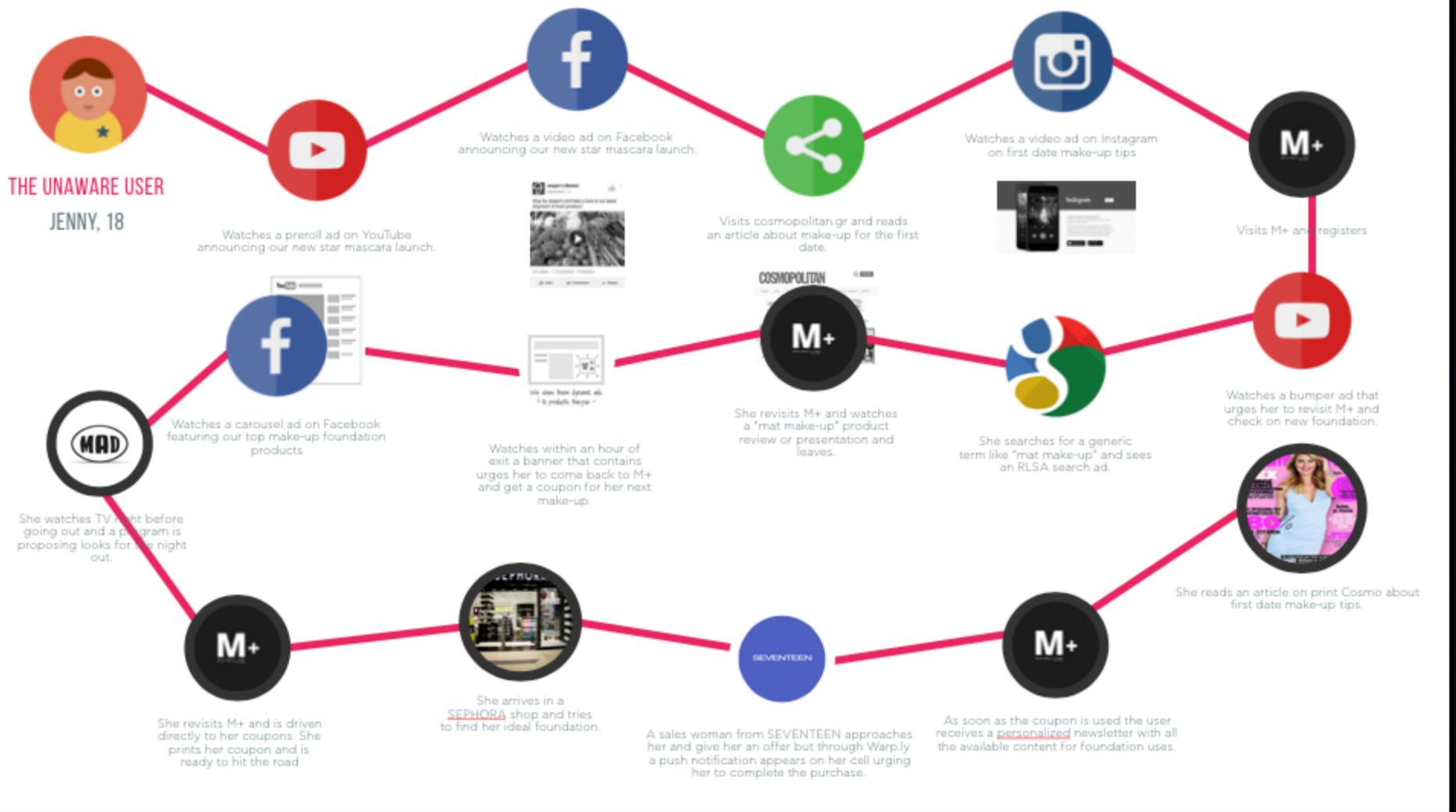
WHY?



https://www.youtube.com/watch?v=ILi3K_6iYIQ

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Omni-channel" in a large, bold, black sans-serif font. The text is split into two lines: "Omni-" on the top line and "channel" on the bottom line. The phone's physical features, such as the camera, earpiece, and home button, are visible.

Omni- channel



TESCO
/ / / / /

<https://www.youtube.com/watch?v=vL2ujjLKx2s>



**But let's go
back to the
fundamentals.**



Type of Local Business Information Needed

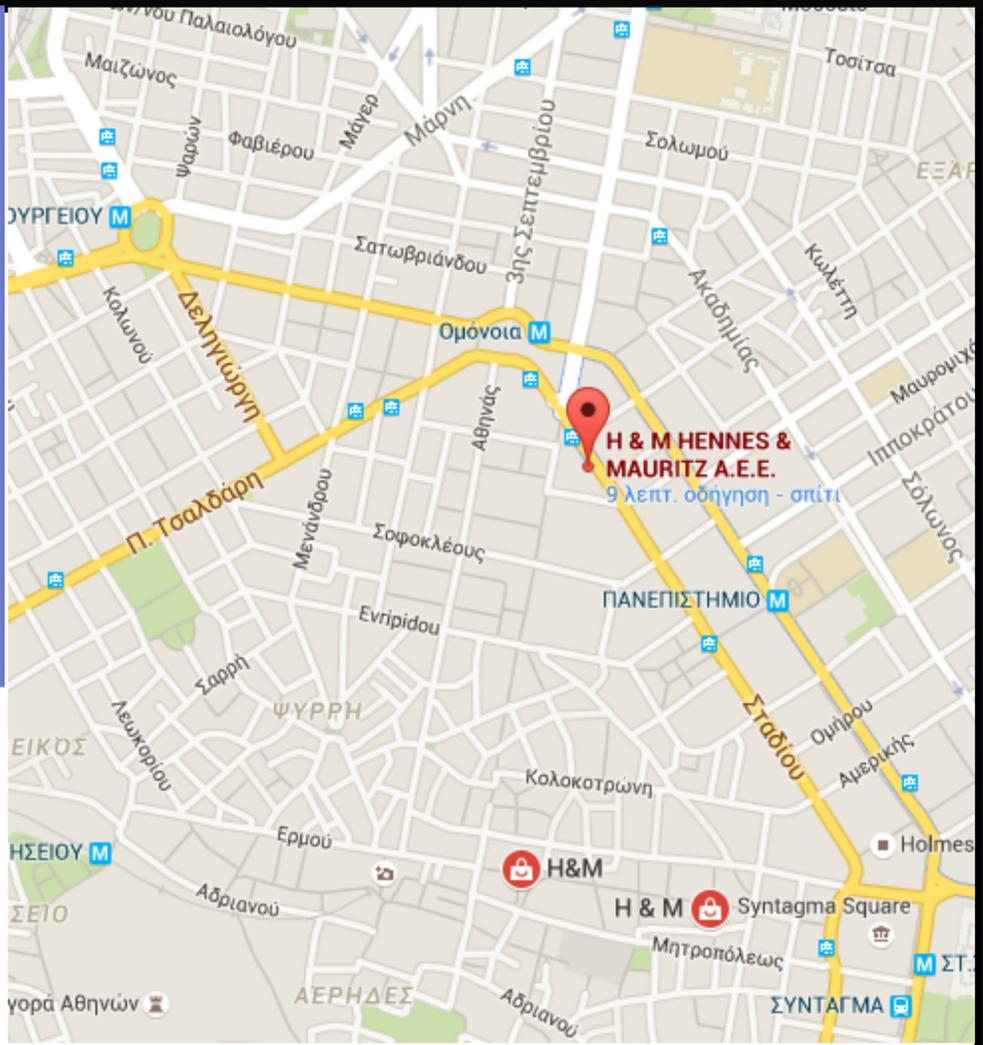


By understanding what consumers look for, businesses are able to ensure the right information is available on their websites.



Type of Local Business Information Needed

By understanding what consumers look for, businesses are able to ensure the right information is available on their websites.



**Or just
having a
mobile
friendly
website.**

(C'mon it's 2016.)

How often do people encounter issues accessing websites via smartphone?

! Use the [product filter](#) to see product-specific insights. x

Often



Sometimes



Rarely



Never



Don't research / purchase via smartphone

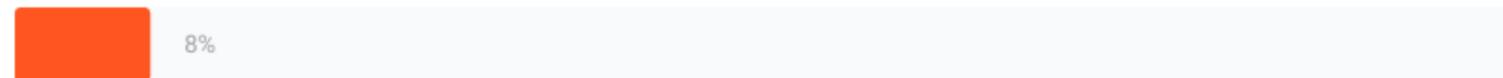


**37% of users
say they have
sometimes problem
accessing a website.**

What do people do after encountering issues accessing websites via smartphone?

! Use the [product filter](#) to see product-specific insights. ✕

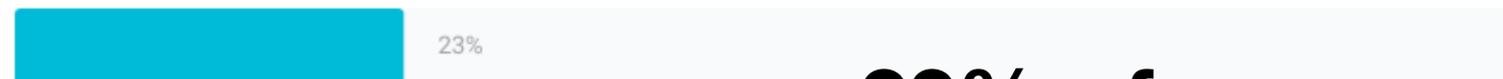
Continue to use the same site on a smartphone



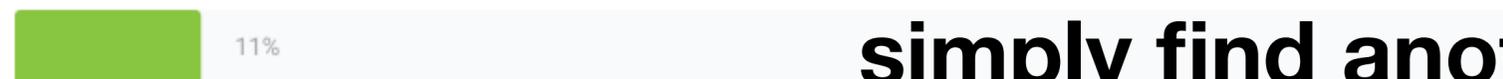
Use the same site but on another device



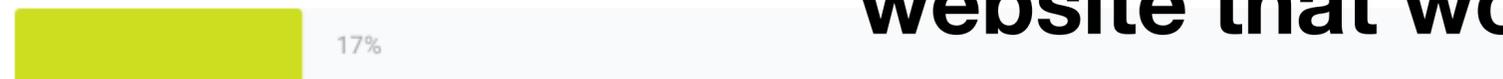
Find another site that works better on a smartphone



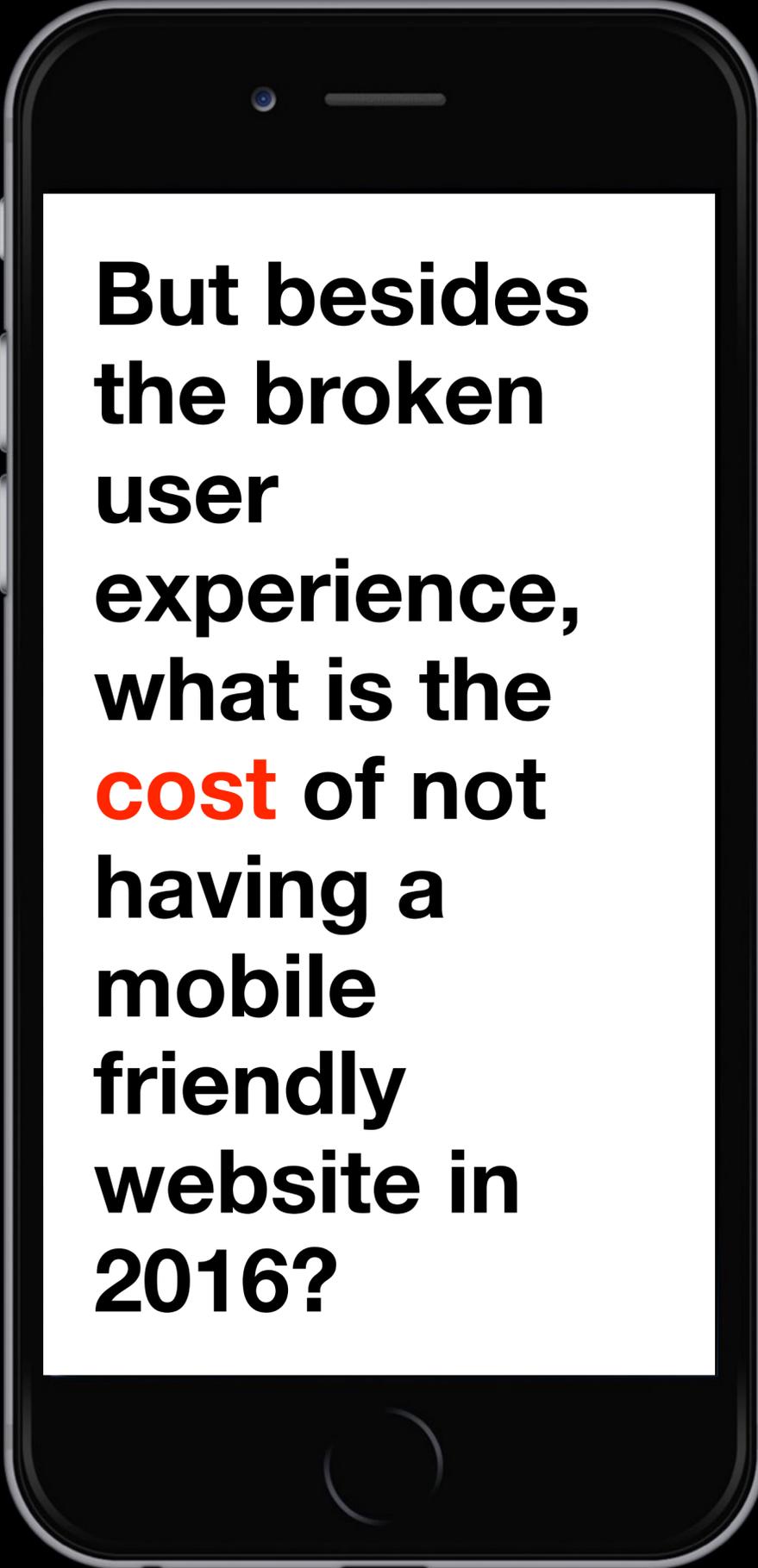
Call or visit the store



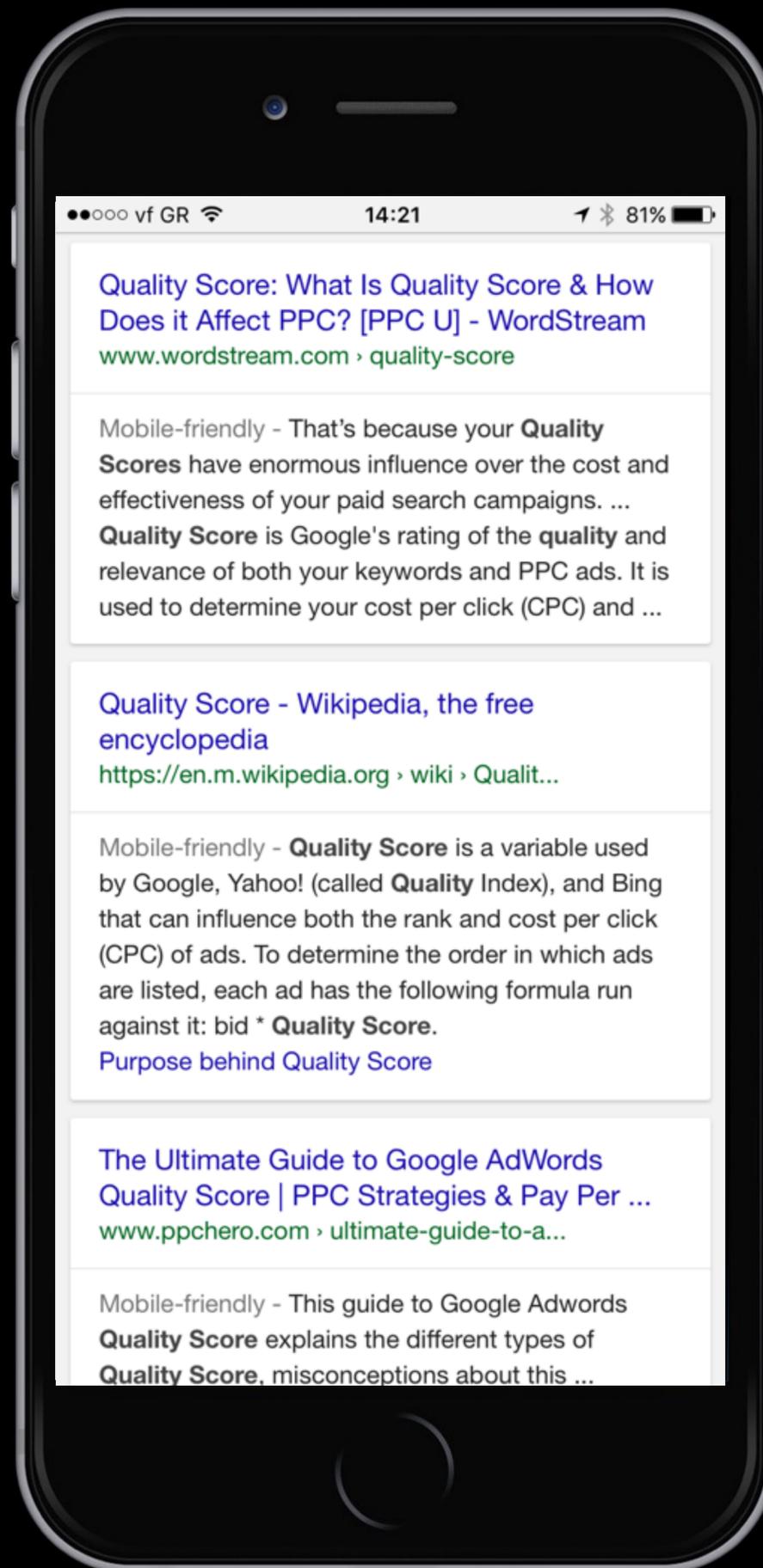
Try the same site via a smartphone again at a later time



**23% of users
simply find another
website that works.**

A black smartphone is centered in the frame against a black background. The screen is white and displays text in a bold, sans-serif font. The text is arranged in a single column and reads: "But besides the broken user experience, what is the cost of not having a mobile friendly website in 2016?". The word "cost" is highlighted in red, while all other text is black. The phone's home button is visible at the bottom of the screen.

**But besides
the broken
user
experience,
what is the
cost of not
having a
mobile
friendly
website in
2016?**



Quality Score: What Is Quality Score & How Does it Affect PPC? [PPC U] - WordStream
[www.wordstream.com > quality-score](http://www.wordstream.com/quality-score)

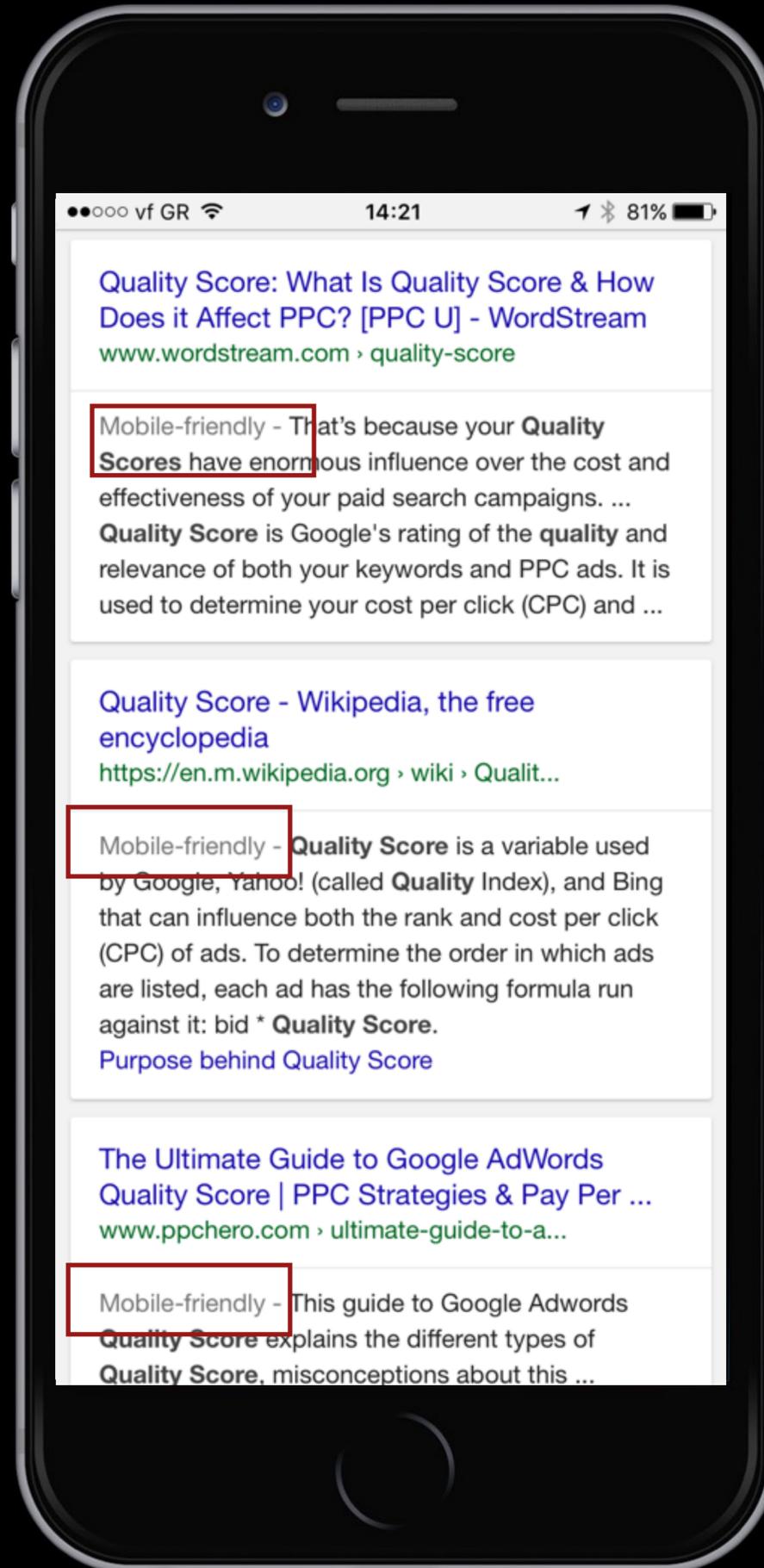
Mobile-friendly - That's because your **Quality Scores** have enormous influence over the cost and effectiveness of your paid search campaigns. ...
Quality Score is Google's rating of the **quality** and relevance of both your keywords and PPC ads. It is used to determine your cost per click (CPC) and ...

Quality Score - Wikipedia, the free encyclopedia
[https://en.m.wikipedia.org > wiki > Qualit...](https://en.m.wikipedia.org/wiki/Qualit...)

Mobile-friendly - **Quality Score** is a variable used by Google, Yahoo! (called **Quality Index**), and Bing that can influence both the rank and cost per click (CPC) of ads. To determine the order in which ads are listed, each ad has the following formula run against it: bid * **Quality Score**.
[Purpose behind Quality Score](#)

The Ultimate Guide to Google AdWords Quality Score | PPC Strategies & Pay Per ...
[www.ppchero.com > ultimate-guide-to-a...](http://www.ppchero.com/ultimate-guide-to-a...)

Mobile-friendly - This guide to Google Adwords **Quality Score** explains the different types of **Quality Score**, misconceptions about this ...



Quality Score: What Is Quality Score & How Does it Affect PPC? [PPC U] - WordStream
www.wordstream.com/quality-score

Mobile-friendly - That's because your **Quality Scores** have enormous influence over the cost and effectiveness of your paid search campaigns. ...
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Quality Score - Wikipedia, the free encyclopedia
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[Purpose behind Quality Score](#)

The Ultimate Guide to Google AdWords Quality Score | PPC Strategies & Pay Per ...
www.ppchero.com/ultimate-guide-to-a...

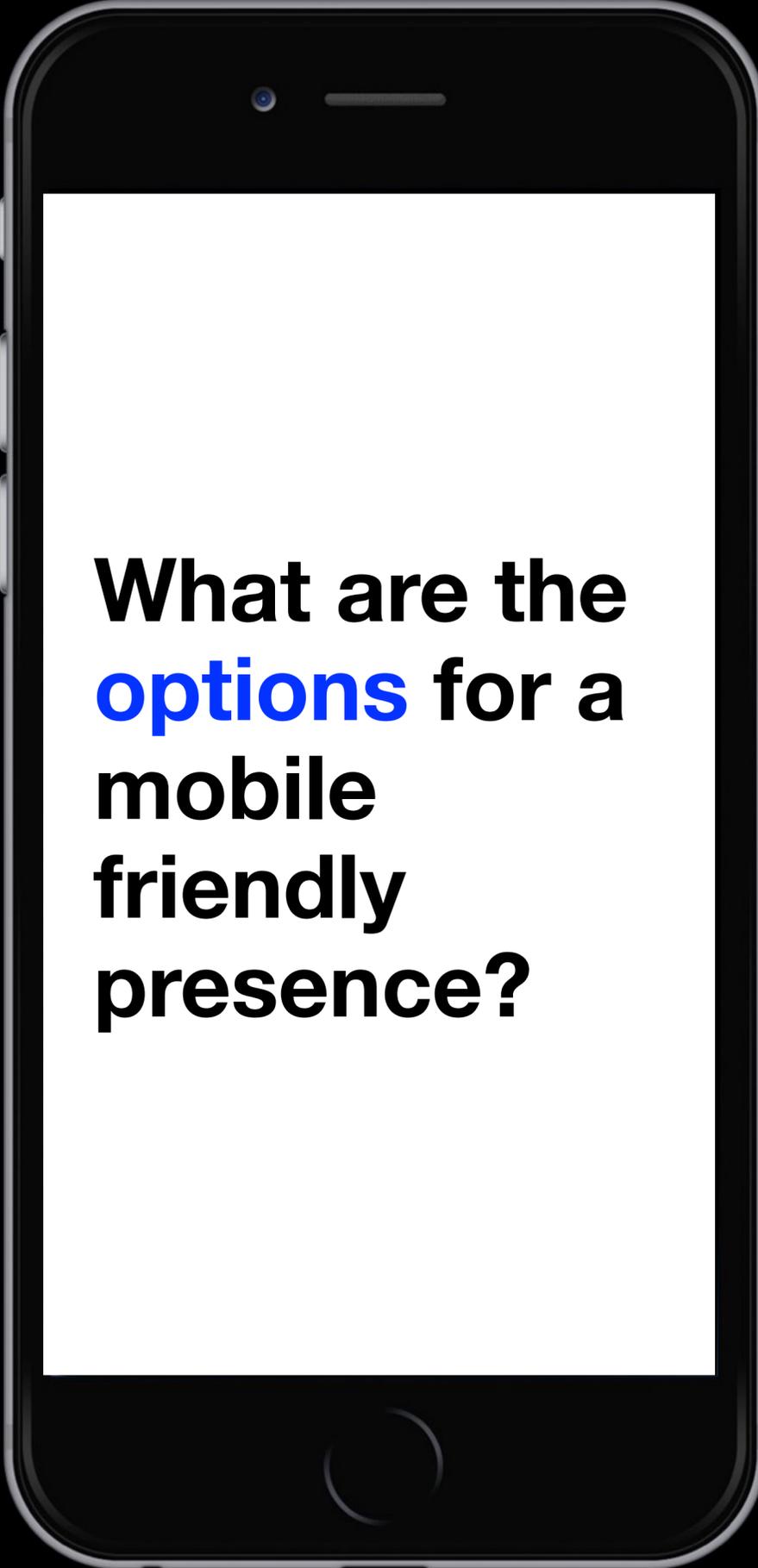
Mobile-friendly - This guide to Google Adwords **Quality Score** explains the different types of **Quality Score**, misconceptions about this ...



**All the lost
traffic**

+

**10-15% of
your Budget
on Google.**

A black smartphone is centered against a black background. The screen is white and displays the text "What are the options for a mobile friendly presence?". The word "options" is highlighted in blue, while the rest of the text is in black. The phone's camera and home button are visible.

What are the
options for a
mobile
friendly
presence?



mobile version

responsive website



Χρειαζόσαι ένα τερματικό αποδοχής καρτών για όλες τις κάρτες.

Τελευταία ενημέρωση
Τρίτη 8 Μαρτίου, 14:31

NEWSDESK ΕΛΛΑΔΑ ΚΟΣΜΟΣ ΟΙΚΟΝΟΜΙΑ ΠΟΛΙΤΙΚΗ ΤΕΧΝΟΛΟΓΙΑ ΥΓΕΙΑ ΠΕΡΙΒΑΛΛΟΝ ΠΟΛΙΤΙΣΜΟΣ ΖΩΗ ΑΘΛΗΤΙΚΑ ΠΑΡΑΞΕΝΑ ΑΥΤΟ ΦΑΚΕΛΟΙ ΚΑΙΡΟΣ

ΟΙΚΟΝΟΜΙΑ



Διάλογος Μοσκοβισί - Ντάισελμπλουμ για ελάφρυνση του χρέους - Αντίθετος ο Σόιμπλε 08.03.2016 13:53 Κανένα σχόλιο

-  Για 17 και 18 Μαρτίου παραπέμπεται το προσωρινό - Ικανοποιημένη η κυβέρνηση
-  Διάλογος Μοσκοβισί - Ντάισελμπλουμ για ελάφρυνση του χρέους - Αντίθετος ο Σόιμπλε
-  Σήμερα στην Αθήνα οι εκπρόσωποι των θεσμών
-  Μέρκελ: Η Τουρκία δεν έχει το πάνω χέρι στις συνομιλίες με την Ε.Ε.
-  Εμμένει στις κατηγορίες κατά του Κοσιώνη η σύζυγος του πλοιοκτήτη του Noor One

ΚΥΡΙΟΤΕΡΕΣ ΕΙΔΗΣΕΙΣ



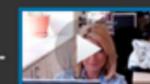
Το Ποτάμι: Να μη μπουν στη ζυγαριά οι διεκδικήσεις της 'Αγκυρας



ΣΚΑΪ τηλεόραση
Οι ειδήσεις του ΣΚΑΪ 14.00



ΣΚΑΪ 100,3
Κεντρικό Μαγαζίνο - Σία Κοσιώνη



ΕΞΟΠΛΙΣΤΕΙΤΕ ΓΙΑ ΟΛΕΣ ΤΙΣ ΚΑΙΡΙΚΕΣ ΣΥΝΘΗΚΕΣ



Ροή Ειδήσεων

- 14:31** 08.03.2016 Σύγκληση της Επιτροπής Θεσμών και Διαφάνειας ζητά η ΝΔ για την υπόθεση Παπαγγελόπουλου
- 14:24** 08.03.2016 Παρατείνεται ως τις 14 Απριλίου η προστασία των κόκκινων δανείων
- 13:56** 08.03.2016 Το Ελεγκτικό Συνέδριο ενέκρινε την πώληση του ΟΛΠ στην Cosco





1992

Η Δημιουργία του ΑΡΚΤΟΥΡΟΥ

Ο ΑΡΚΤΟΥΡΟΣ είναι μία αστική, μη κυβερνητική και μη κερδοσκοπική, περιβαλλοντική οργάνωση που ιδρύθηκε το 1992 κι έχει ως στόχο την προστασία της άγριας πανίδας και του φυσικού περιβάλλοντος στην Ελλάδα και το εξωτερικό.

Αφορμή της ίδρυσής του ήταν η ανάγκη εύρεσης άμεσης λύσης στο τότε διαρκώς αυξανόμενο πρόβλημα της αιχμαλωσίας αρκούδων αλλά και λύκων. Μια αφορμή που οδήγησε σε ένα ολοκληρωμένο πλαίσιο δράσεων και ενεργειών.

[Περισσότερα](#)





MENU

1992

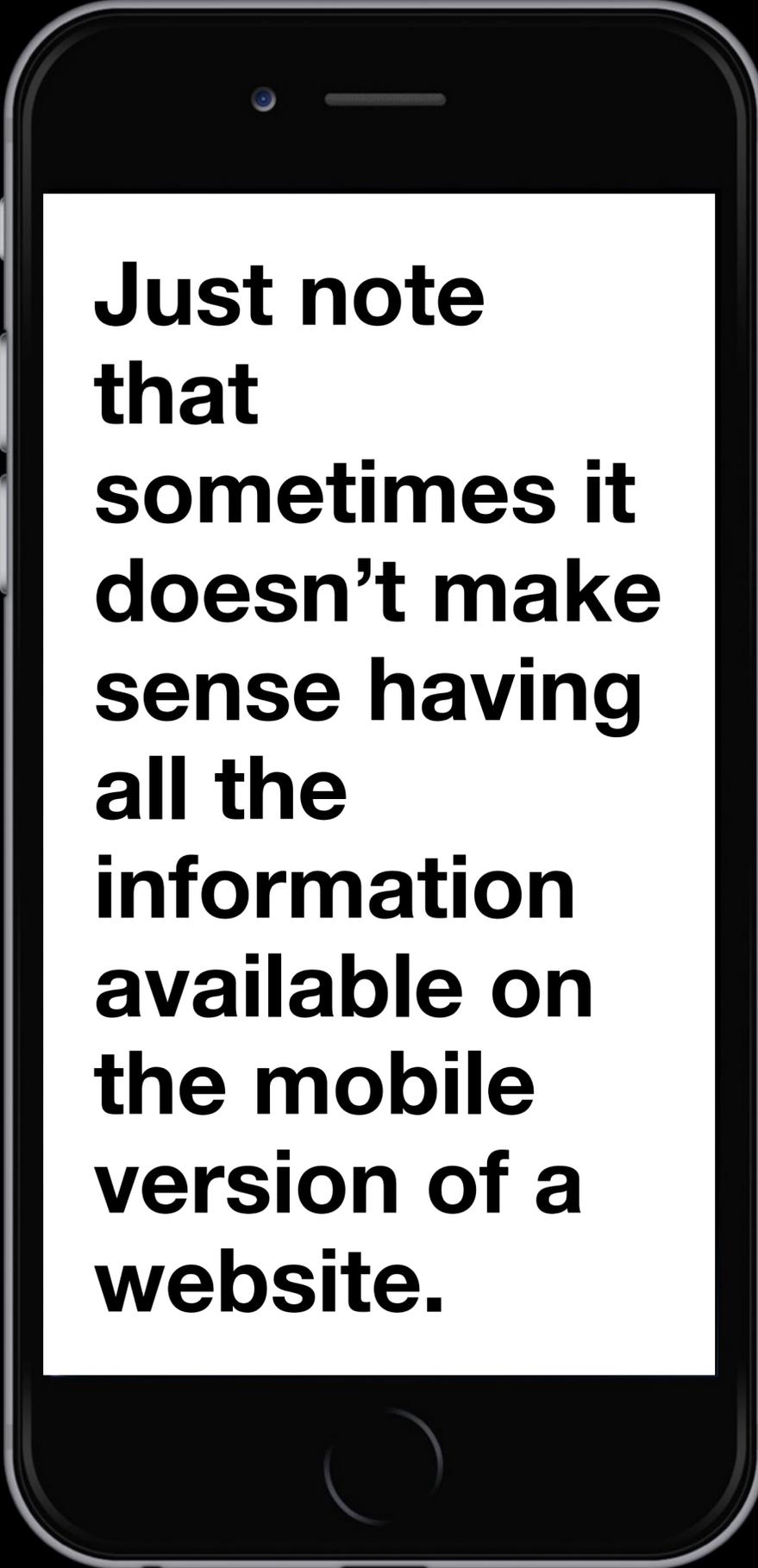
Η Δημιουργία του ΑΡΚΤΟΥΡΟΥ

Ο ΑΡΚΤΟΥΡΟΣ είναι μία αστική, μη κυβερνητική και μη κερδοσκοπική, περιβαλλοντική οργάνωση που ιδρύθηκε το 1992 κι έχει ως στόχο την προστασία της άγριας πανίδας και του φυσικού περιβάλλοντος στην Ελλάδα και το εξωτερικό.

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[Περισσότερα](#)



A black and white image of a smartphone. The screen is white and displays a text message in bold black font. The text reads: "Just note that sometimes it doesn't make sense having all the information available on the mobile version of a website." The phone's home button is visible at the bottom.

**Just note
that
sometimes it
doesn't make
sense having
all the
information
available on
the mobile
version of a
website.**

Σύνδεση | Μέλη ΣΕΤΕ | 🔍 | 🇬🇷

ΣΕΤΕ | Ποιοί Είμαστε | Στρατηγική για τον Τουρισμό | Μέλη ΣΕΤΕ | Συνέδρια - Εκδηλώσεις | Στατιστικά & Βιβλιοθήκη | Κέντρο Τύπου

**ΕΚΠΡΟΣΩΠΟΥΜΕ
ΟΛΕΣ ΤΙΣ ΚΛΑΔΙΚΕΣ ΕΝΩΣΕΙΣ
ΤΟΥ ΤΟΥΡΙΣΜΟΥ**

Τουριστικός
Στρατηγικός
Σχεδιασμός
2021

🐦 📡

ΚΕΝΤΡΟ ΤΥΠΟΥ

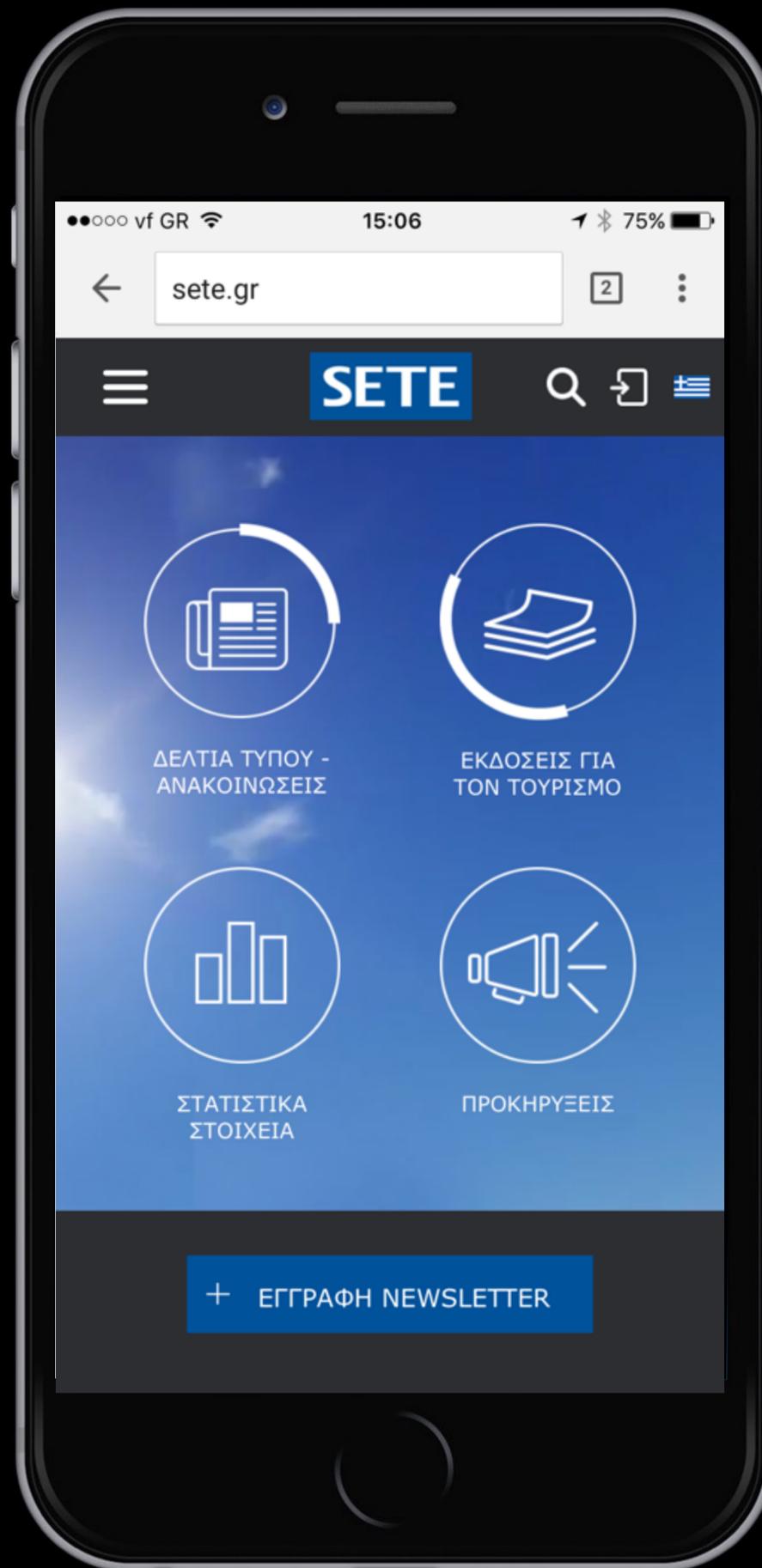
Δελτίο Τύπου
**ΓΙΩΡΓΟΣ ΒΕΡΝΙΚΟΣ -
ΕΠΑΝΕΚΛΟΓΗ ΣΤΟ ΝΑΥΤΙΚΟ
ΕΠΙΜΕΛΗΤΗΡΙΟ ΤΗΣ
ΕΛΛΑΔΟΣ**
 18 Φεβρουαρίου 2016

Ομιλία
**Ομιλία του Προέδρου, κ.
Ανδρέα Α. Ανδρεάδη στη
Γενική Συνέλευση της
Τράπεζας της Ελλάδος**
 25 Φεβρουαρίου 2016

**ΣΤΑΤΙΣΤΙΚΑ &
ΒΙΒΛΙΟΘΗΚΗ**

📊 *ΣΤΑΤΙΣΤΙΚΑ* Φεβρουάριος 2016

Μελέτη καταγραφής και συγκριτικής
αξιολόγησης φορολογικού πλαισίου [→](#)



Does it make sense to have a mobile app as a brand?
NO. Unless there's a very important reason for it.

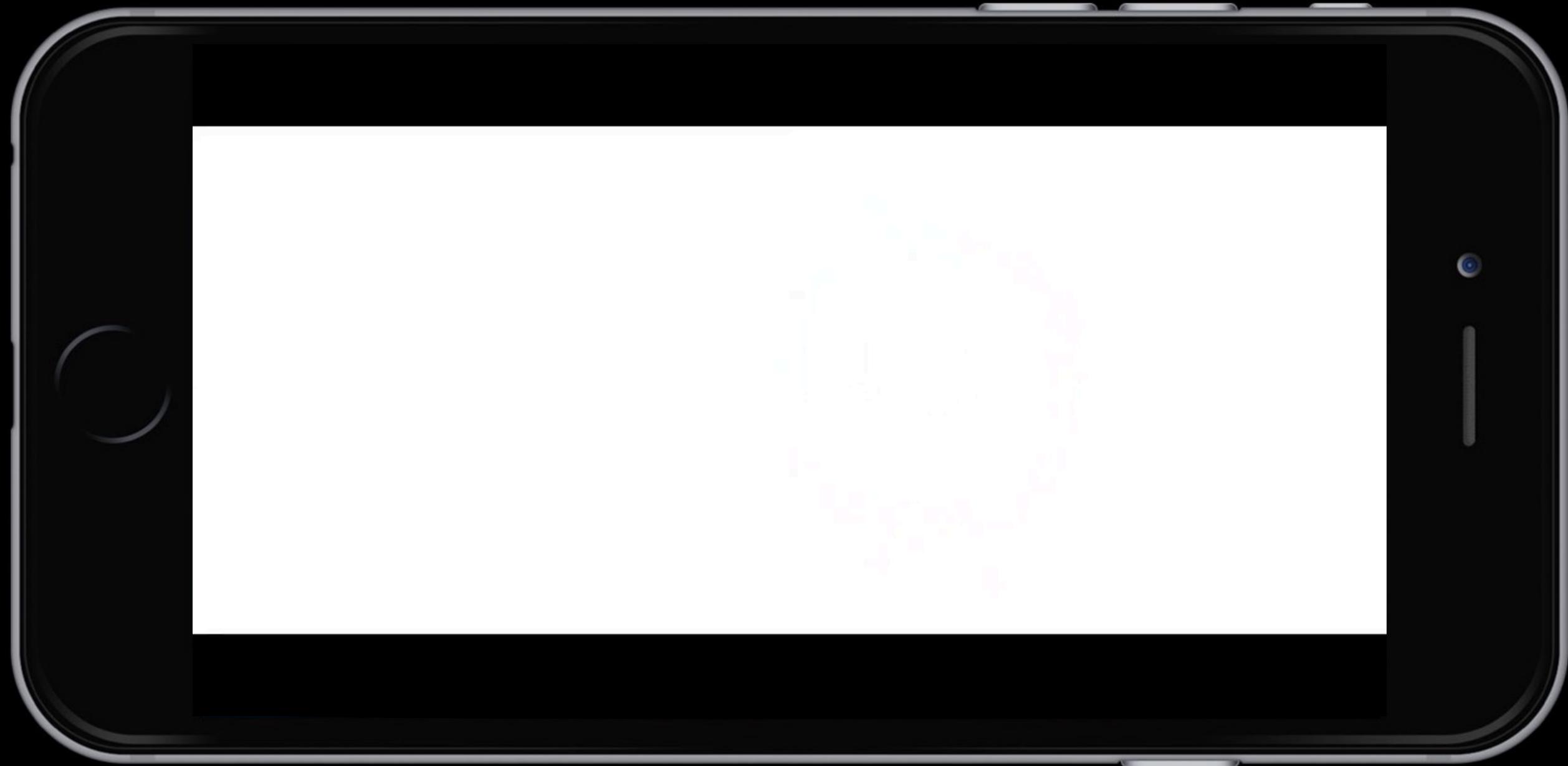
A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays text in a bold, sans-serif font. The text is arranged in three main sections: a header, a list item, and a descriptive sentence.

**IMPORTANT
REASONS:**

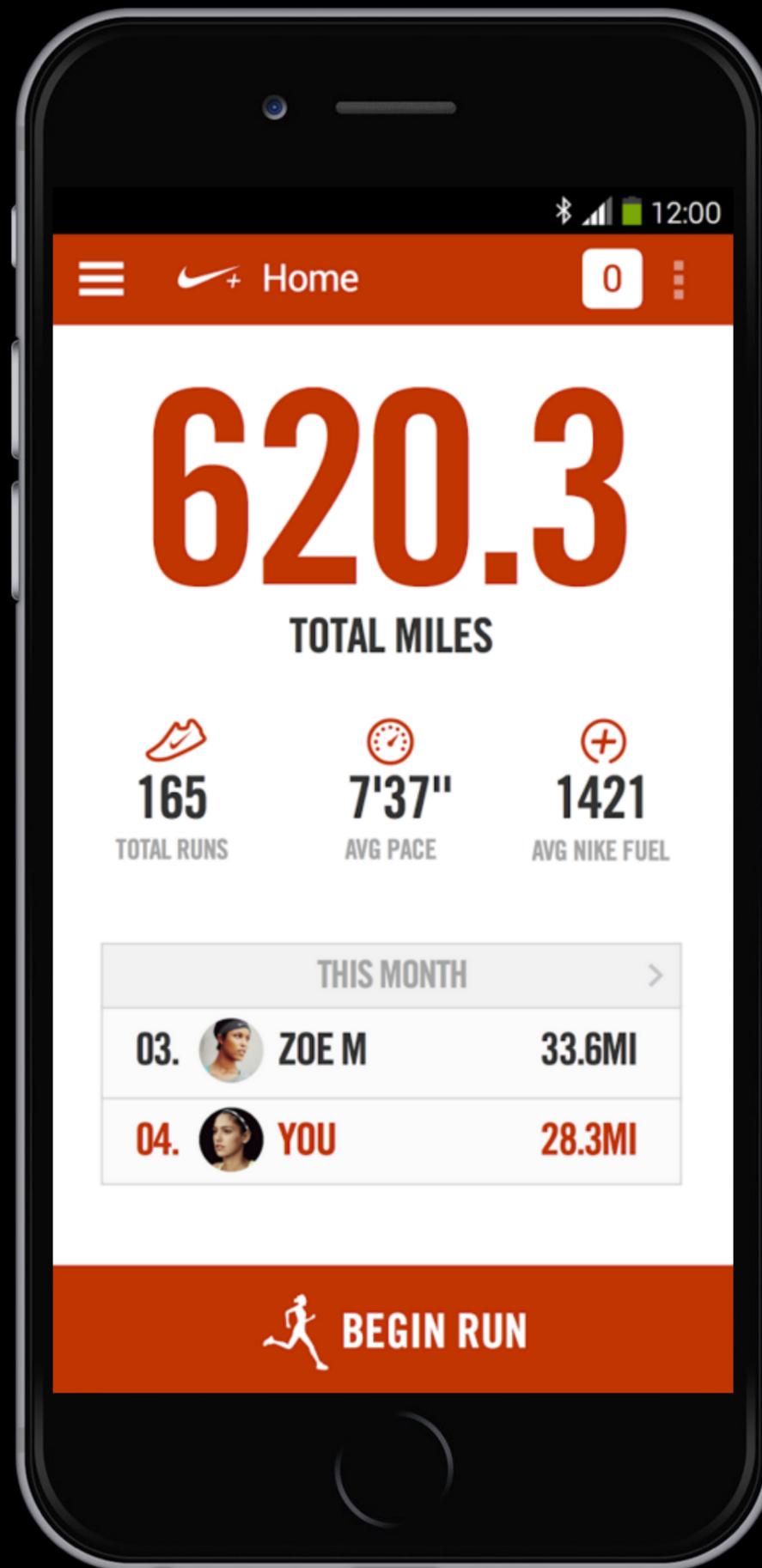
a service / tool

**something that
cannot be
done on
a web page.**



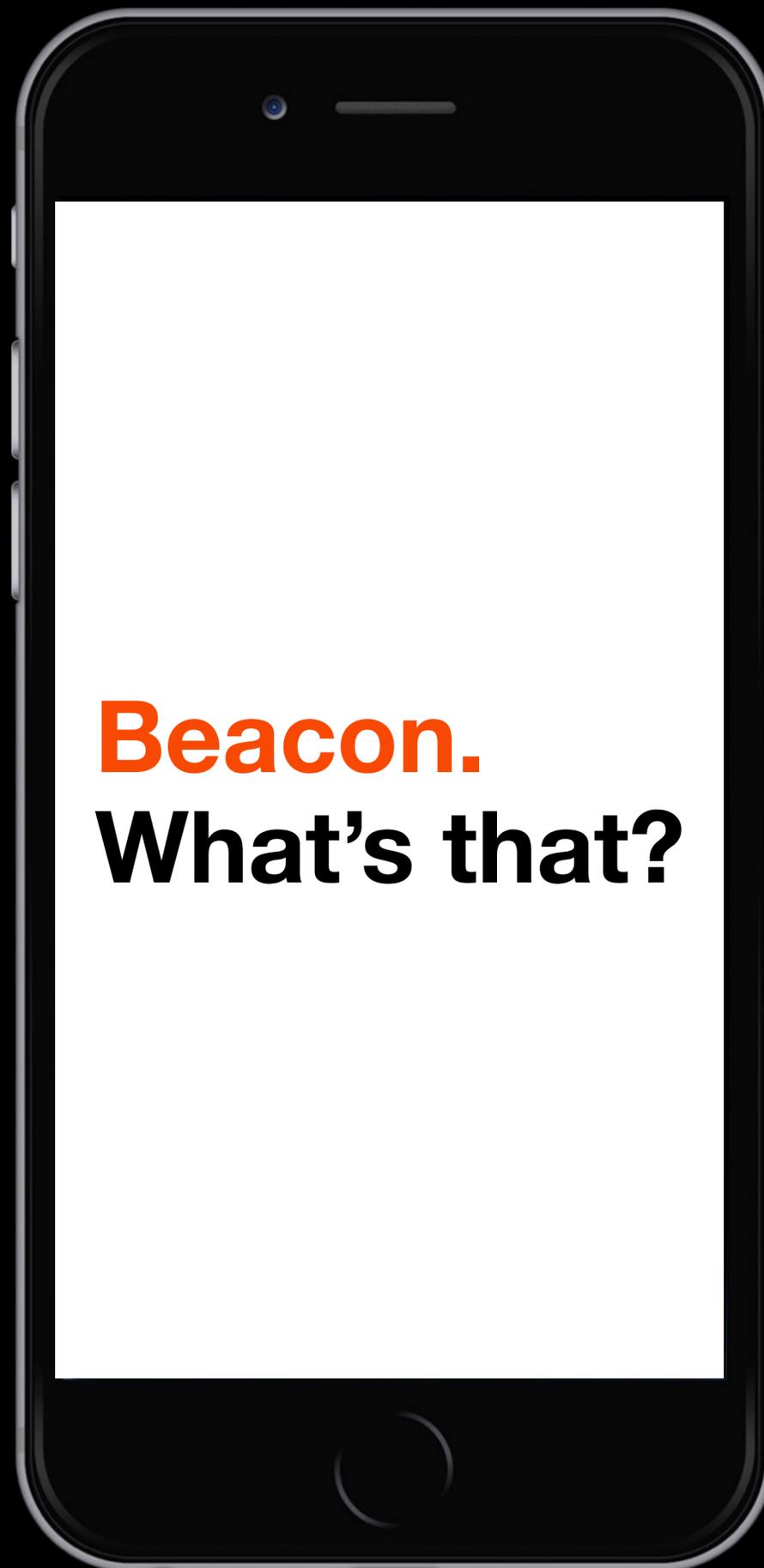


<https://www.youtube.com/watch?v=zbBJfrkZRDI>



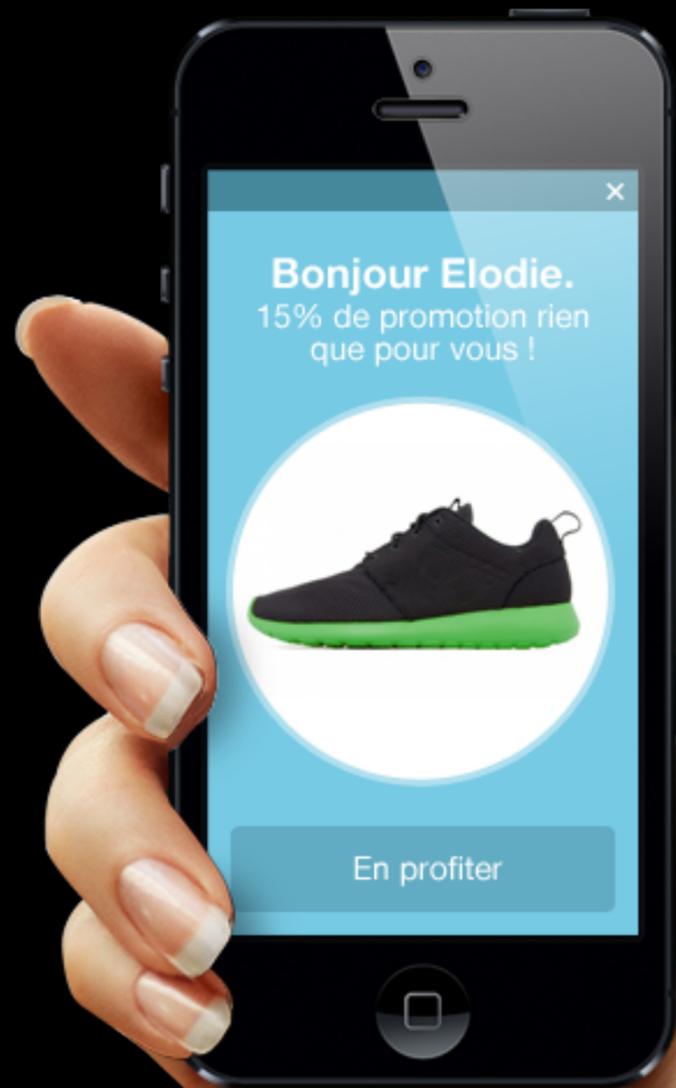
A black and white image of a smartphone. The screen is white and displays bold black text. The phone's physical features like the camera, earpiece, and home button are visible.

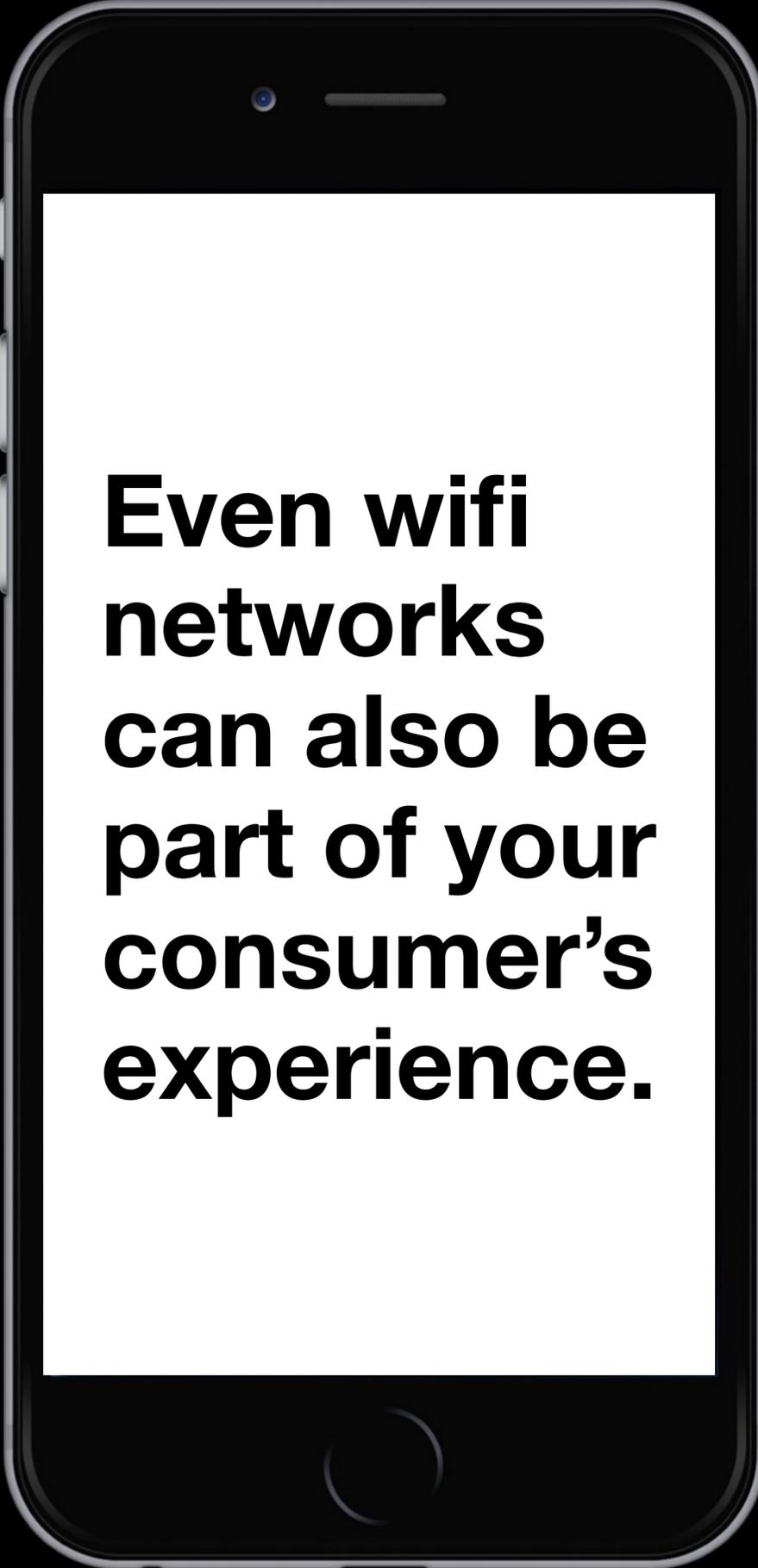
**But what is
the step
further?
Where
mobile is
the melting
point
between
bricks and
clicks.**



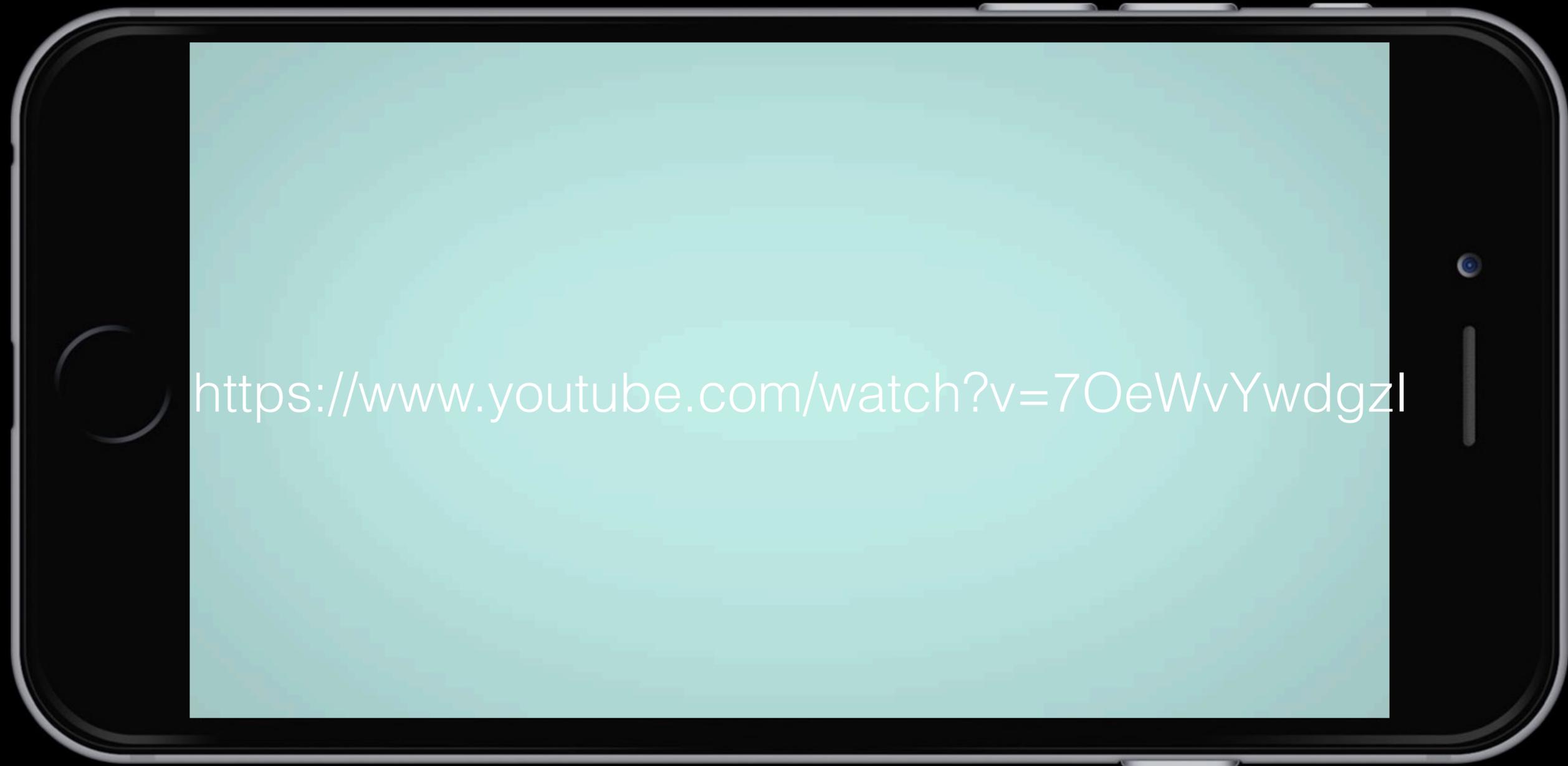
Beacon.
What's that?





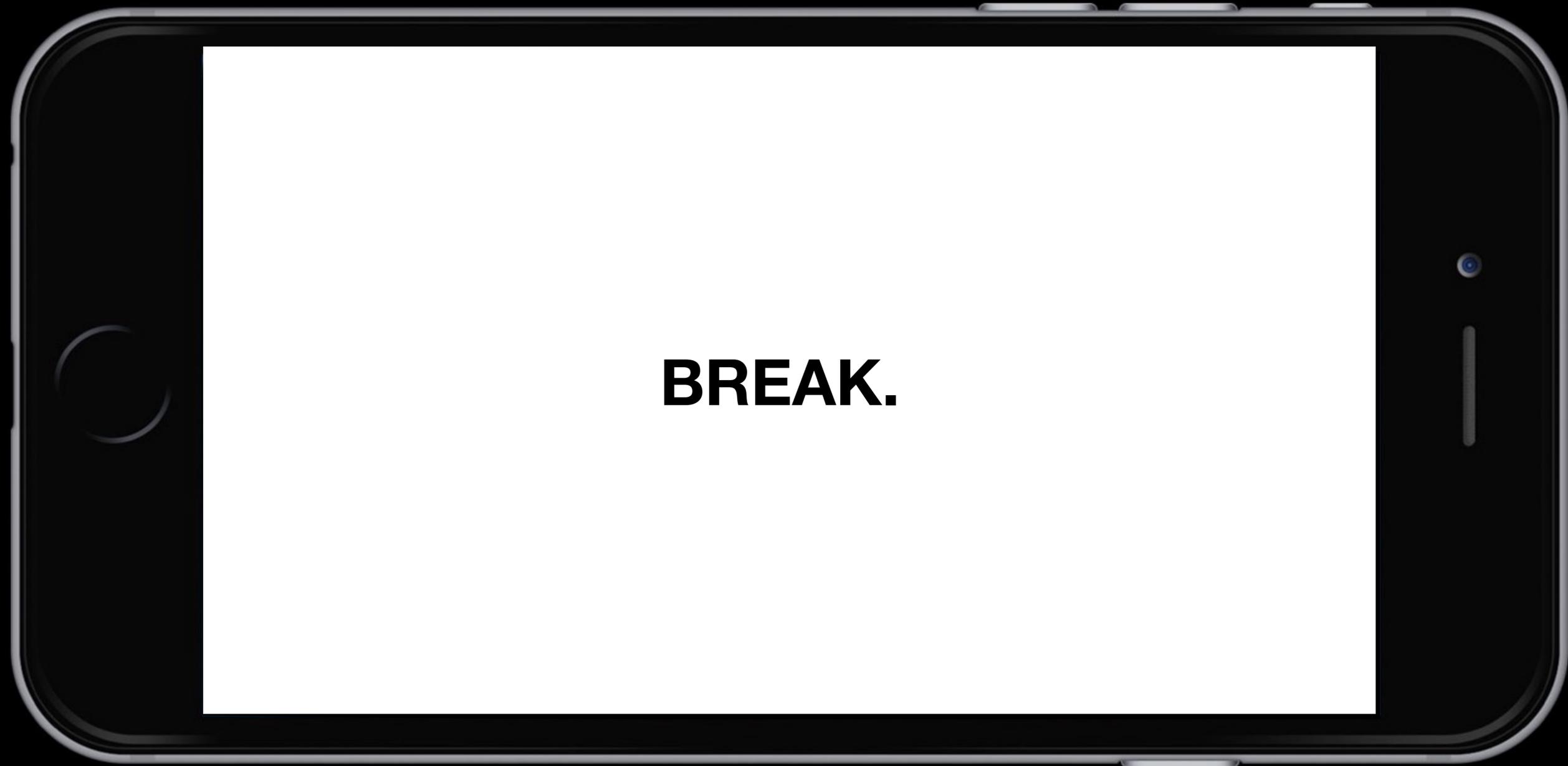
A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays a text message in a bold, black, sans-serif font. The text is centered and reads: "Even wifi networks can also be part of your consumer's experience." The phone's physical home button is visible at the bottom of the screen.

**Even wifi
networks
can also be
part of your
consumer's
experience.**

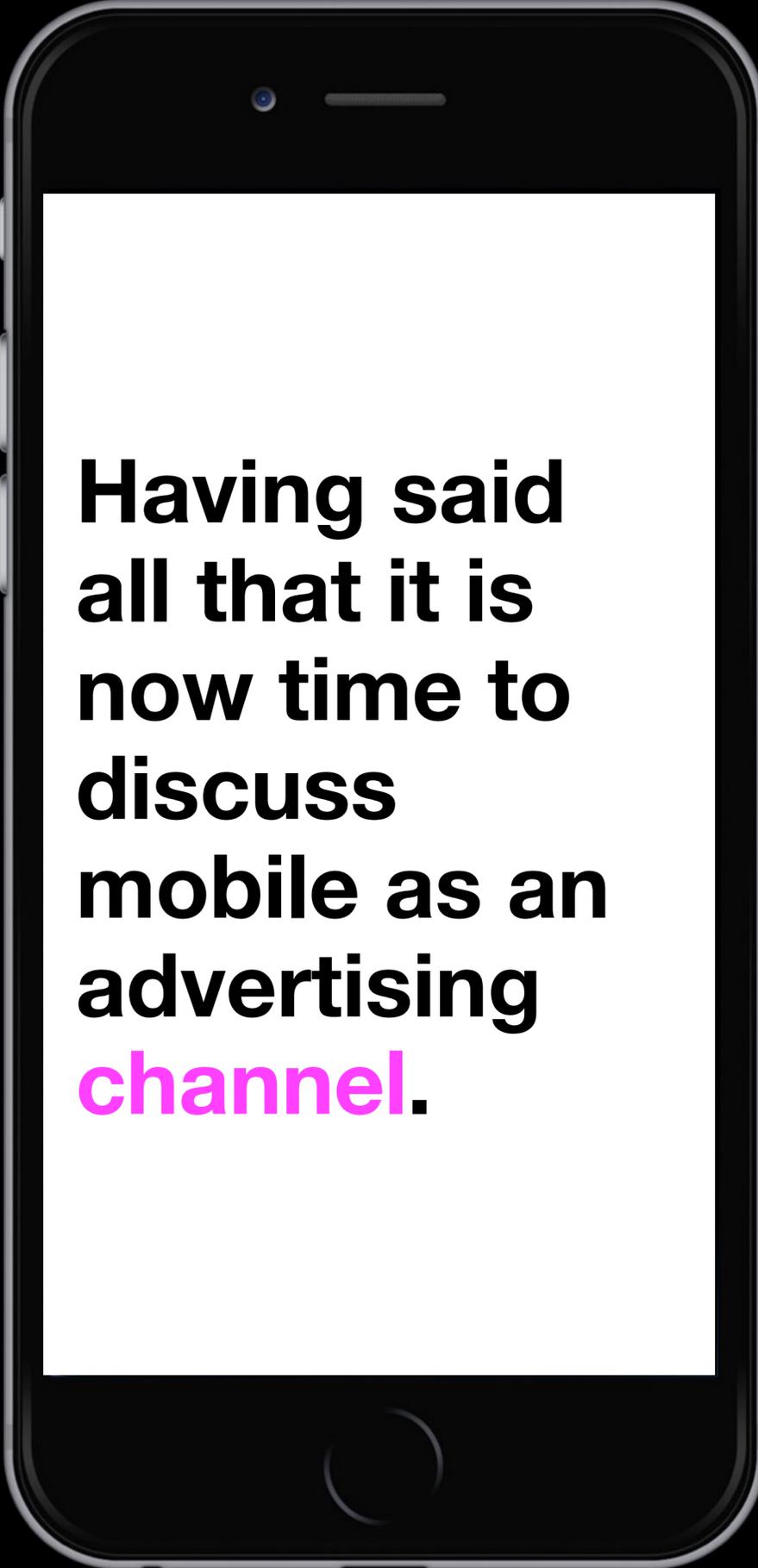


**Do you
know
anything
about
in-store
analytics?**





BREAK.

A black smartphone is centered against a black background. The screen is white and displays the text: "Having said all that it is now time to discuss mobile as an advertising channel." The word "channel." is highlighted in pink.

**Having said
all that it is
now time to
discuss
mobile as an
advertising
channel.**

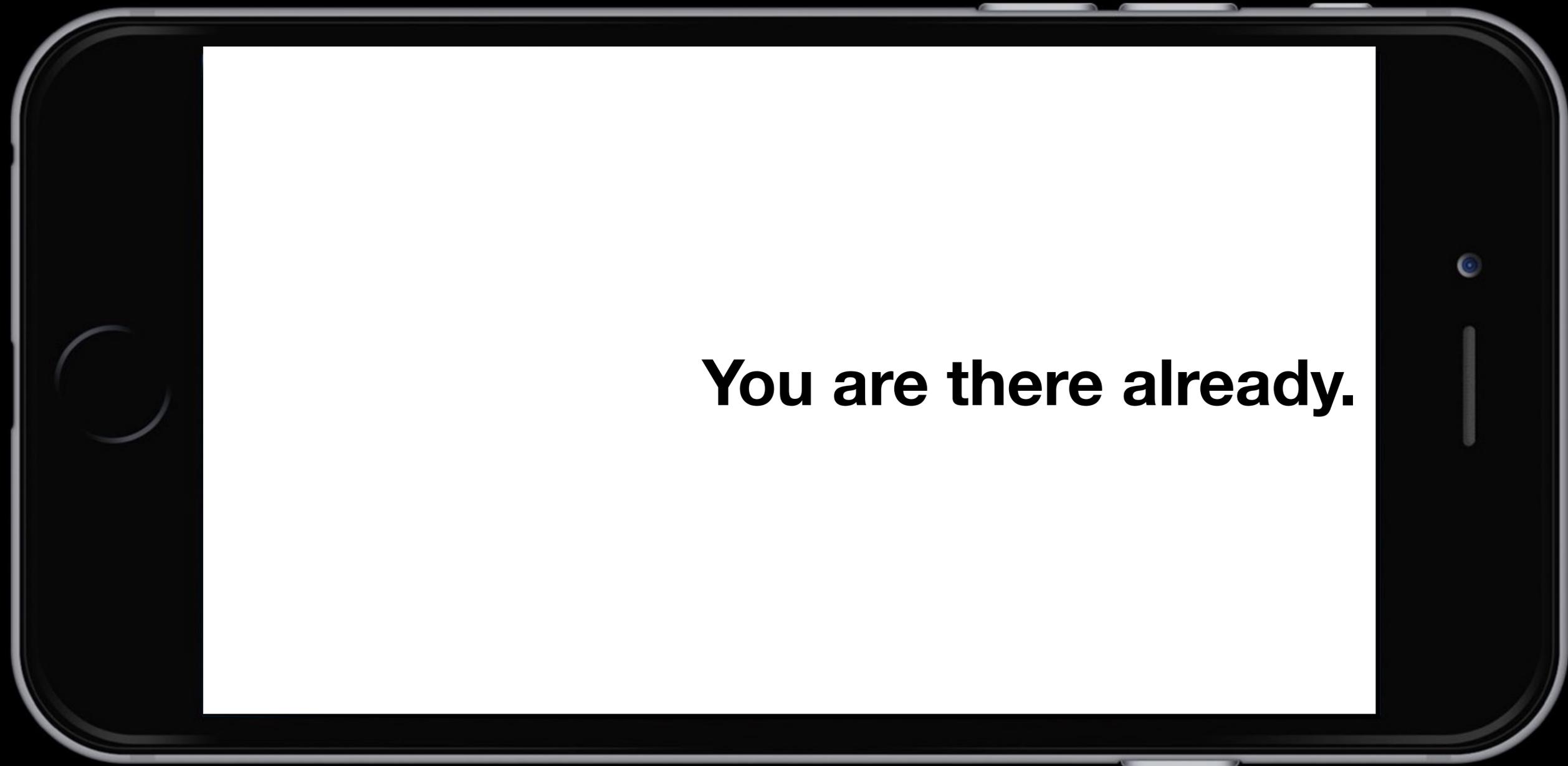


moments

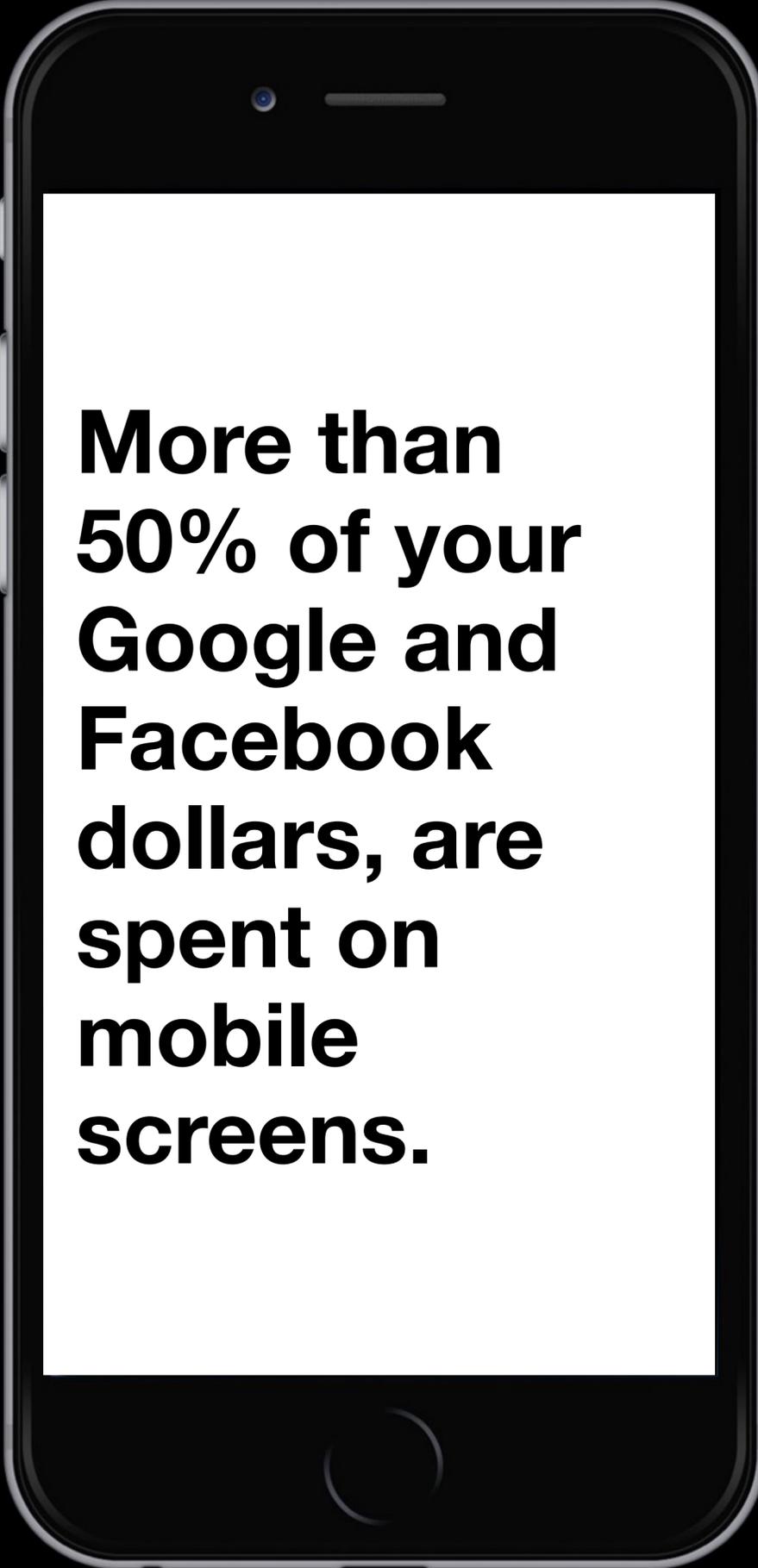


micro-moments





You are there already.

A black and white image of a smartphone. The screen is white and displays a text message in bold black font. The text reads: "More than 50% of your Google and Facebook dollars, are spent on mobile screens." The phone's camera and flash are visible at the top, and the home button is at the bottom.

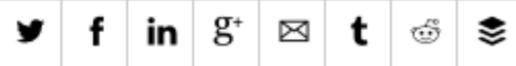
**More than
50% of your
Google and
Facebook
dollars, are
spent on
mobile
screens.**

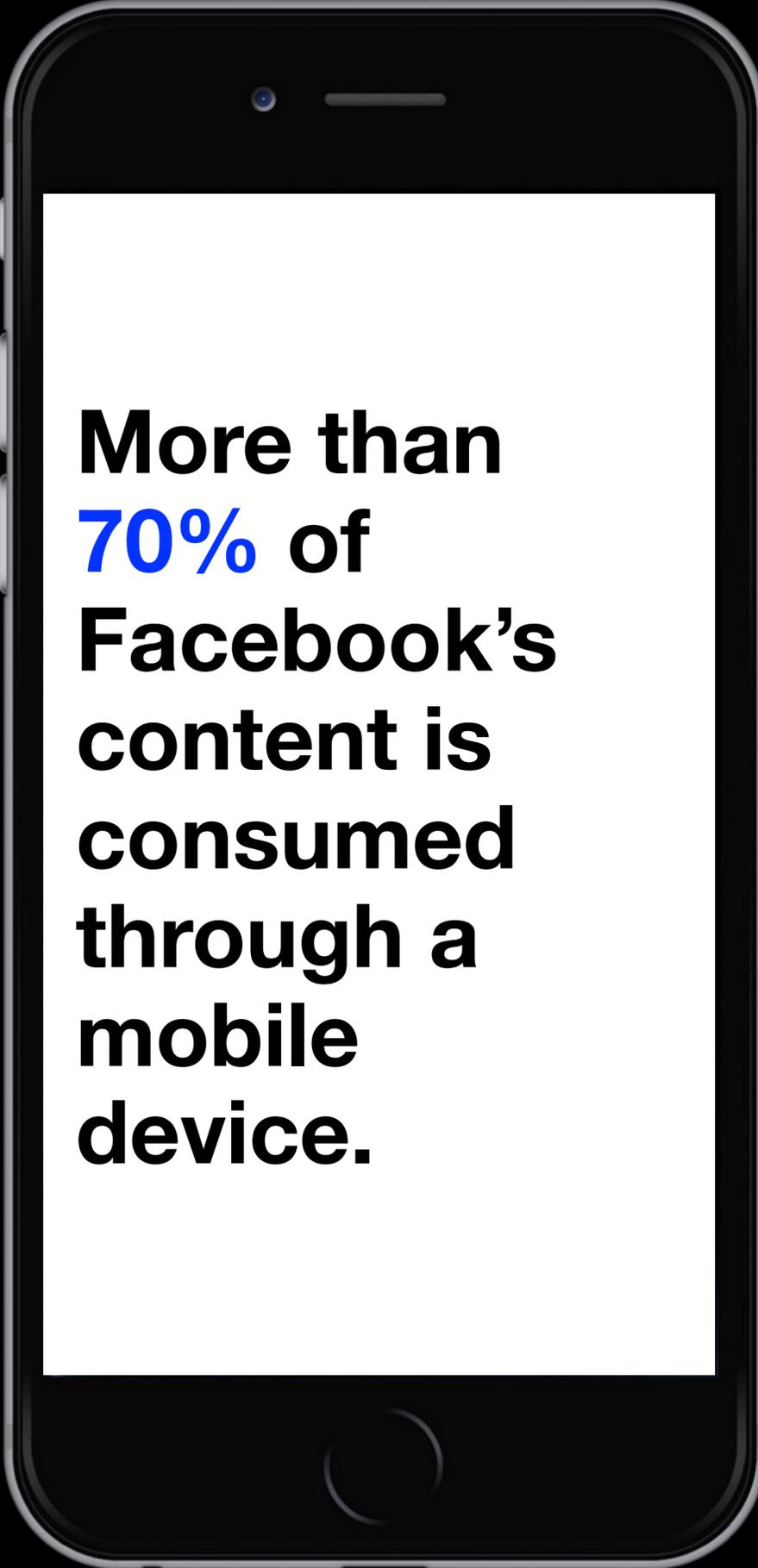


Confirmed: Google To Stop Showing Ads On Right Side Of Desktop Search Results Worldwide

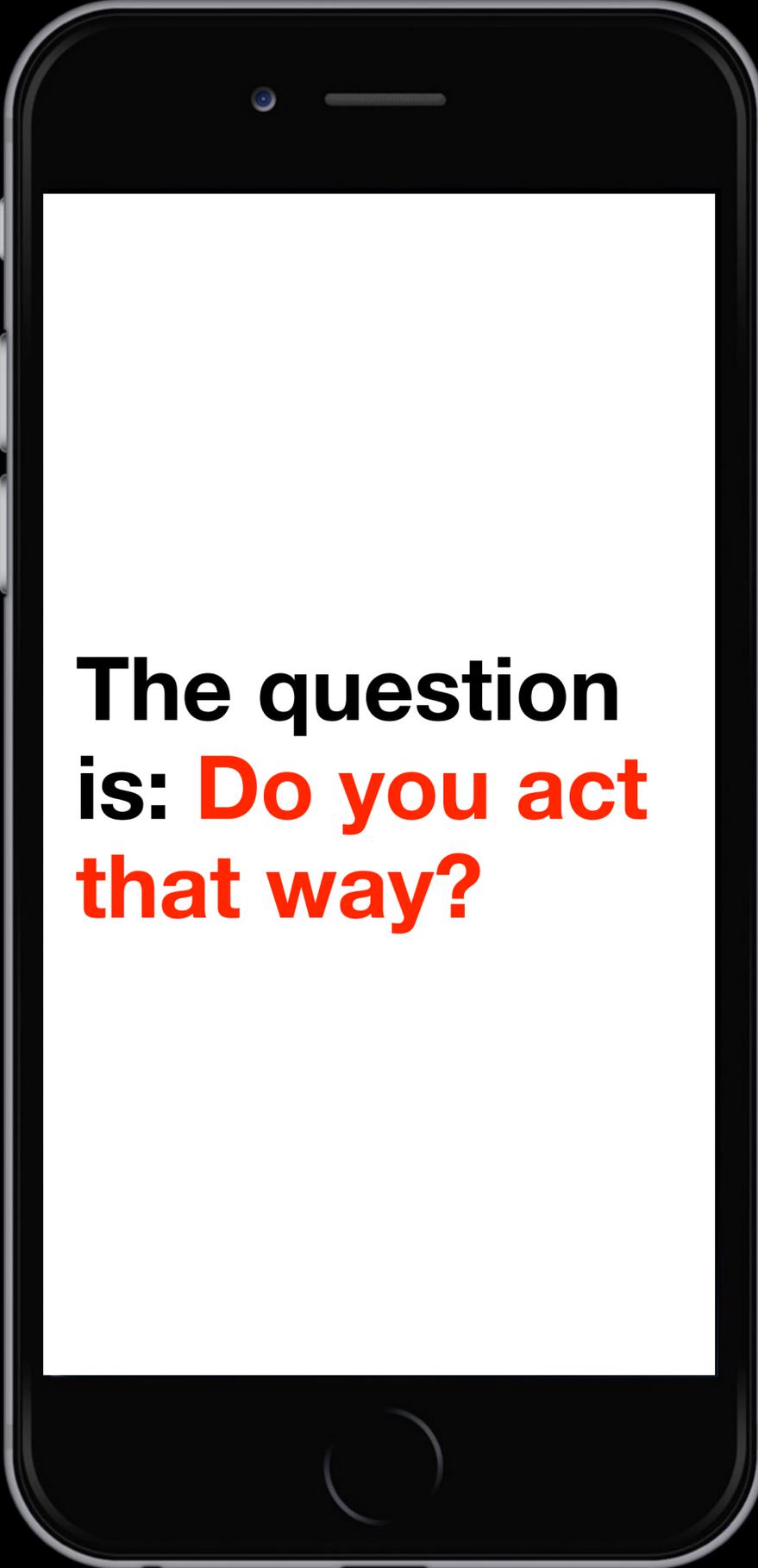
A long-running test is now rolling out for desktop queries: Google will no longer show ads to the right of its search results, with two exceptions.

Matt McGee on February 19, 2016 at 4:09 pm

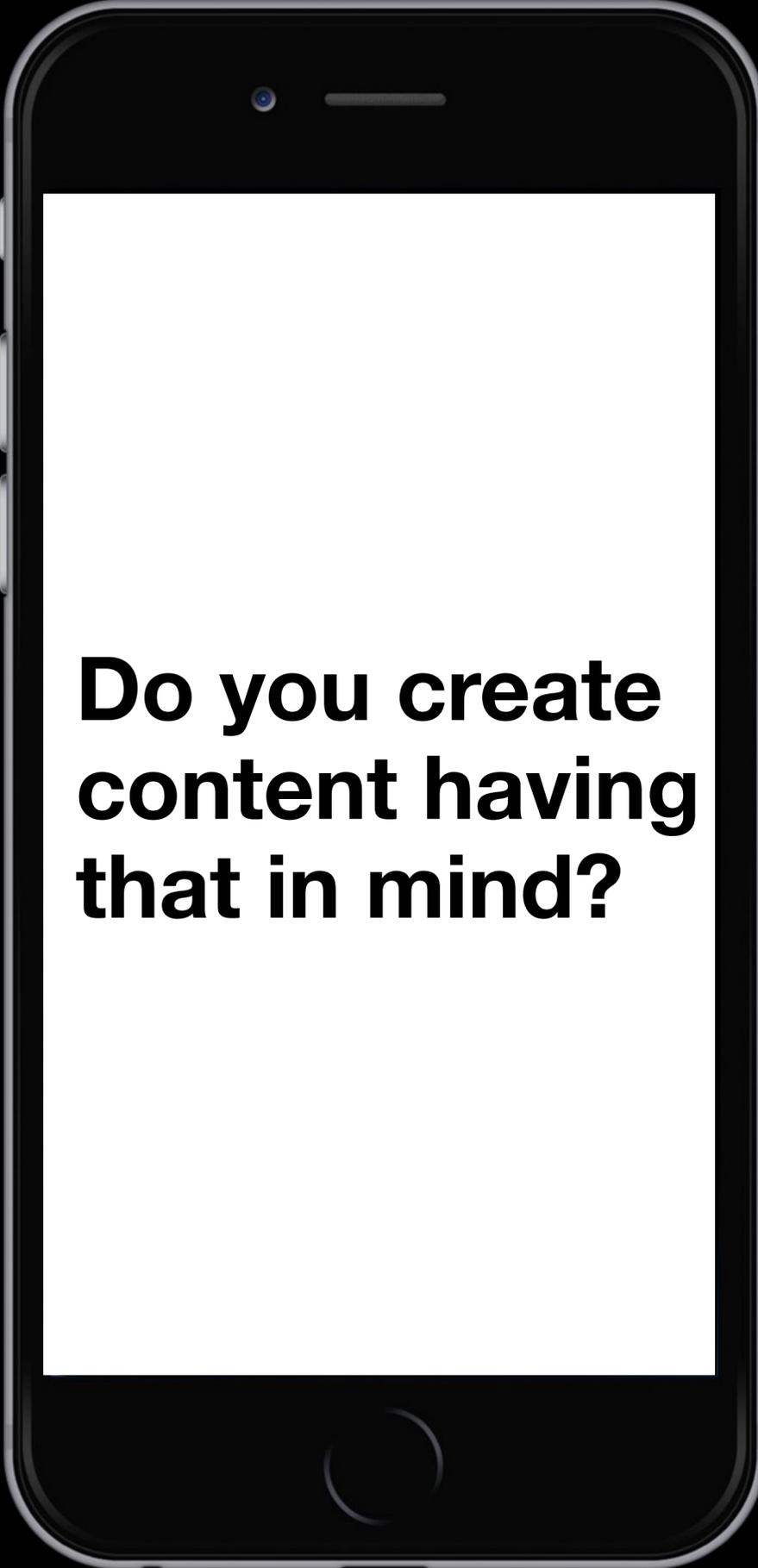


A black and white image of a smartphone with a white screen. The screen displays the text: "More than 70% of Facebook's content is consumed through a mobile device." The number "70%" is highlighted in blue. The phone is centered against a black background.

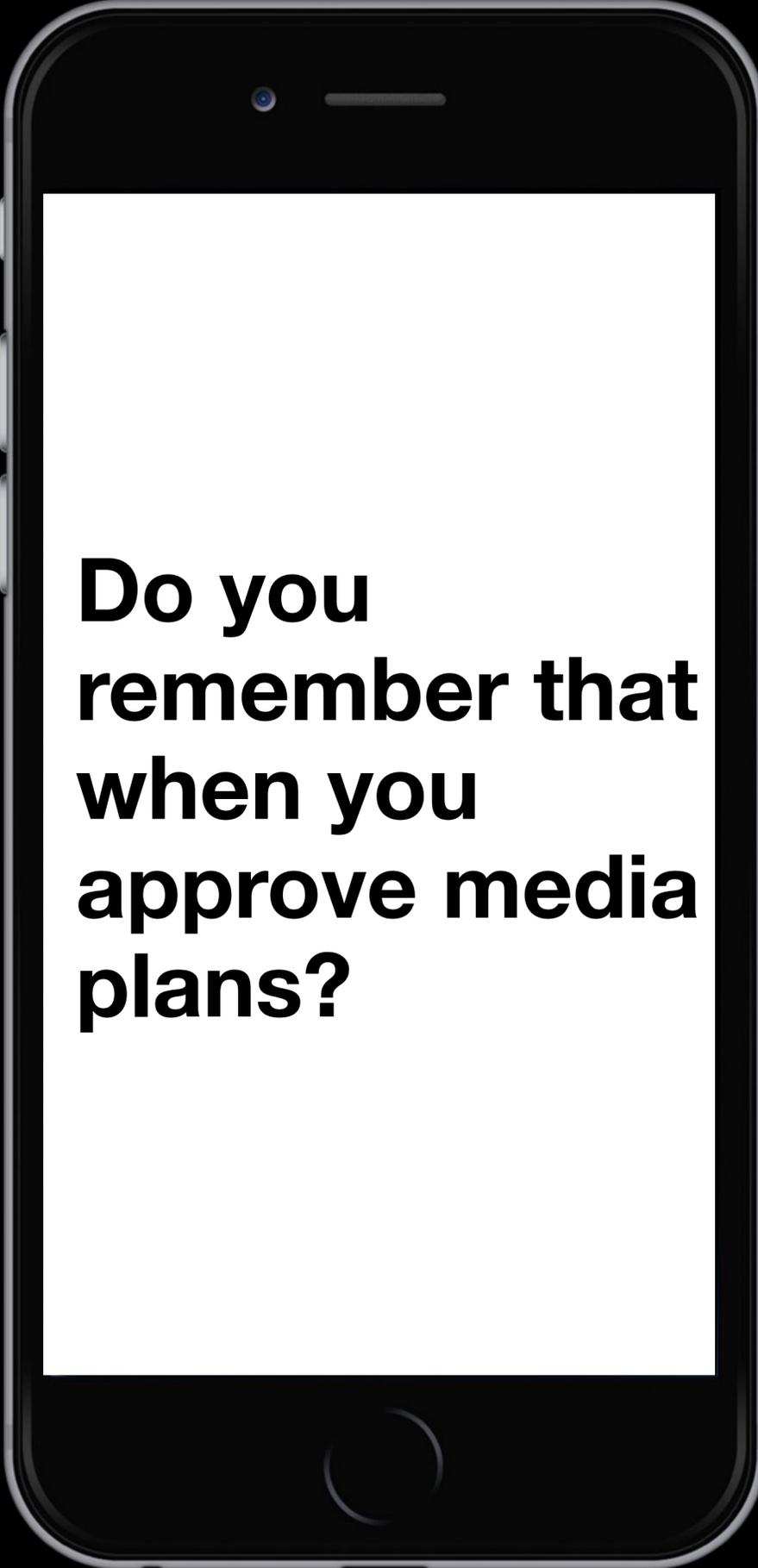
**More than
70% of
Facebook's
content is
consumed
through a
mobile
device.**

A black smartphone is centered against a black background. The screen is white and displays the text "The question is: Do you act that way?". The text is in a bold, sans-serif font. "The question" is in black, "is:" is in black, "Do you act" is in red, and "that way?" is in red.

**The question
is: Do you act
that way?**

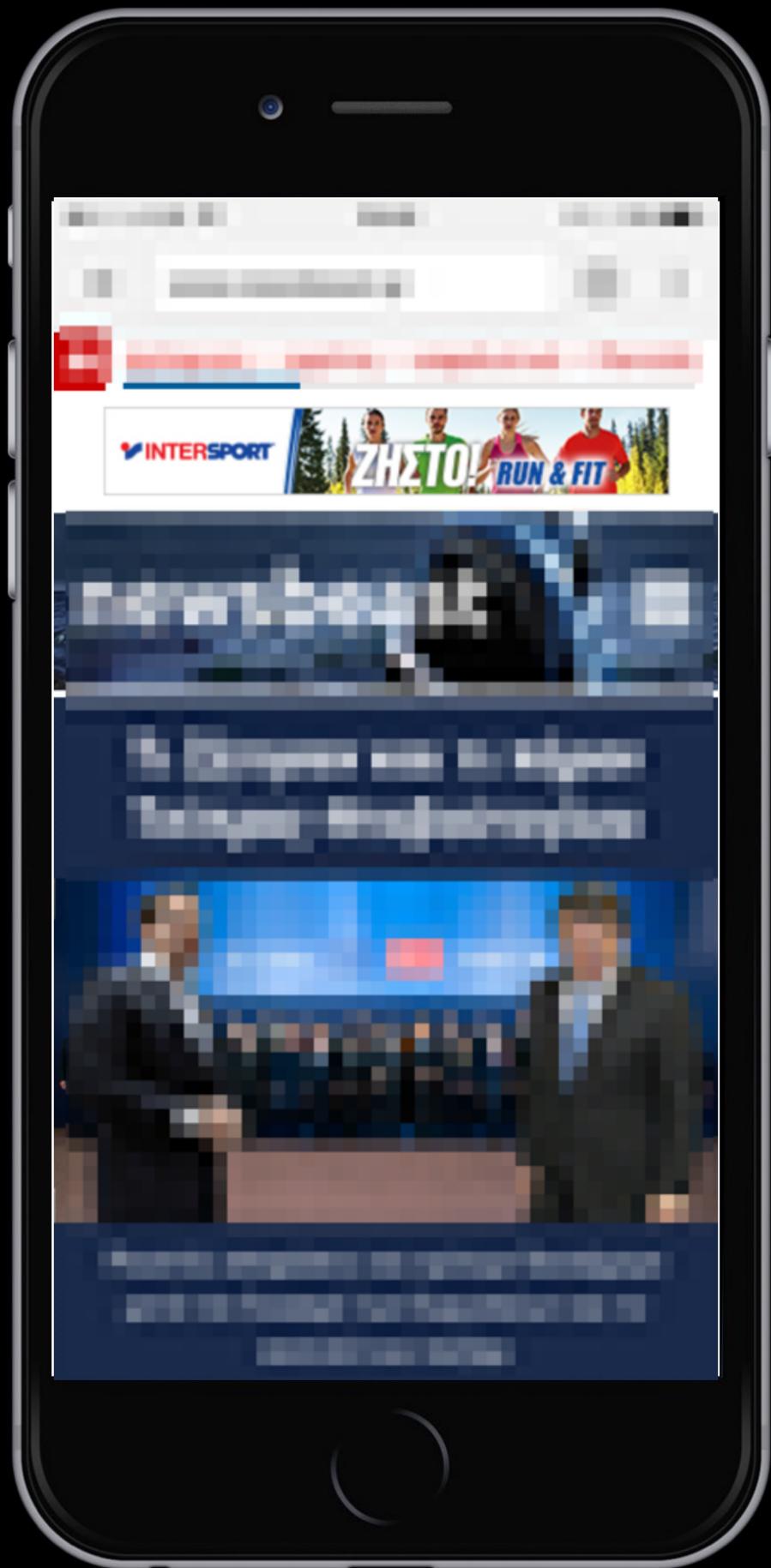


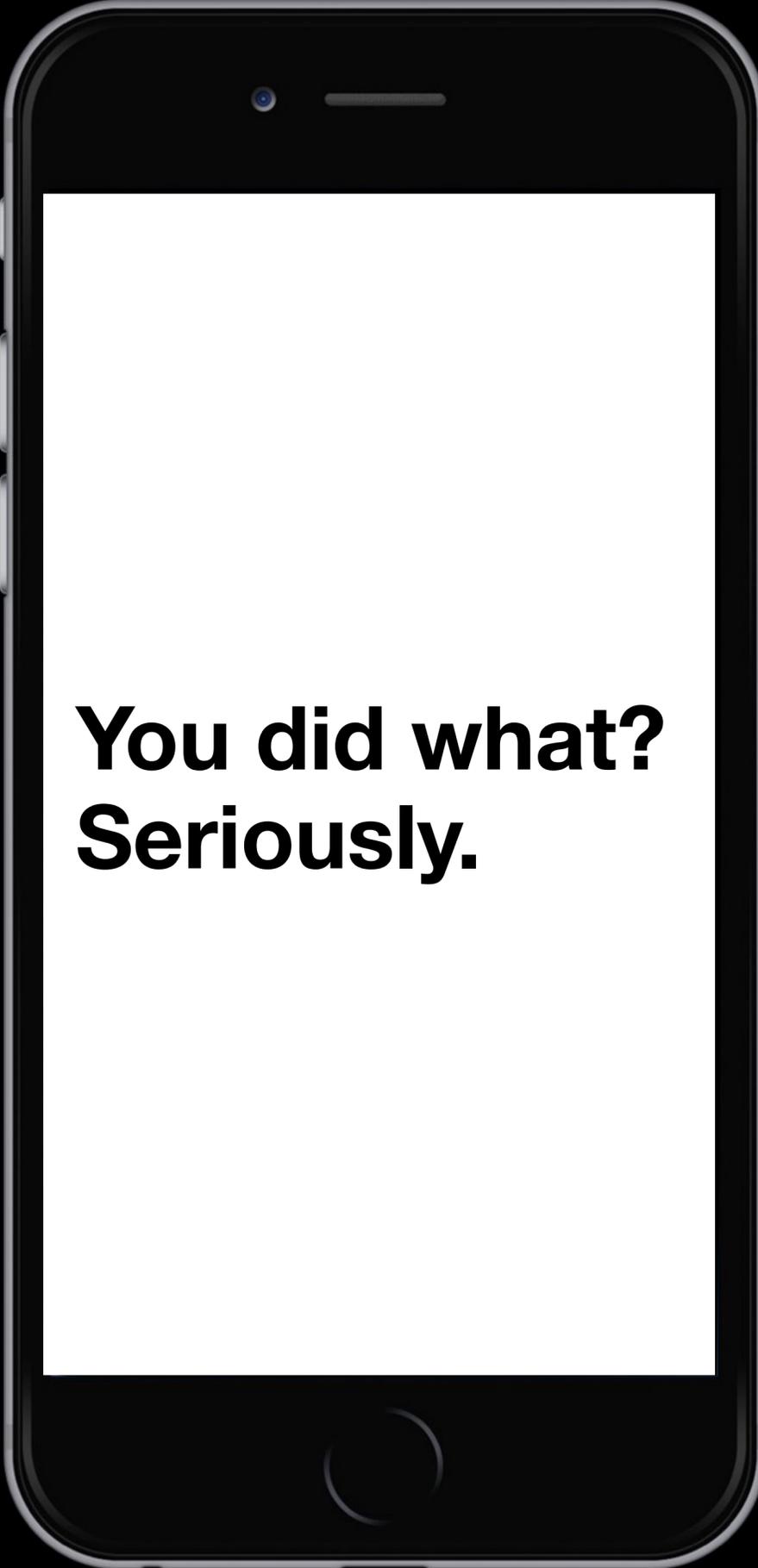
**Do you create
content having
that in mind?**

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays a text message in a bold, black, sans-serif font. The text is centered and reads: "Do you remember that when you approve media plans?". The phone's physical home button is visible at the bottom center of the device.

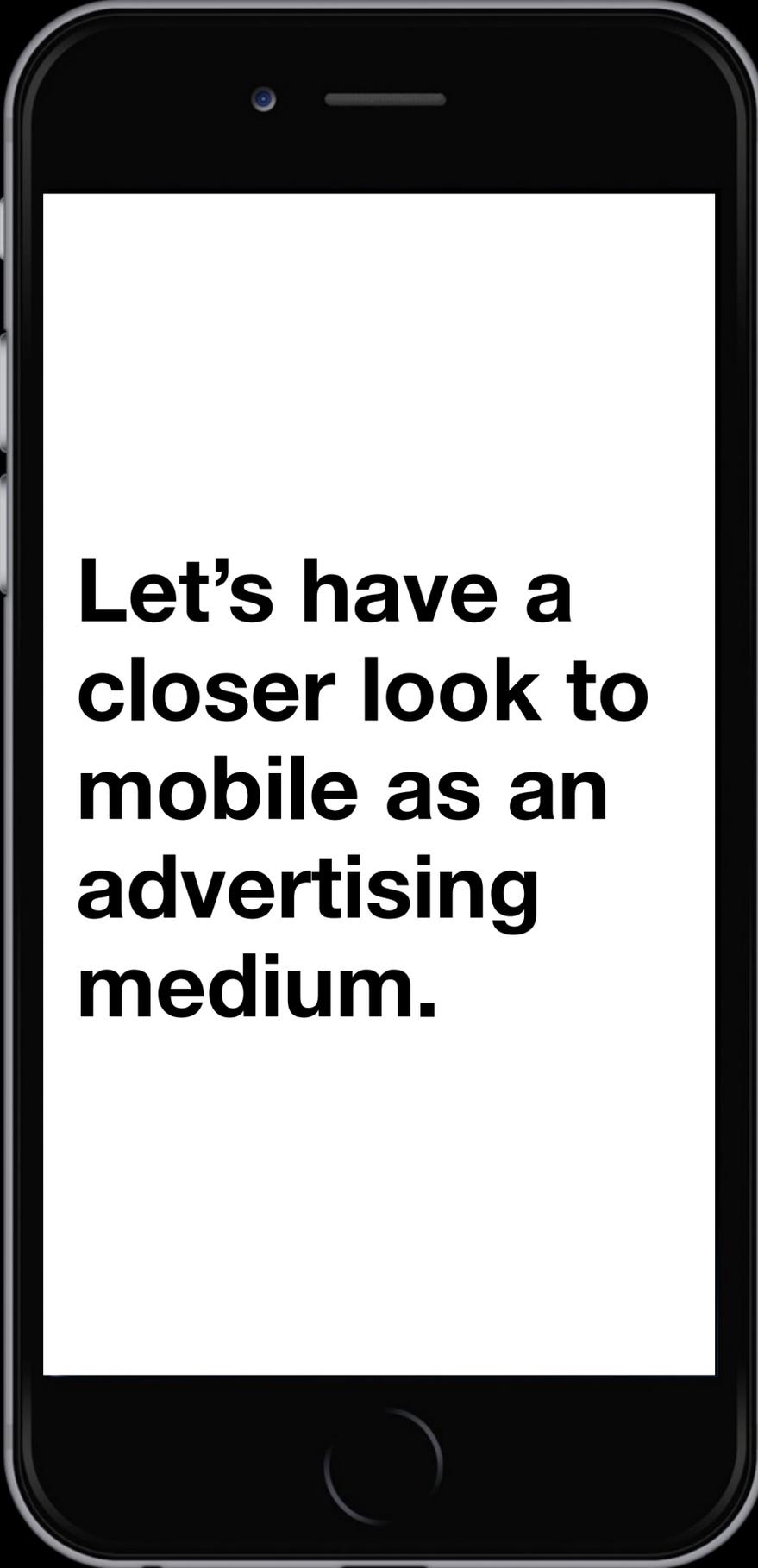
**Do you
remember that
when you
approve media
plans?**

**So you
bought
a few million
impressions
for the header
banner
of a news
site?**

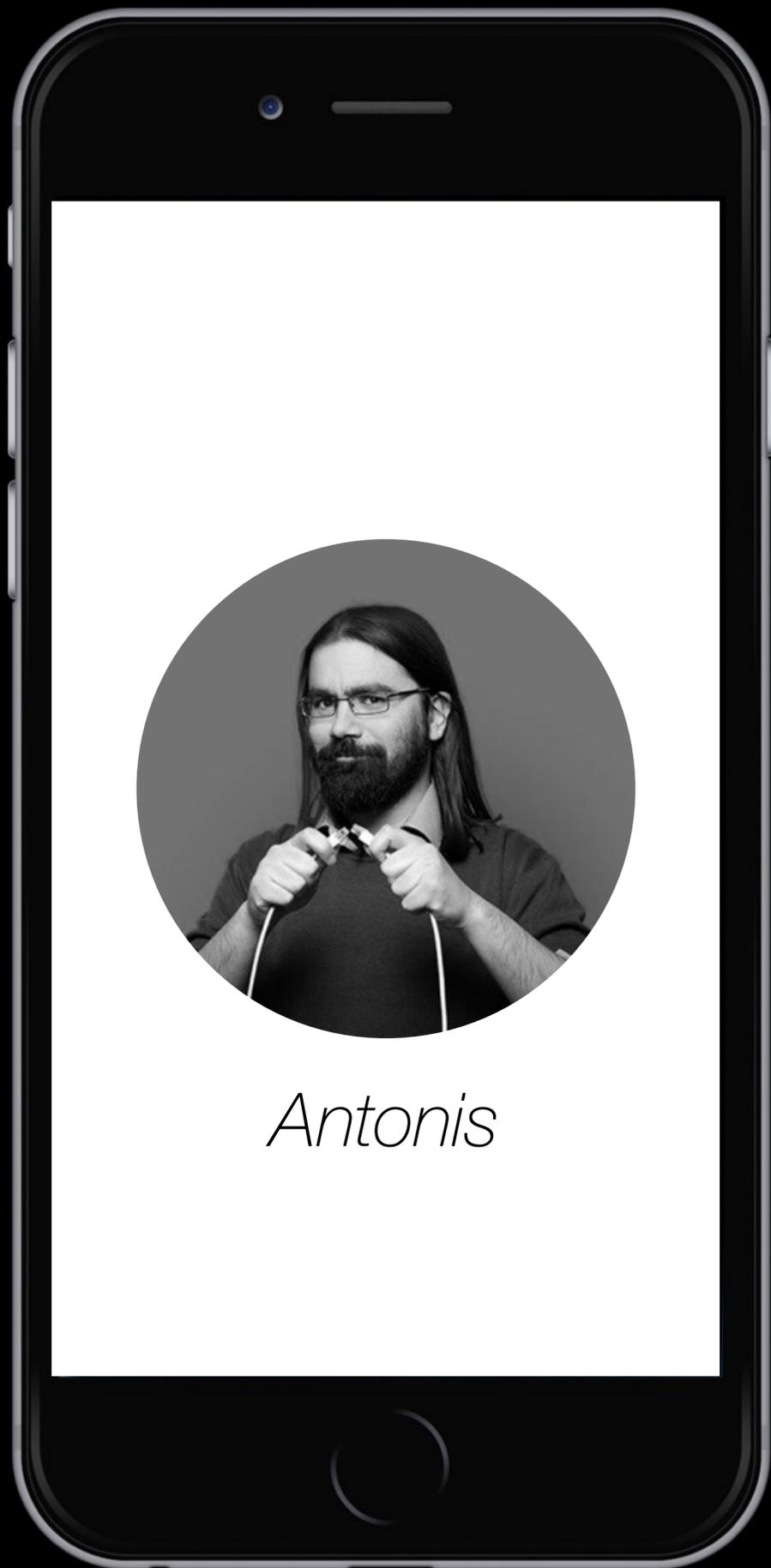


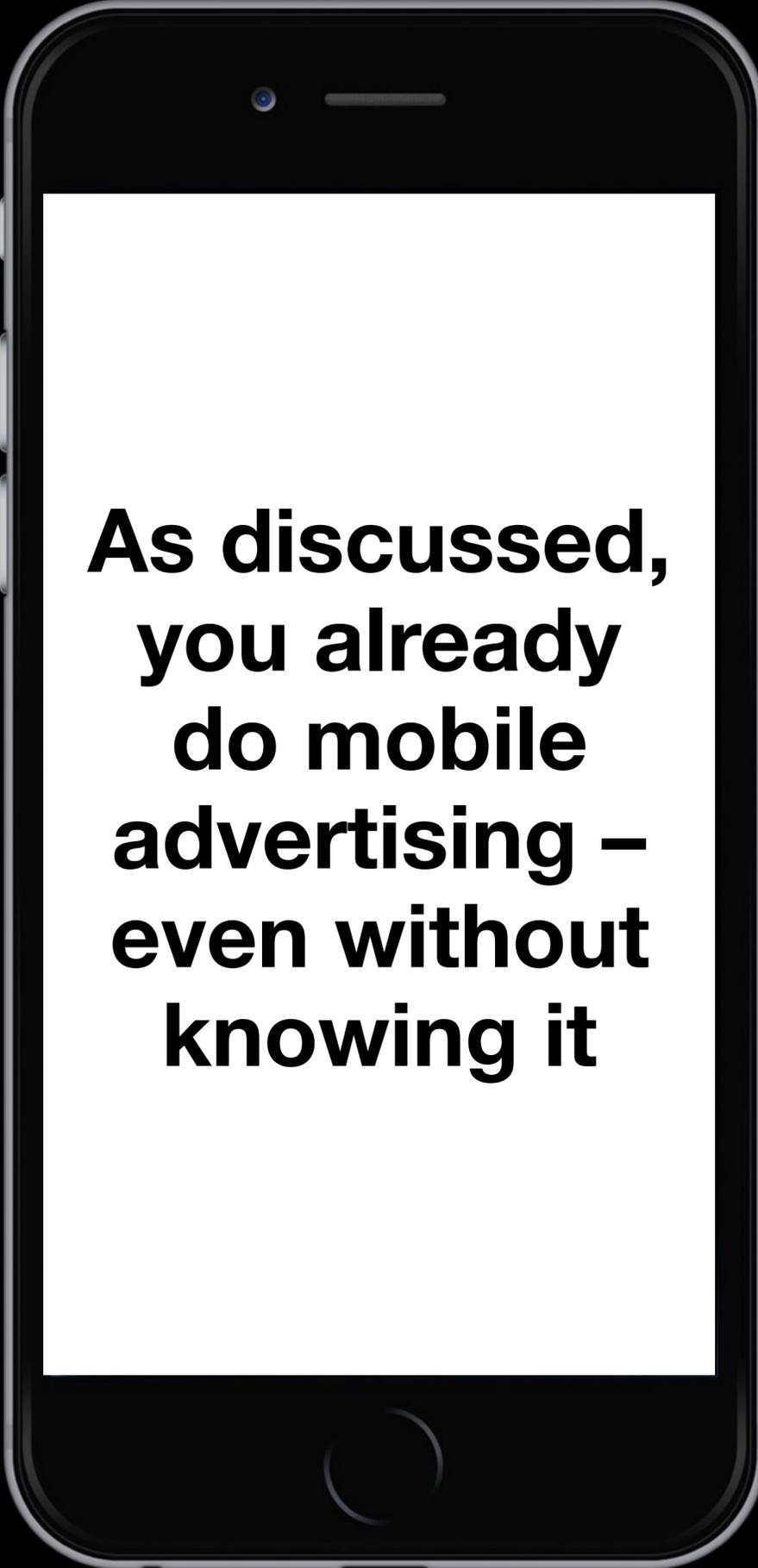


**You did what?
Seriously.**

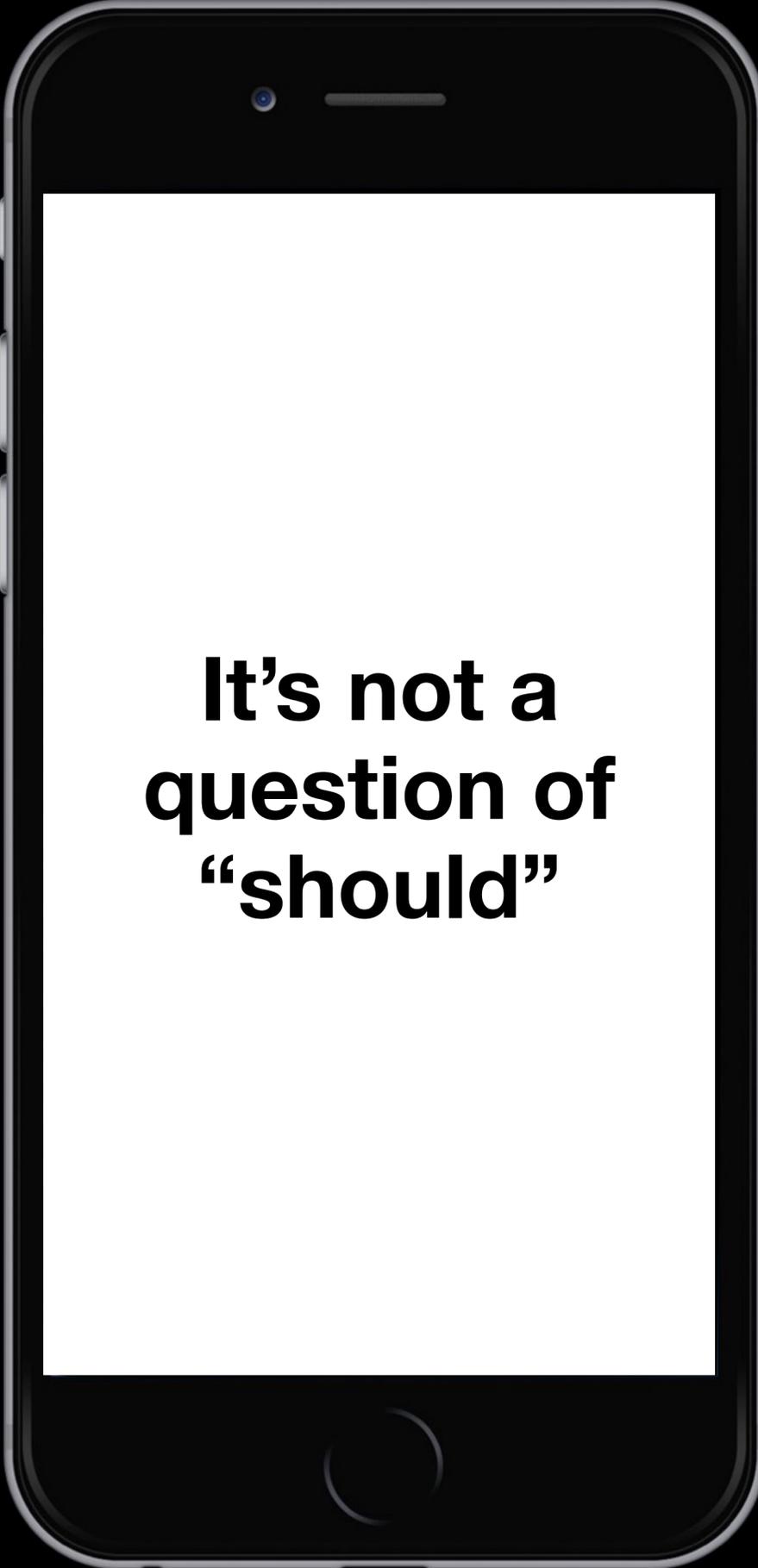


**Let's have a
closer look to
mobile as an
advertising
medium.**

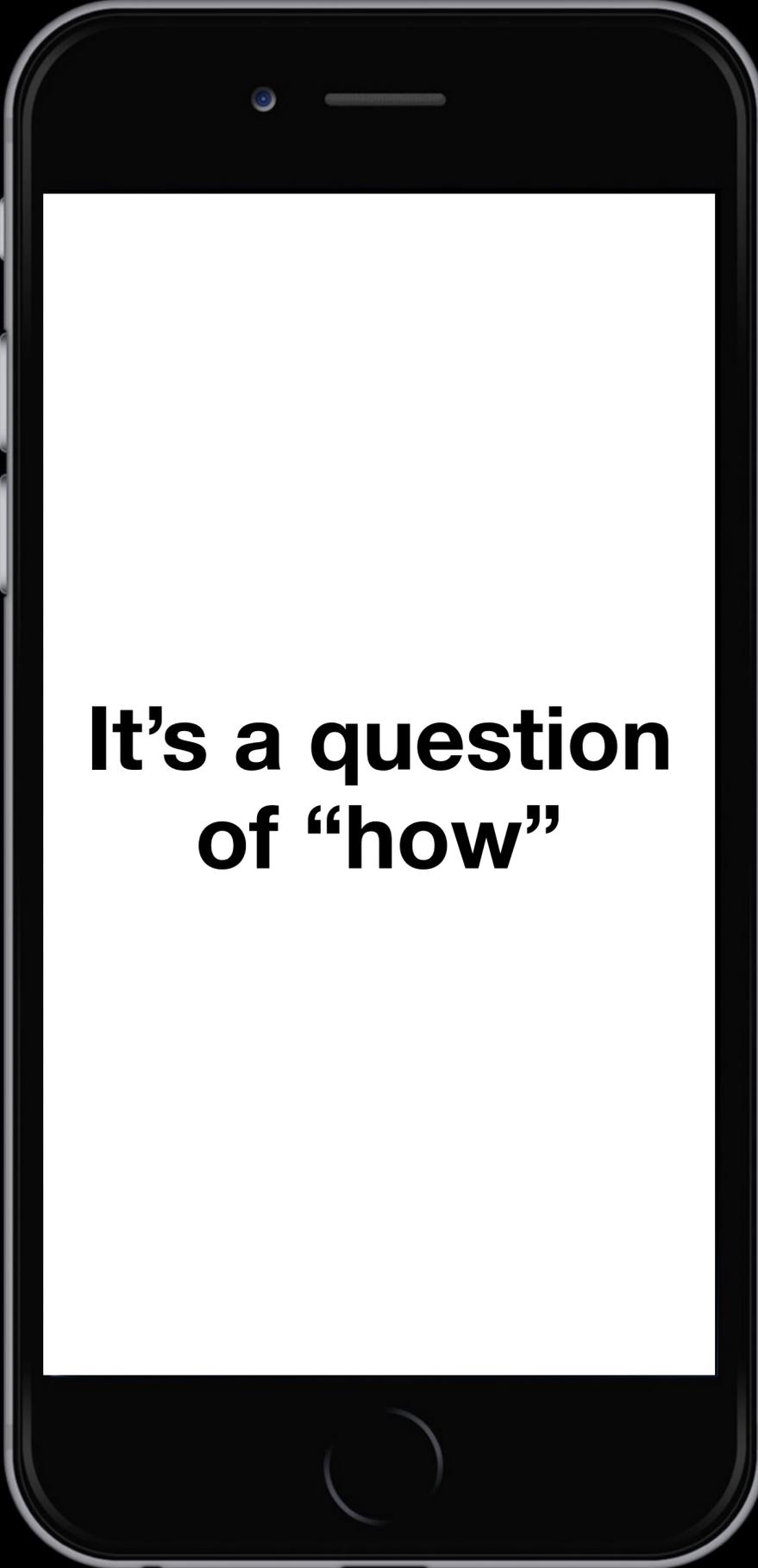


A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the following text in a bold, black, sans-serif font:

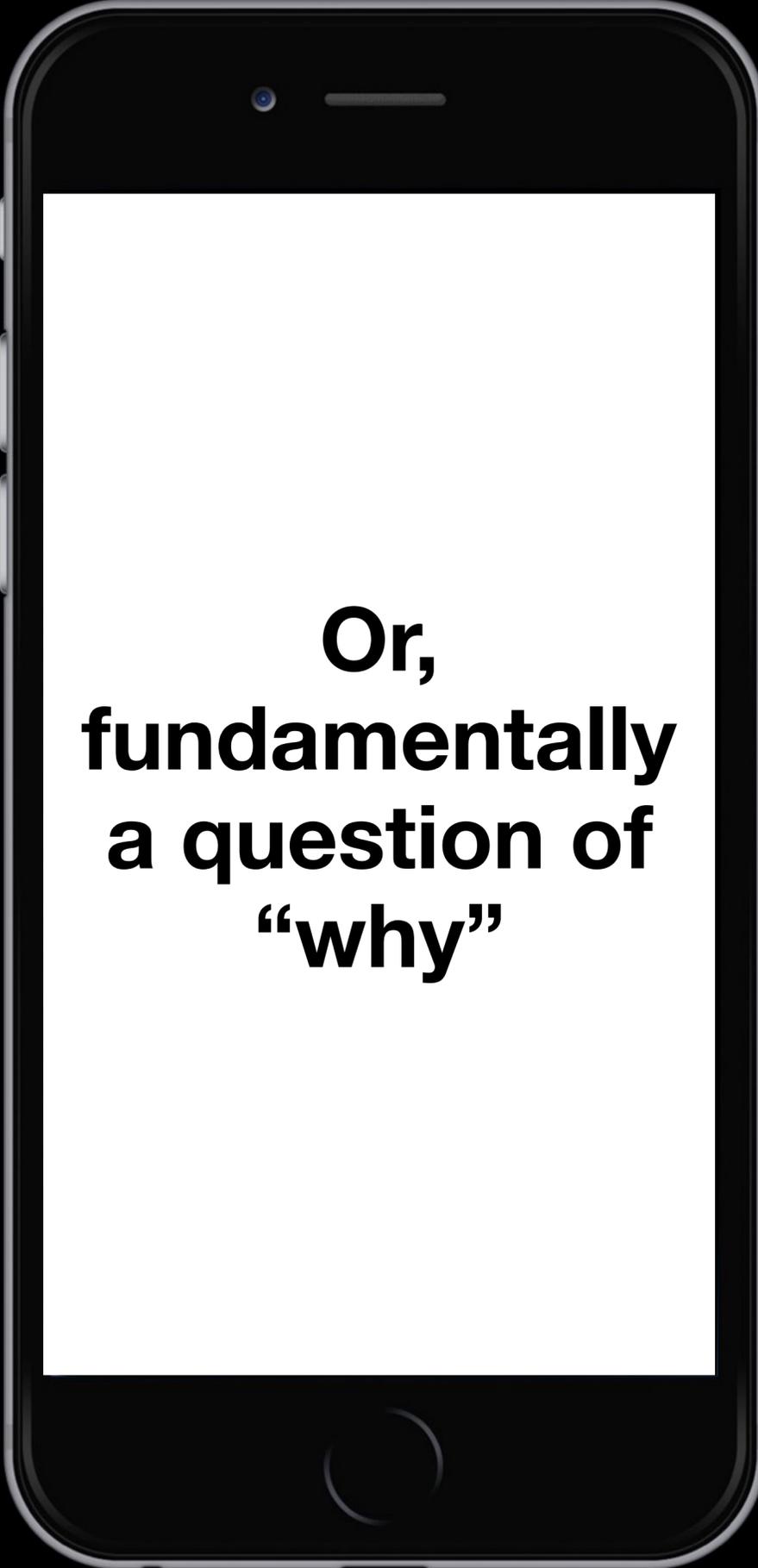
**As discussed,
you already
do mobile
advertising –
even without
knowing it**

A black and white photograph of an iPhone, centered against a black background. The phone's screen is white and displays the text "It's not a question of 'should'" in a bold, black, sans-serif font. The text is arranged in four lines: "It's not a", "question of", "'should'", and "should".

**It's not a
question of
"should"**

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "It's a question of 'how'" in a bold, black, sans-serif font. The text is centered on the screen and arranged in two lines. The phone's physical features, such as the camera, earpiece, and home button, are visible.

**It's a question
of "how"**

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Or, fundamentally a question of 'why'" in a bold, black, sans-serif font. The text is centered on the screen. The phone's physical features, such as the camera, earpiece, and home button, are visible.

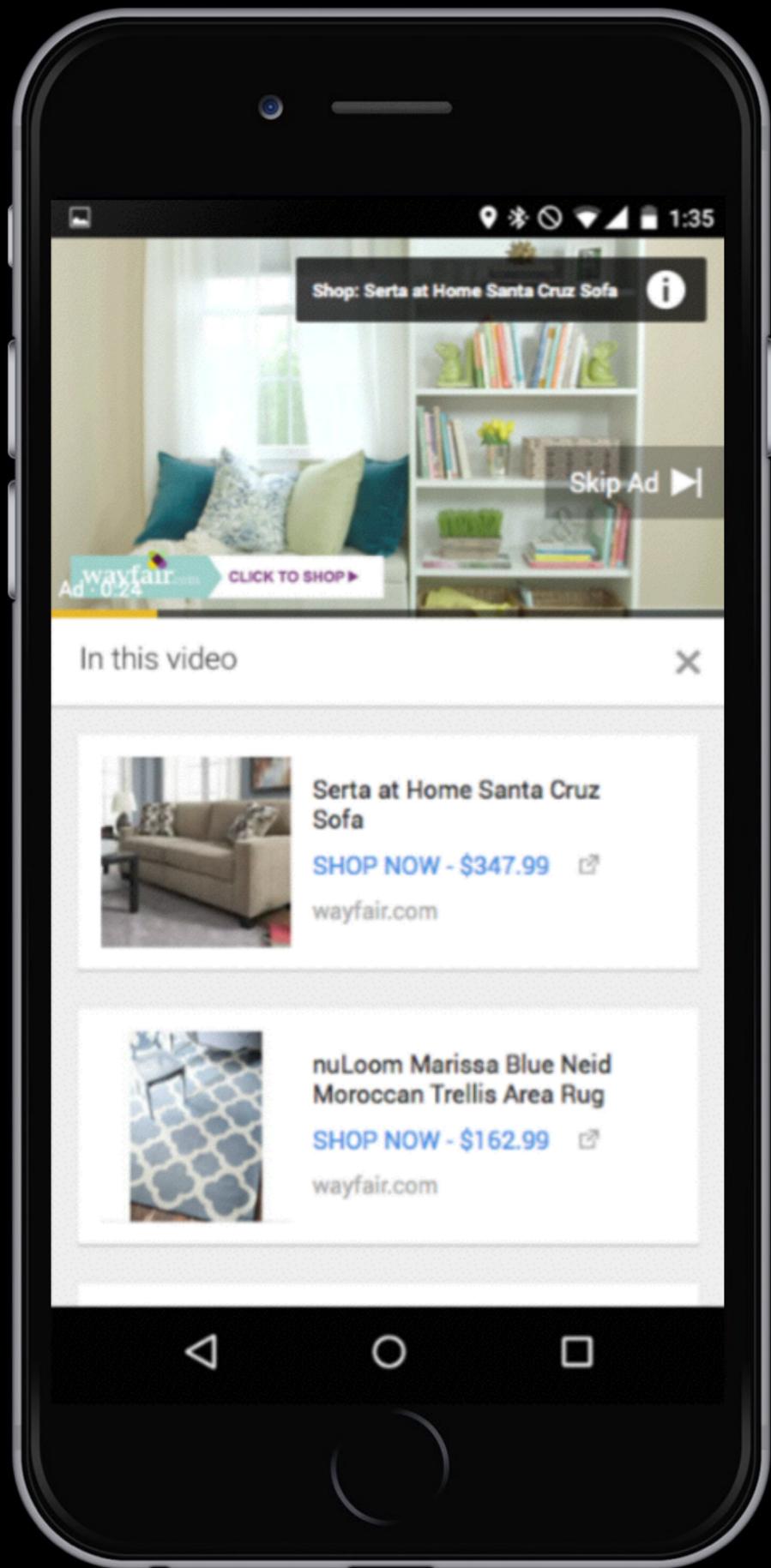
**Or,
fundamentally
a question of
“why”**

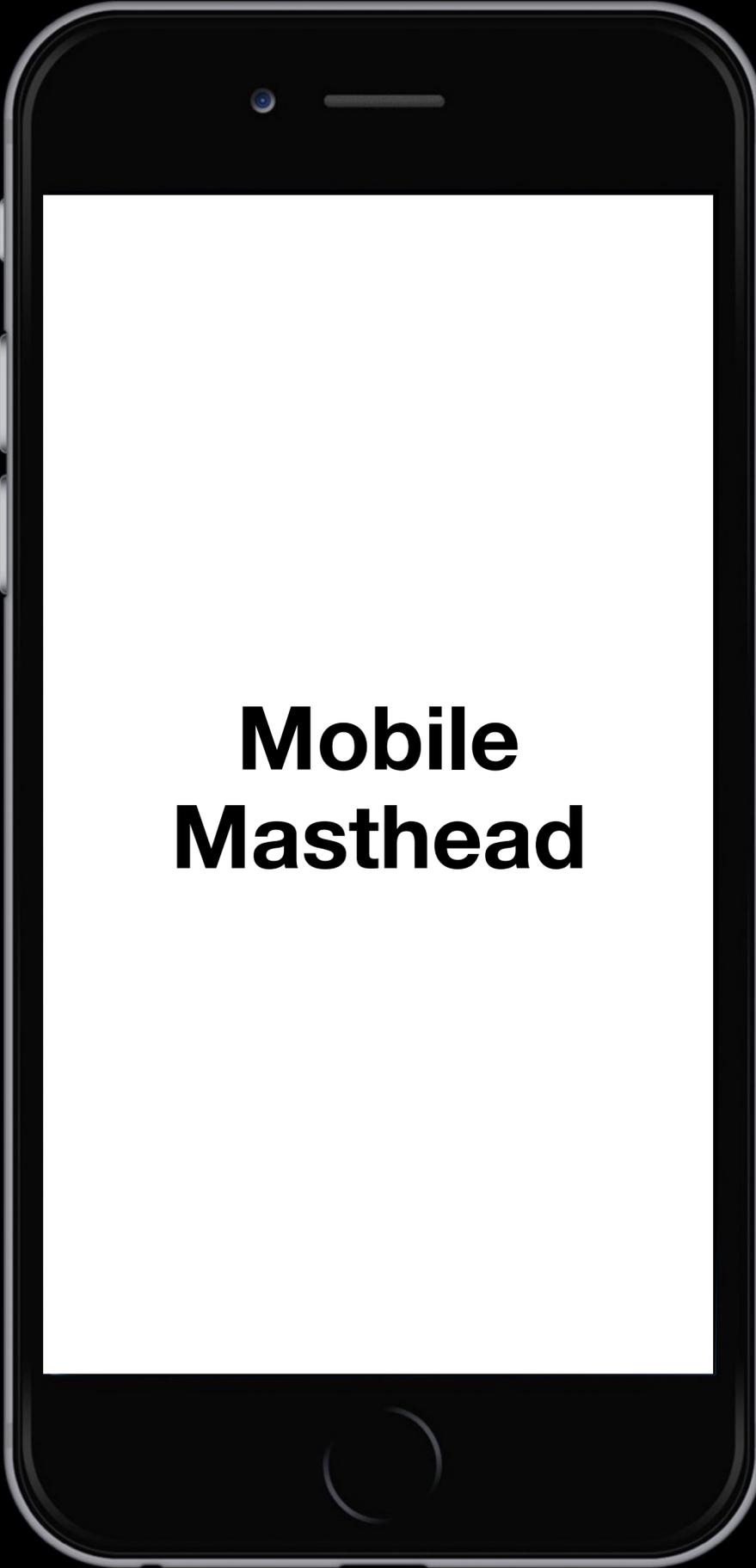
**Or, fundamentally a
question of “why”**

**Why are you
on mobile at
first place?**

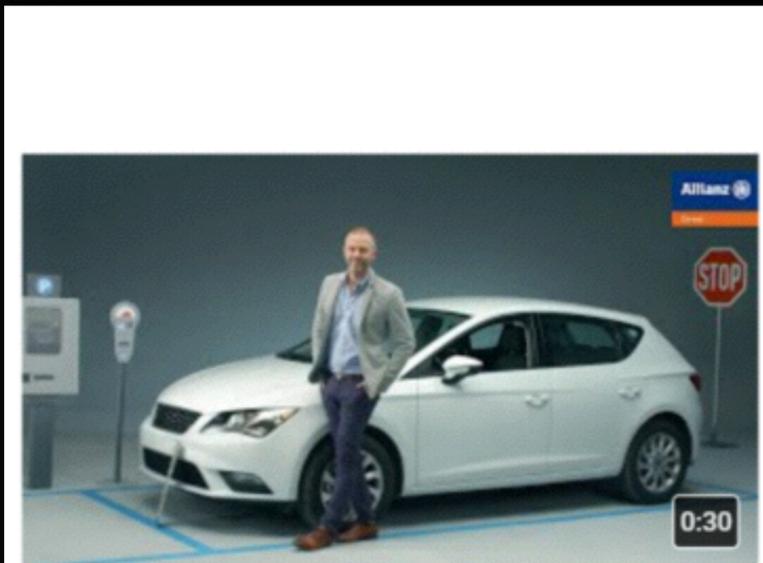
1. Awareness

Trueview Ads





Mobile Masthead



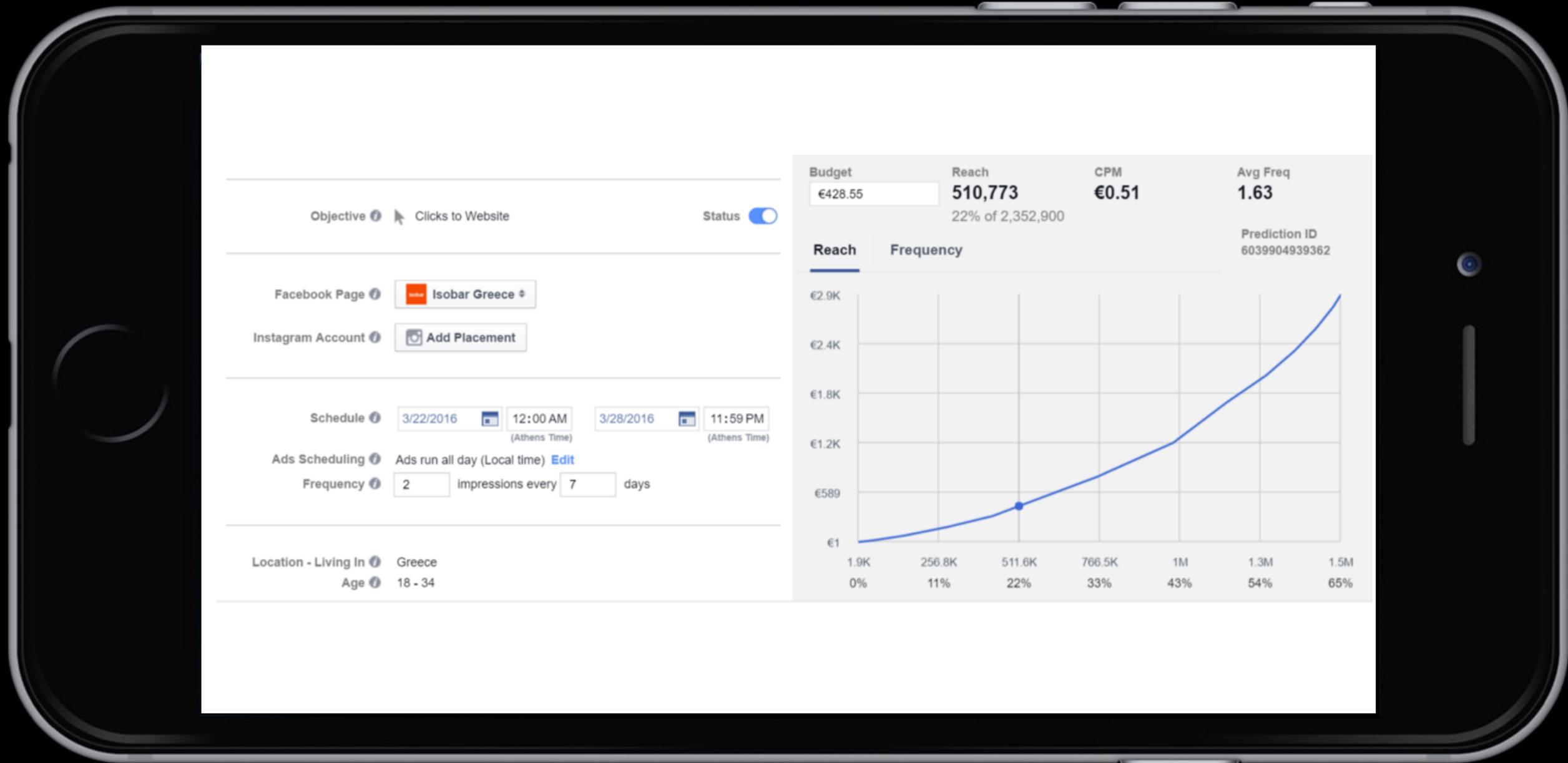
Ασφάλεια Αυτοκινήτου - 18%
Η πιο προσιτή και πλήρης ασφάλεια αυτοκινήτου!

Διαφήμιση Allianz Direct Greece

[See our specs](#)



**Facebook
Reach and
Frequency
campaigns**



Objective ⓘ Clicks to Website

Status

Facebook Page ⓘ 

Instagram Account ⓘ 

Schedule ⓘ 3/22/2016  12:00 AM (Athens Time) 3/28/2016  11:59 PM (Athens Time)

Ads Scheduling ⓘ Ads run all day (Local time) [Edit](#)

Frequency ⓘ 2 impressions every 7 days

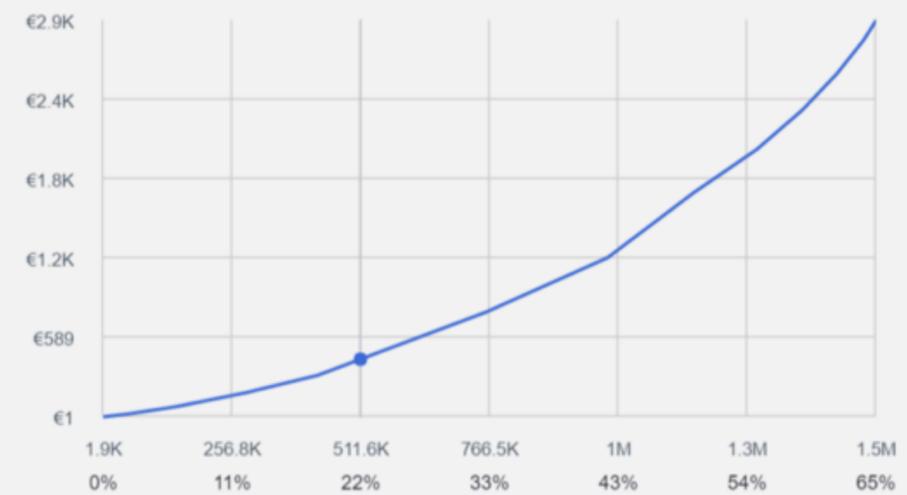
Location - Living In ⓘ Greece

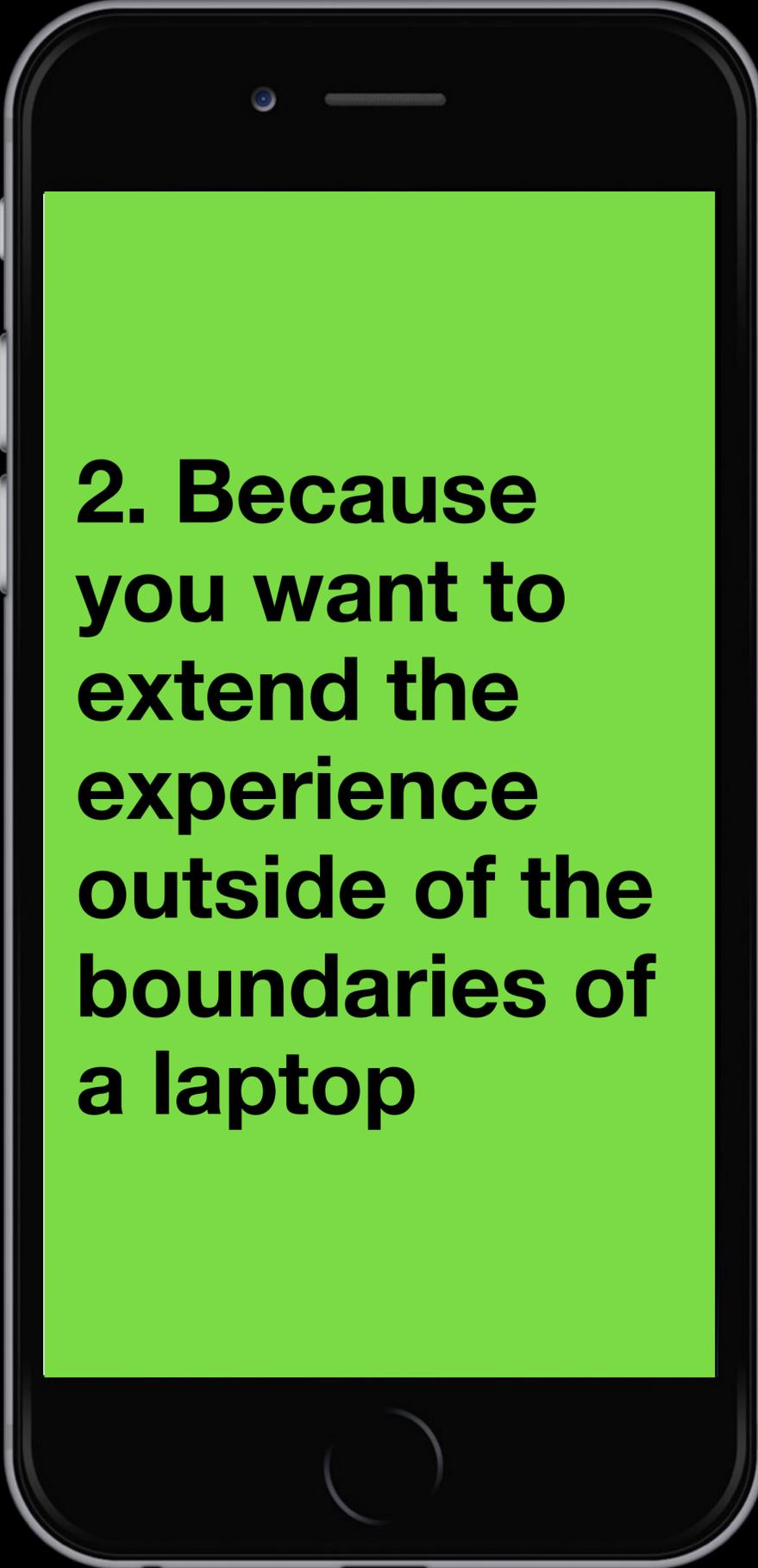
Age ⓘ 18 - 34

Budget	Reach	CPM	Avg Freq
€428.55	510,773 22% of 2,352,900	€0.51	1.63

Prediction ID
6039904939362

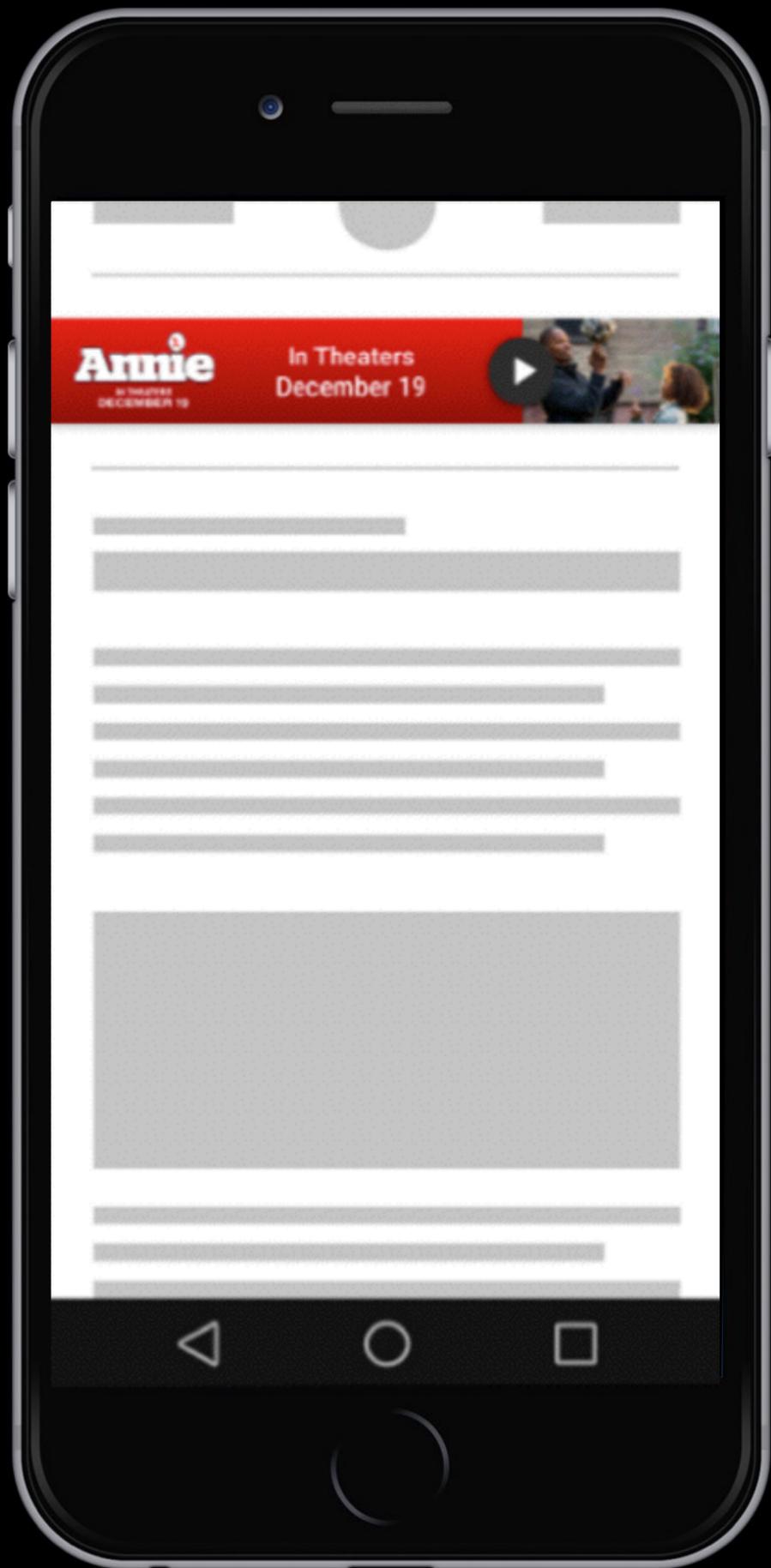
Reach | Frequency

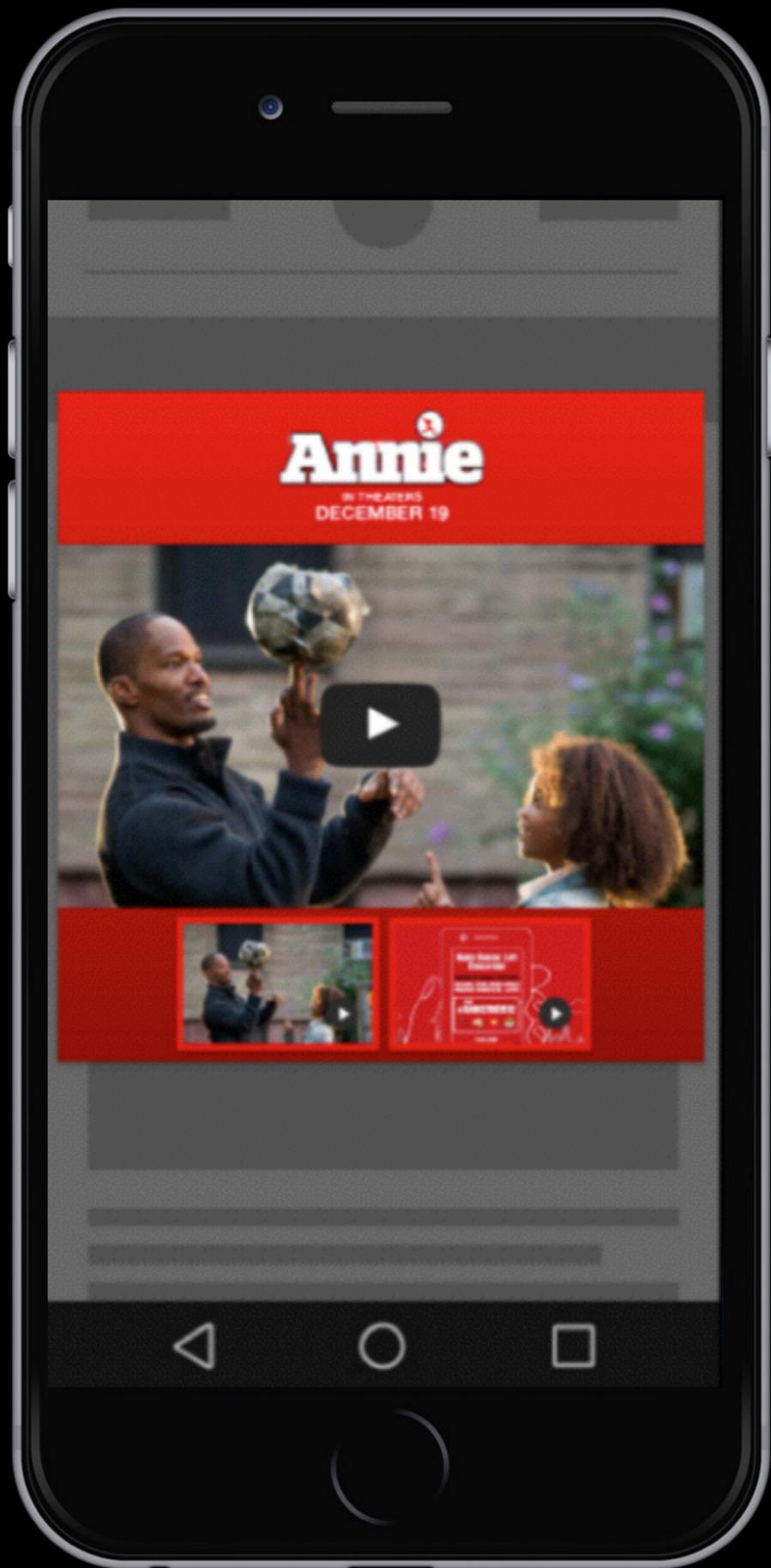


A black smartphone is centered against a black background. The screen is a solid, vibrant green. On the screen, the text "2. Because you want to extend the experience outside of the boundaries of a laptop" is written in a bold, black, sans-serif font. The text is arranged in seven lines, centered horizontally. The phone's physical home button is visible at the bottom center of the device.

**2. Because
you want to
extend the
experience
outside of the
boundaries of
a laptop**



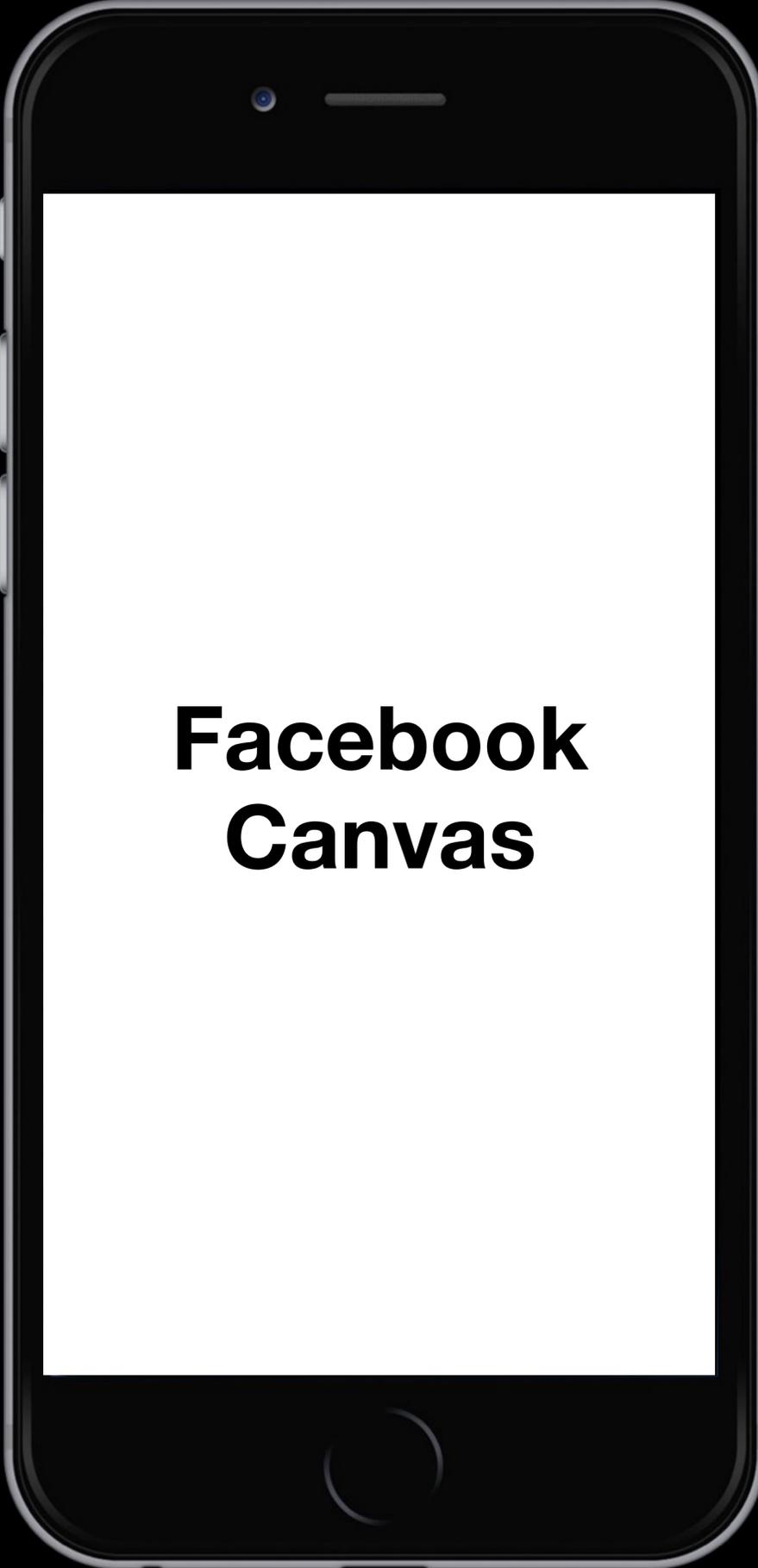




Annie

IN THEATERS
DECEMBER 19





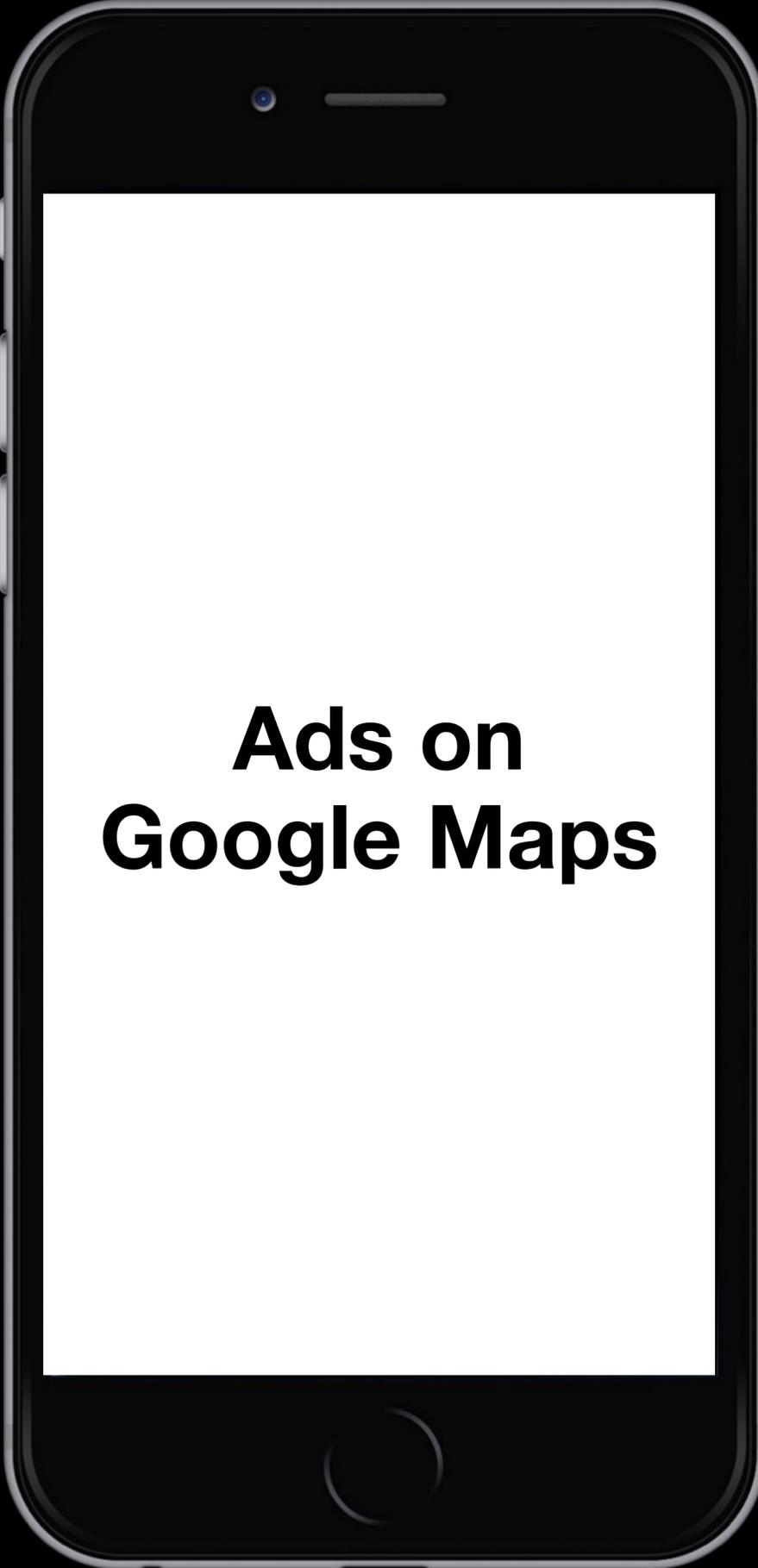
Facebook Canvas



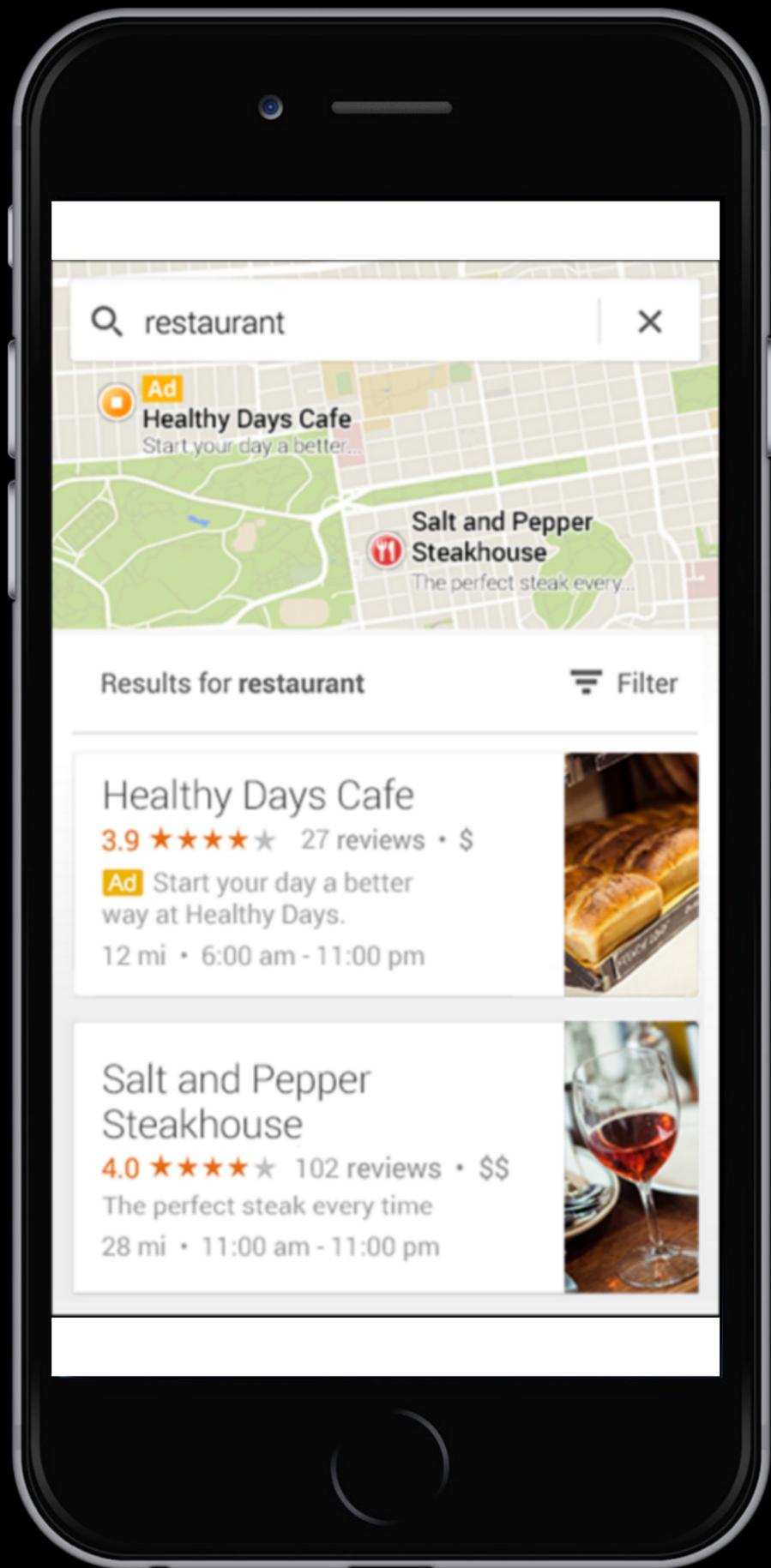
**3. Because
your POS is
physical but
digital is an
integral part
of your users'
life**

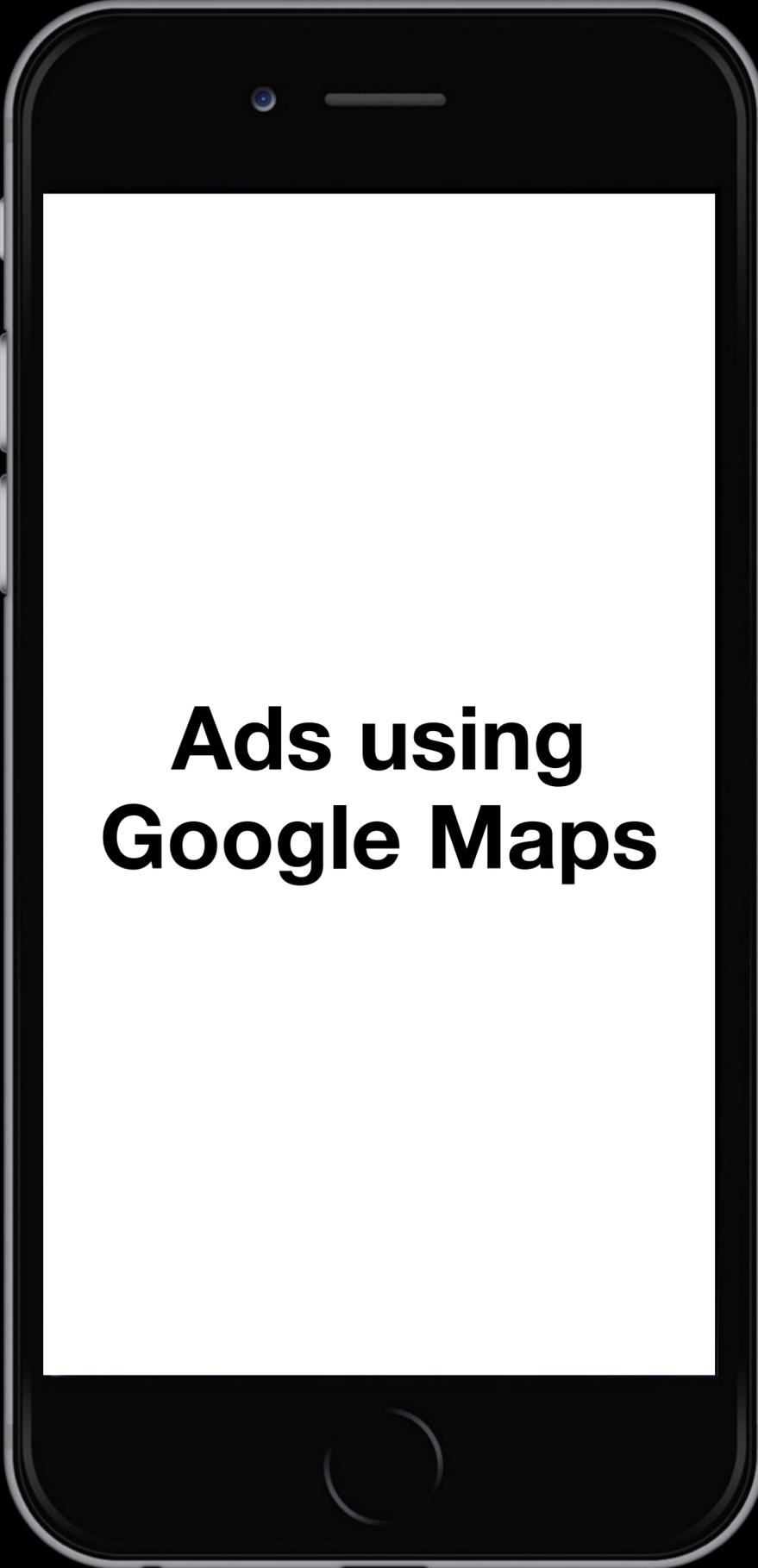
A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Guide me" in a bold, black, sans-serif font, centered horizontally and vertically. The phone's physical features, including the camera, earpiece, and home button, are visible.

Guide me



Ads on Google Maps





Ads using Google Maps



voro



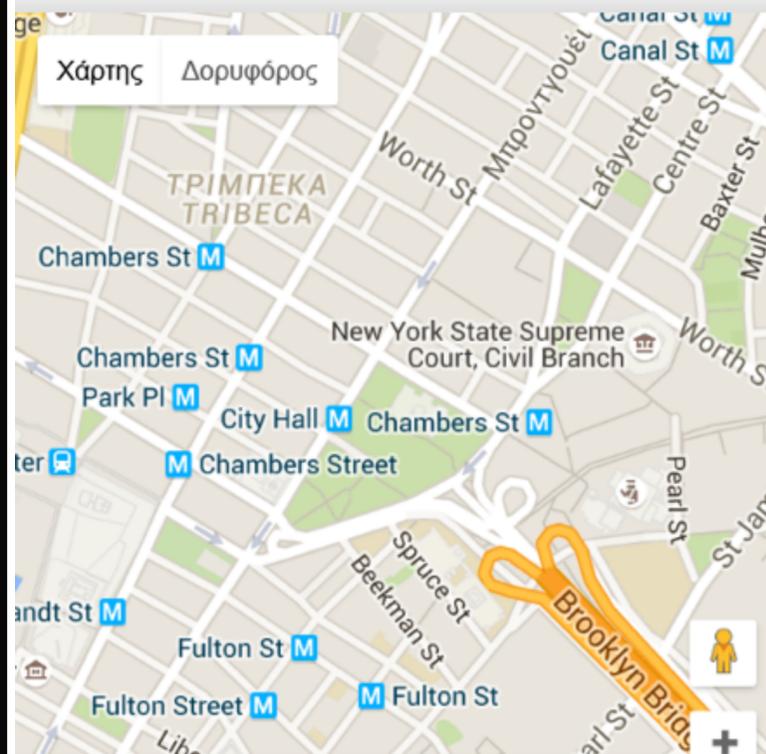
Tap to find your nearest  **voro**



Think fast.

[learn more](#)

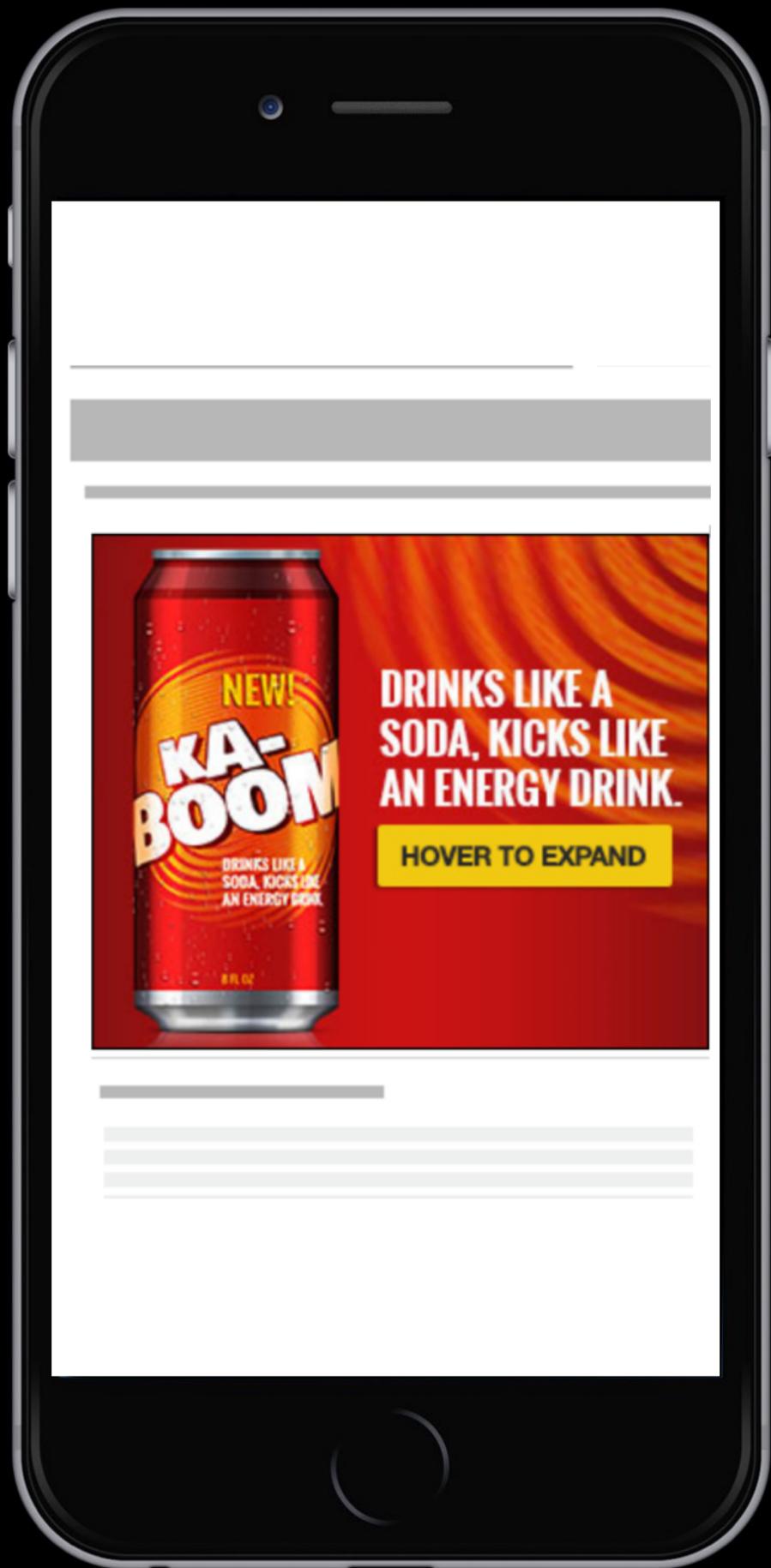
Tap to find your nearest  voro

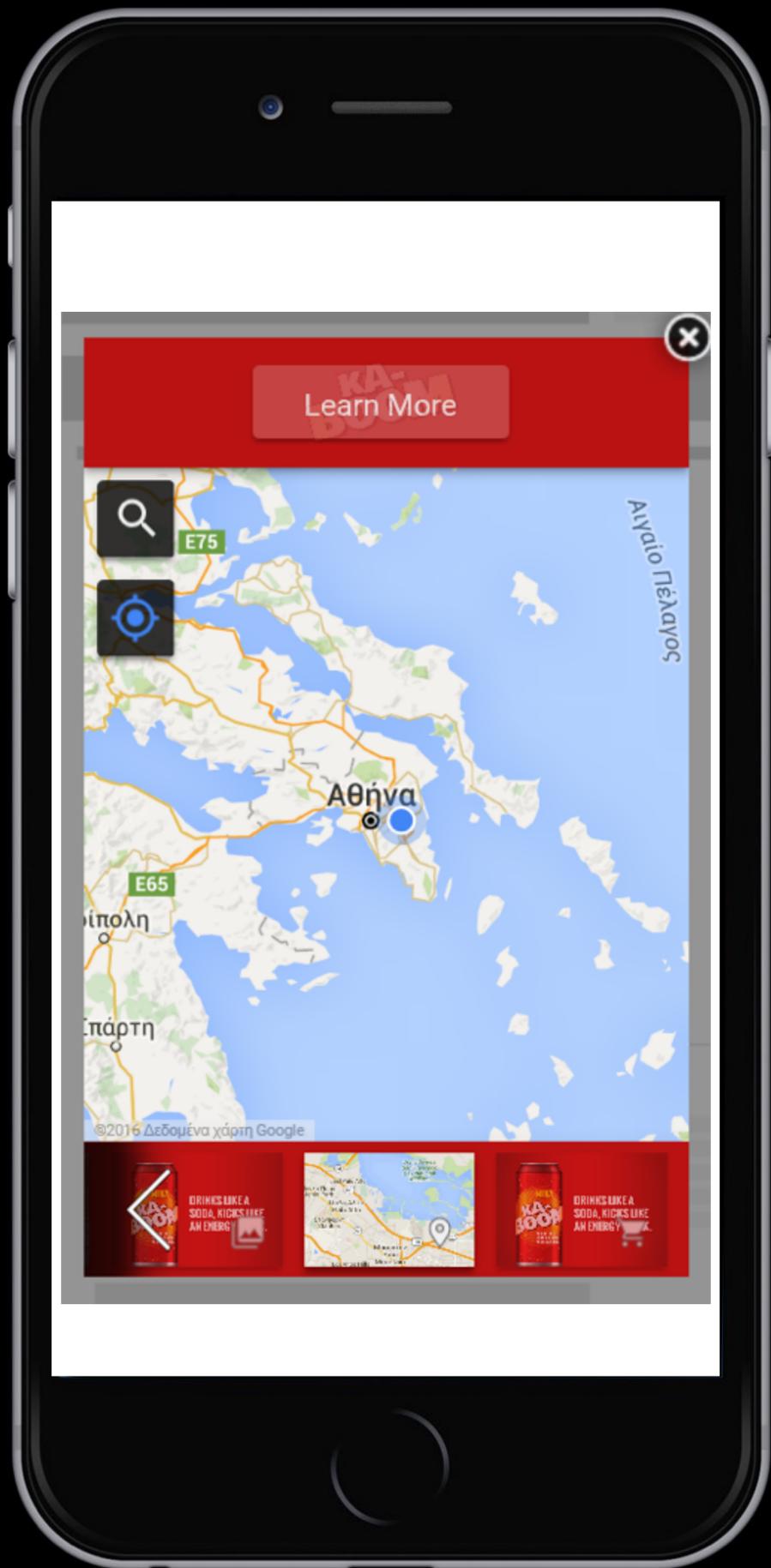


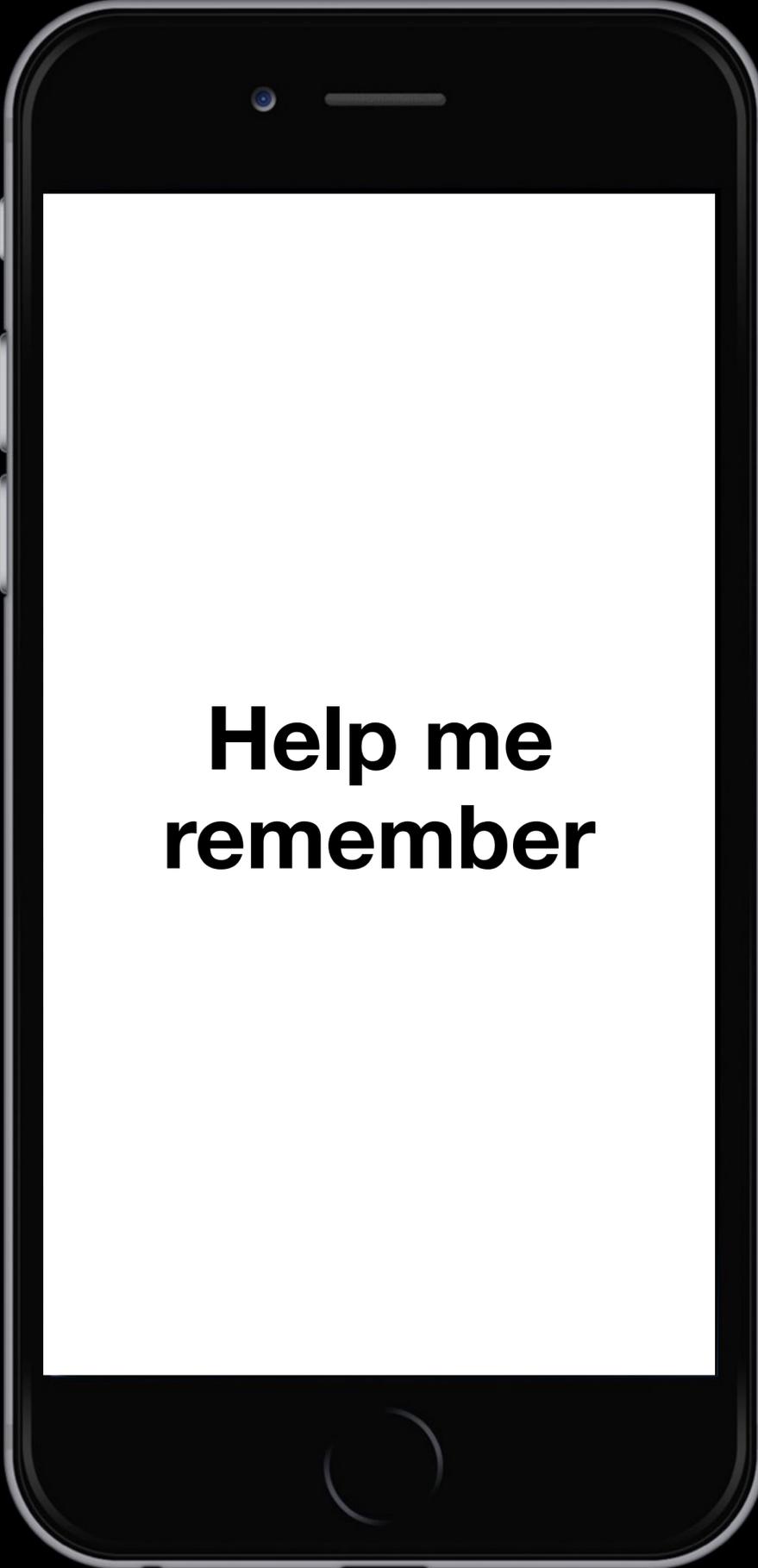
Enter your zip code.

Think fast.

[learn more](#)





A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Help me remember" in a bold, black, sans-serif font. The text is arranged in two lines: "Help me" on the top line and "remember" on the bottom line. The phone's physical features, such as the camera, earpiece, and home button, are visible.

**Help me
remember**



**CONCERT
SERIES**
New Year's Eve

Save Event

Google Αναζήτηση στο Ημερολόγιο

← ΑΠΟΘΗΚΕΥΣΗ Απόρριψη

New Year Concert ×

31/12/2013 8:00 μμ έως 2:00 πμ 1/1/2014 [Ζώνη ώρας](#)

Ολοήμερο Επανάληψη...

[Λεπτομέρειες συμβάντος](#) [Εύρεση ώρας](#)

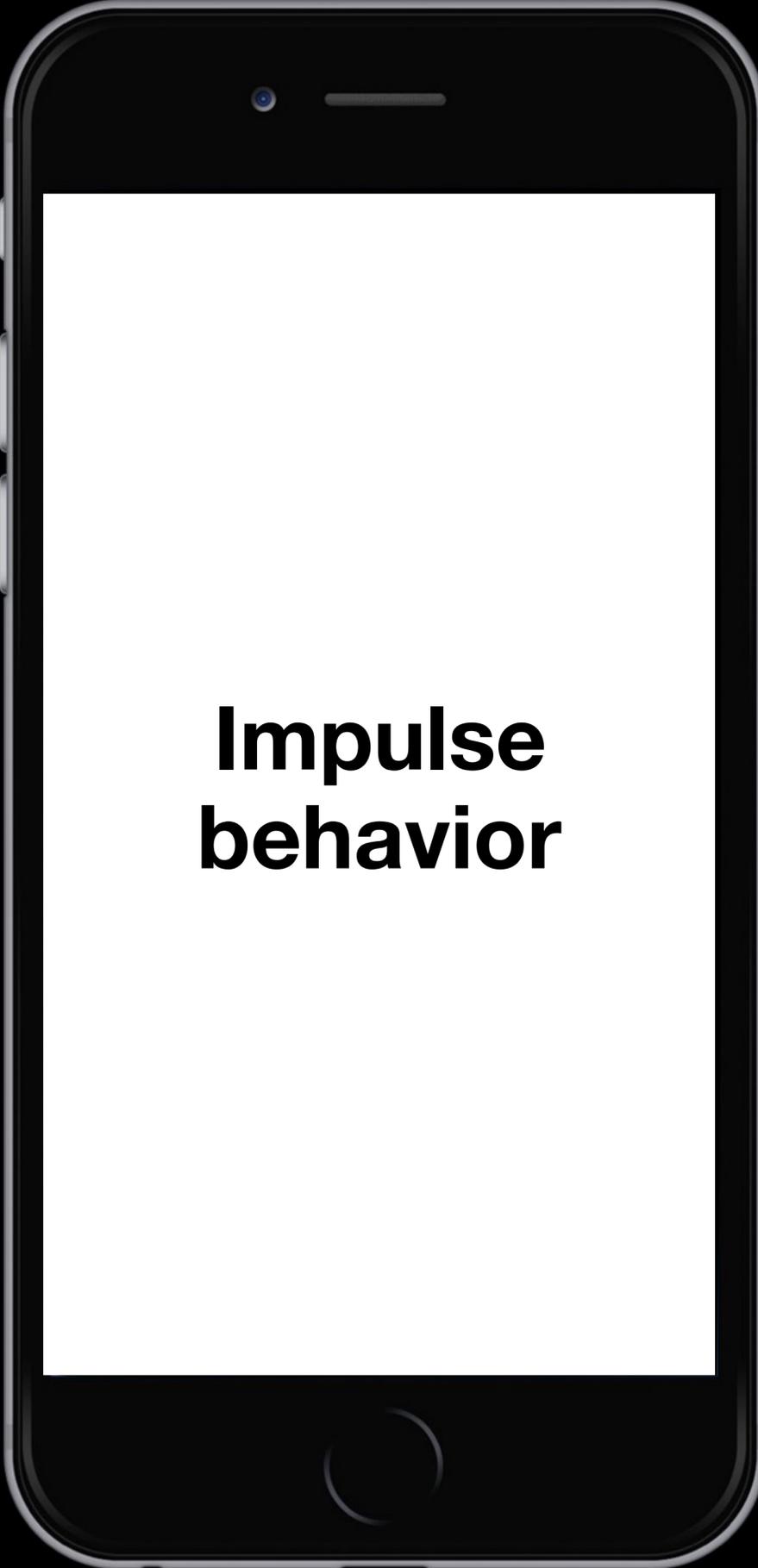
Πού
[χάρτης](#)

Βιντεοκλήση [Προσθήκη κλήσης βίντεο](#)

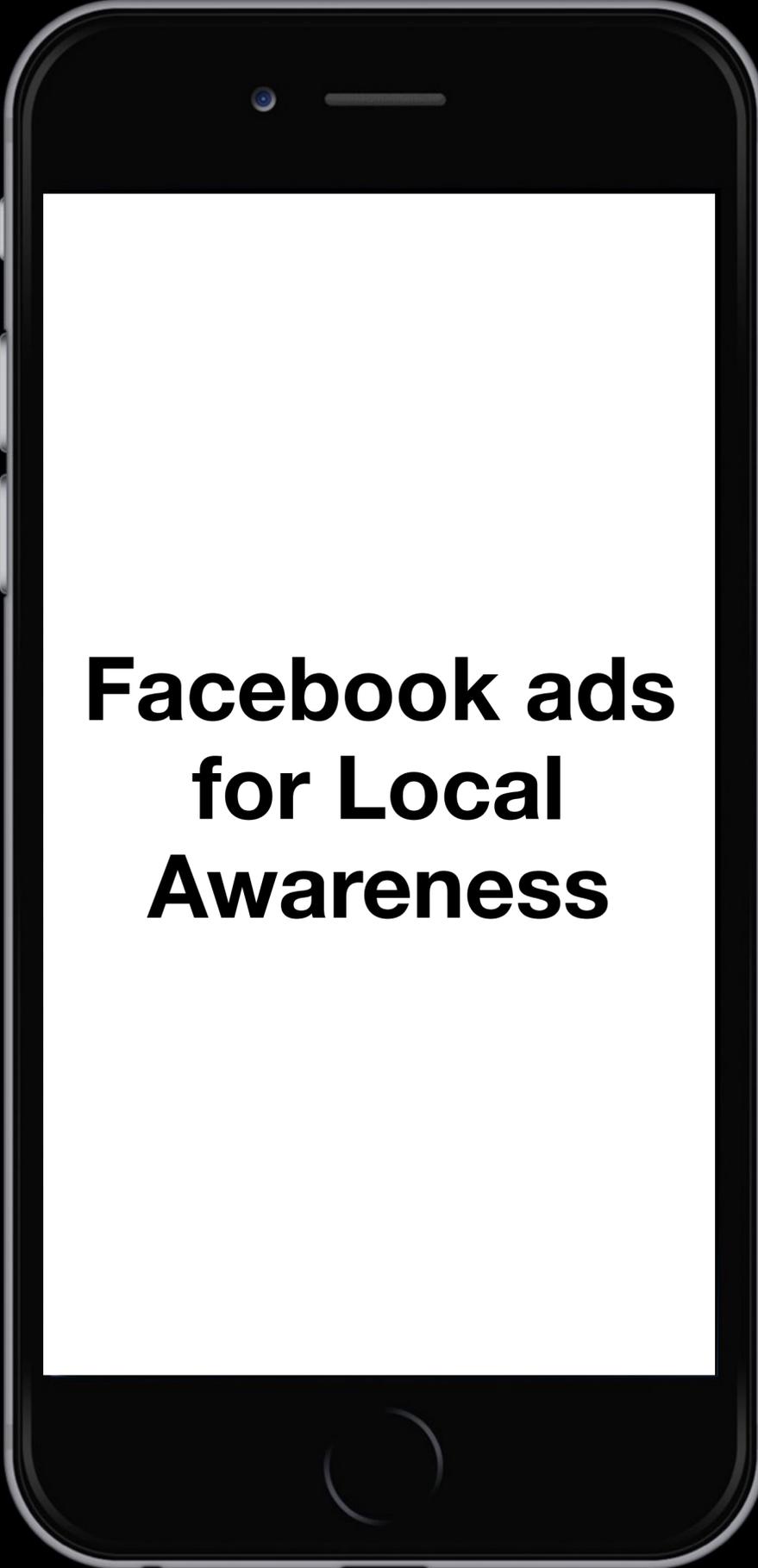
Ημερολόγιο ▾

Περιγραφή

Επισύναψη [Προσθήκη επισύναψης](#)

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Impulse behavior" in a bold, black, sans-serif font. The text is arranged in two lines: "Impulse" on the top line and "behavior" on the bottom line, both centered horizontally. The phone's physical features, such as the camera, earpiece, and home button, are visible but not the primary focus.

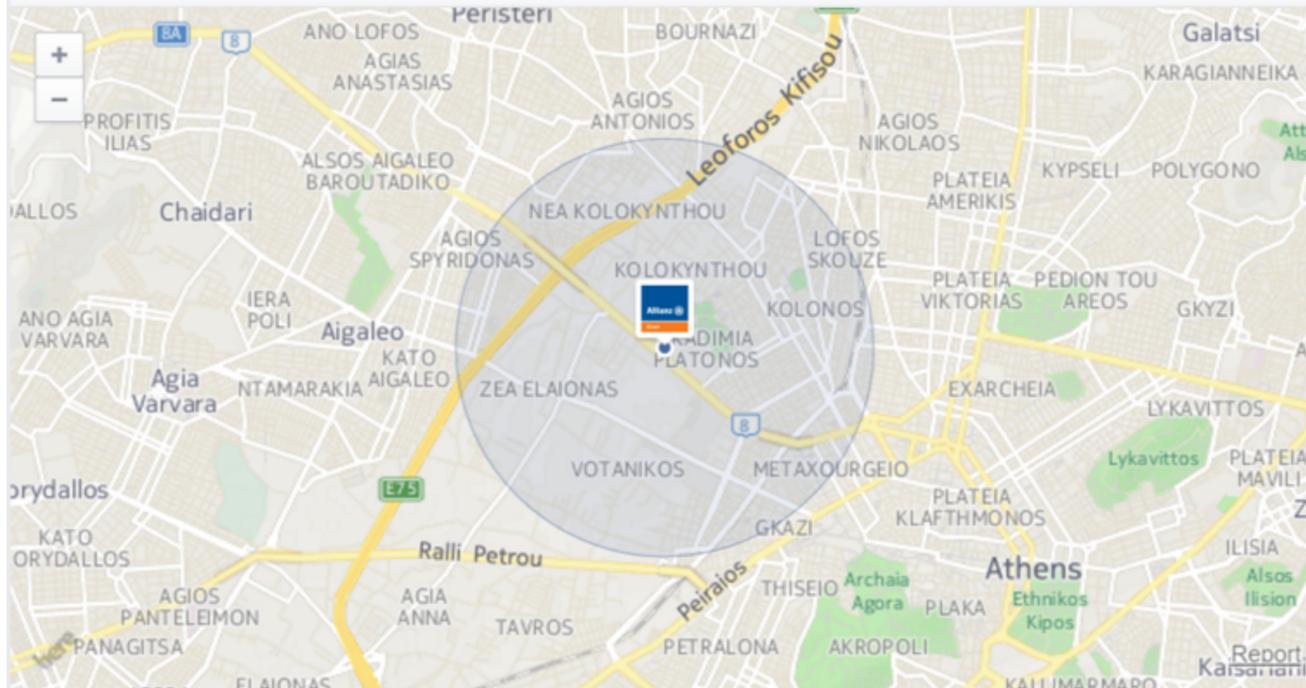
Impulse behavior



**Facebook ads
for Local
Awareness**

Who would you like to see your ads?

[Help: Choose Your Audience](#)



Λεωφόρος Αθηνών 110, 104 42 Athens, Greece



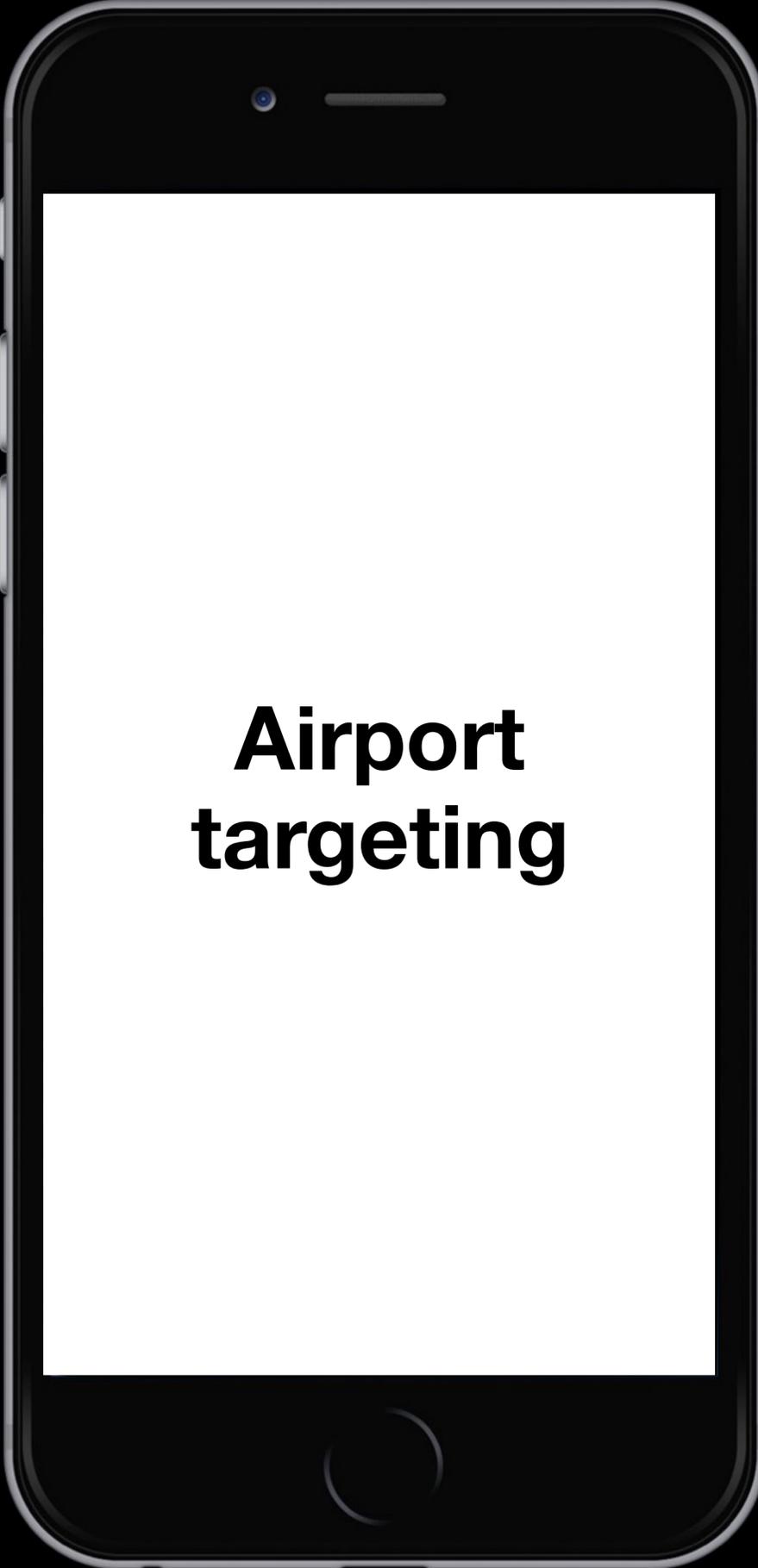
Radius

1 mile

Potential Reach

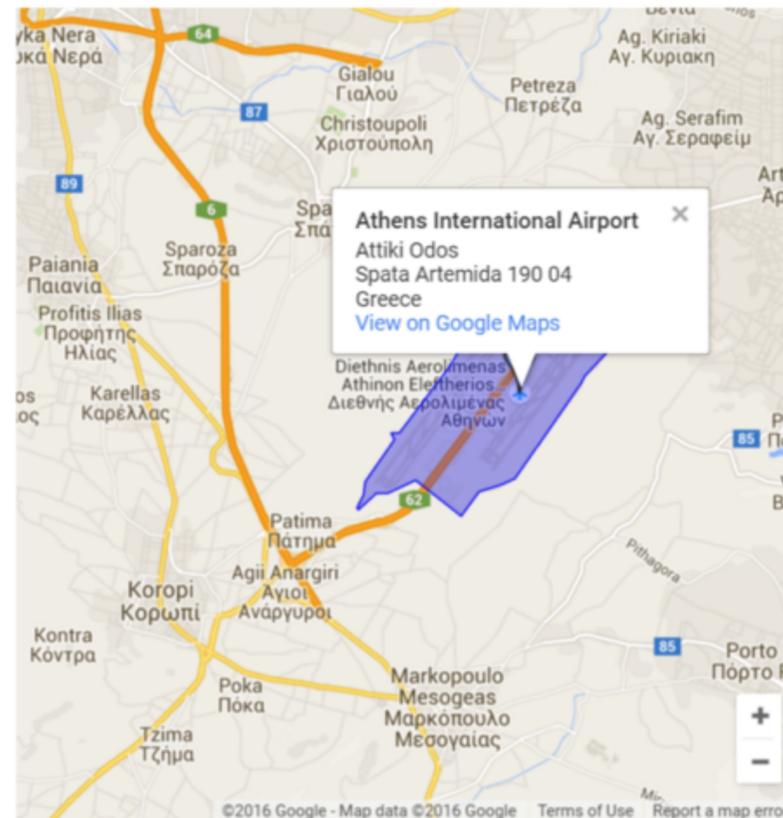
430,000 People

This is the total number of people in your selected audience who we estimate will be in your area based on their activity on Facebook.

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Airport targeting" in a bold, black, sans-serif font. The phone's physical features, such as the camera, earpiece, and home button, are visible.

Airport targeting

Choose your locations



[Search](#) | [Radius targeting](#) | [Location groups](#) | Bulk locations

Paste or type one location per line, up to 1000 locations at a time, then click **Search** to find locations available for targeting. [?](#)

Country code for this set of locations (required): [?](#)

Locations can be cities, countries, postal codes, etc.
For example:
California
Austin, Texas
NY-10, New York

All matched results (1) [Add all](#)

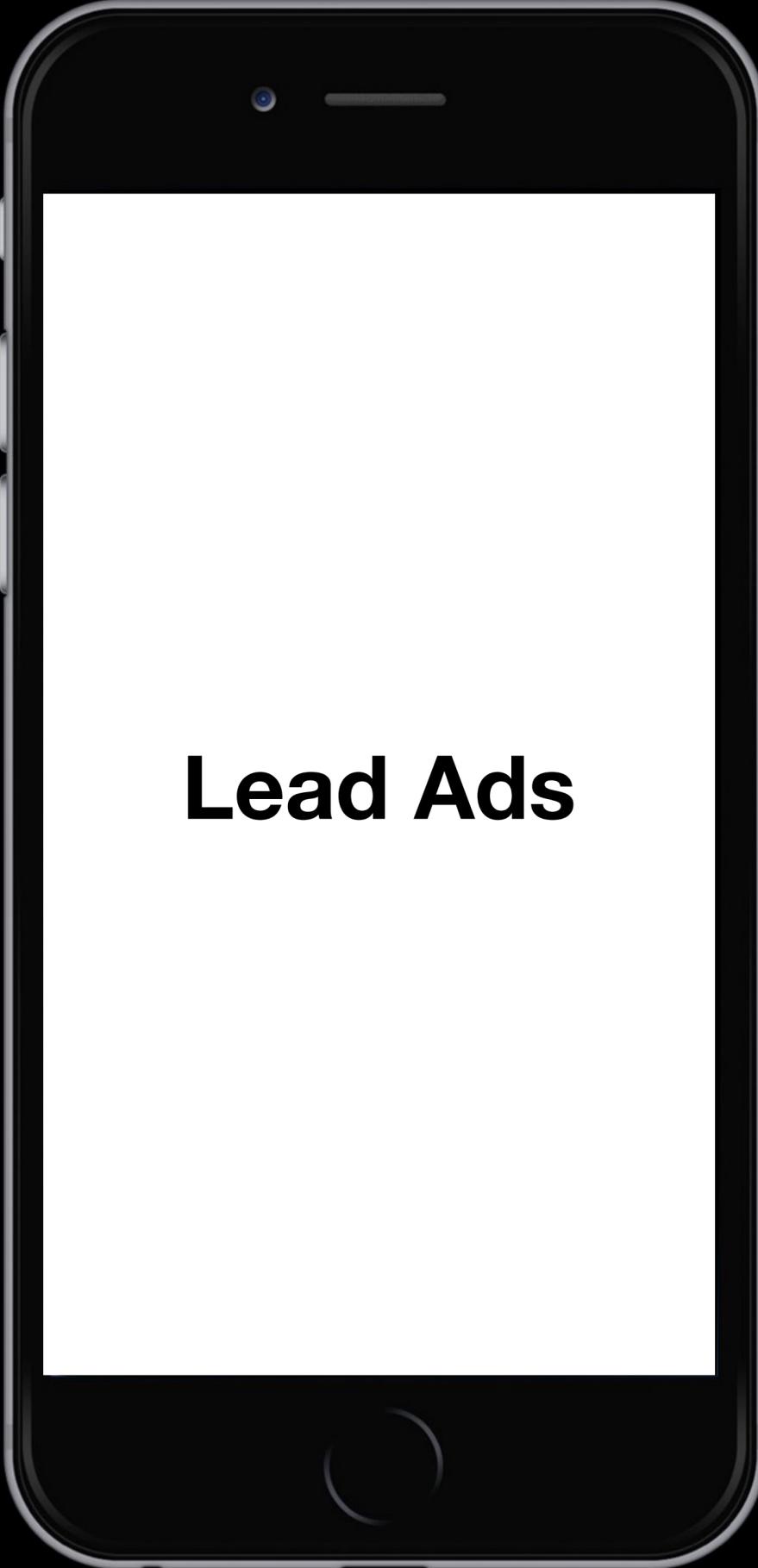
Athens International Airport, Attica, Greece - airport	40,000	Added	Remove	Nearby
--	--------	-------	------------------------	------------------------

Selected locations

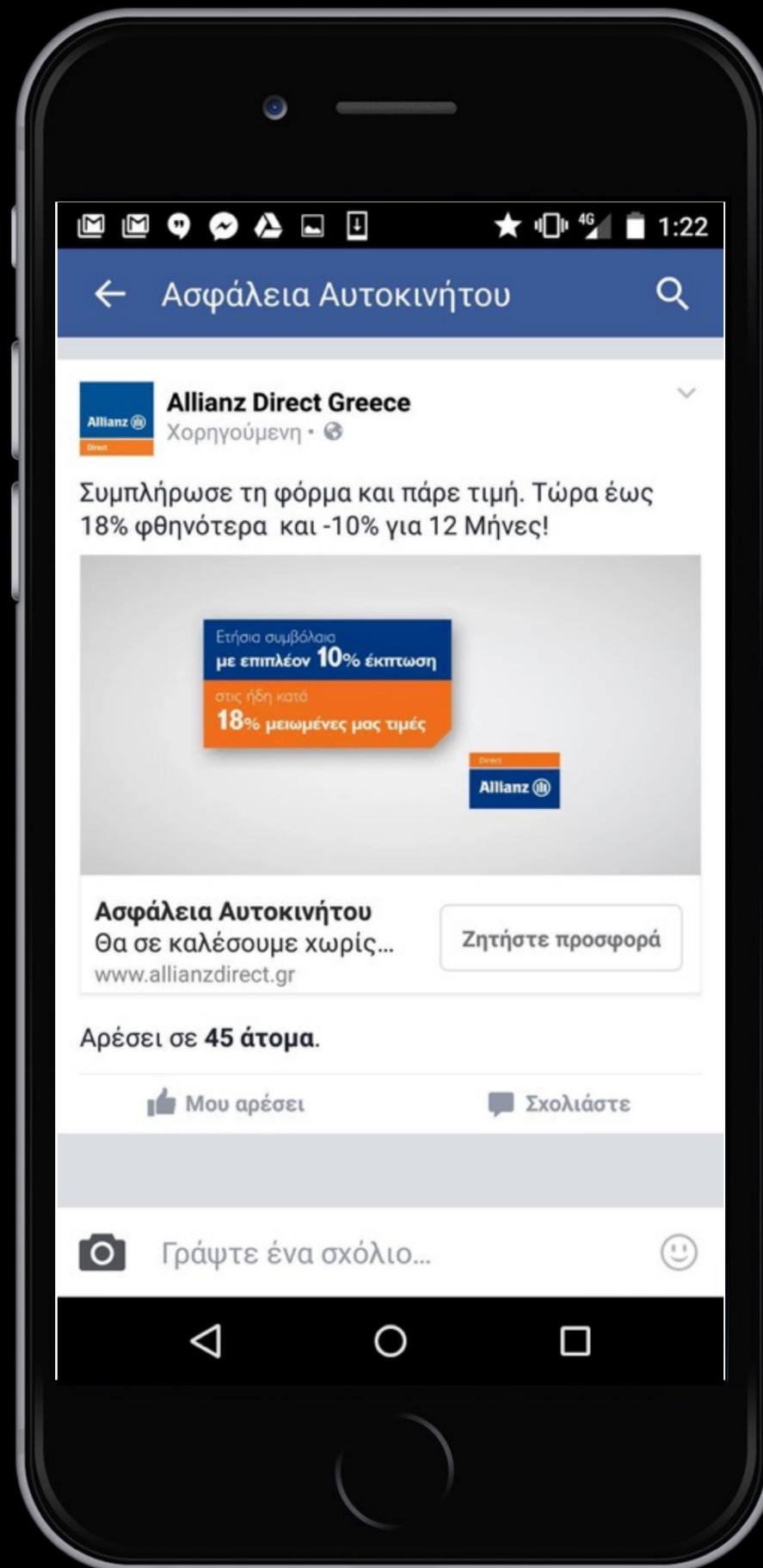
Targeted (1) [Show locations](#)

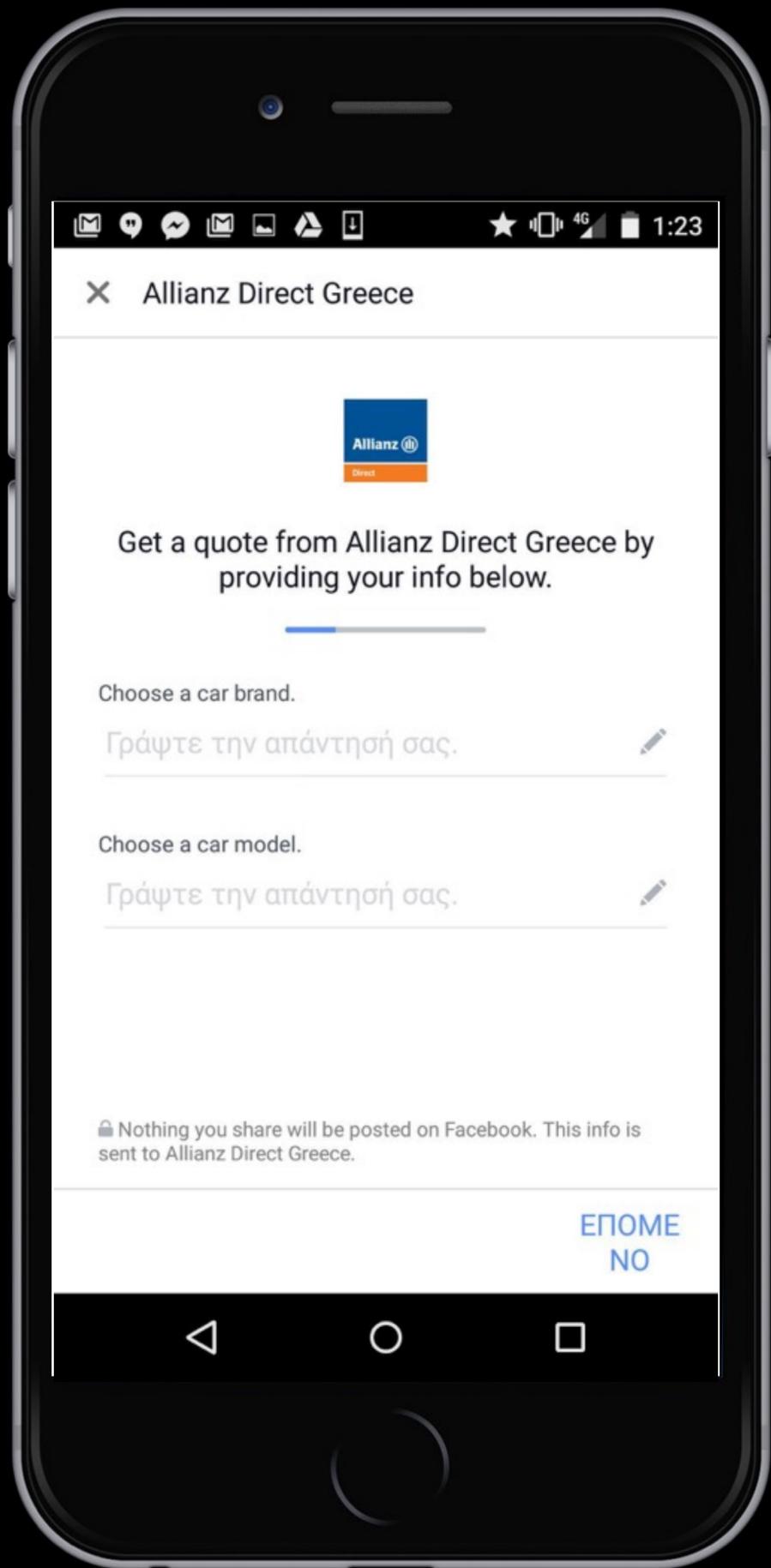
A black smartphone is centered against a black background. The screen is a solid bright yellow color. On the screen, the text "4. Your full conversion is difficult – but parts of it aren't (lead)" is written in a bold, black, sans-serif font. The text is centered and occupies the middle portion of the screen. The phone's physical home button is visible at the bottom center of the device.

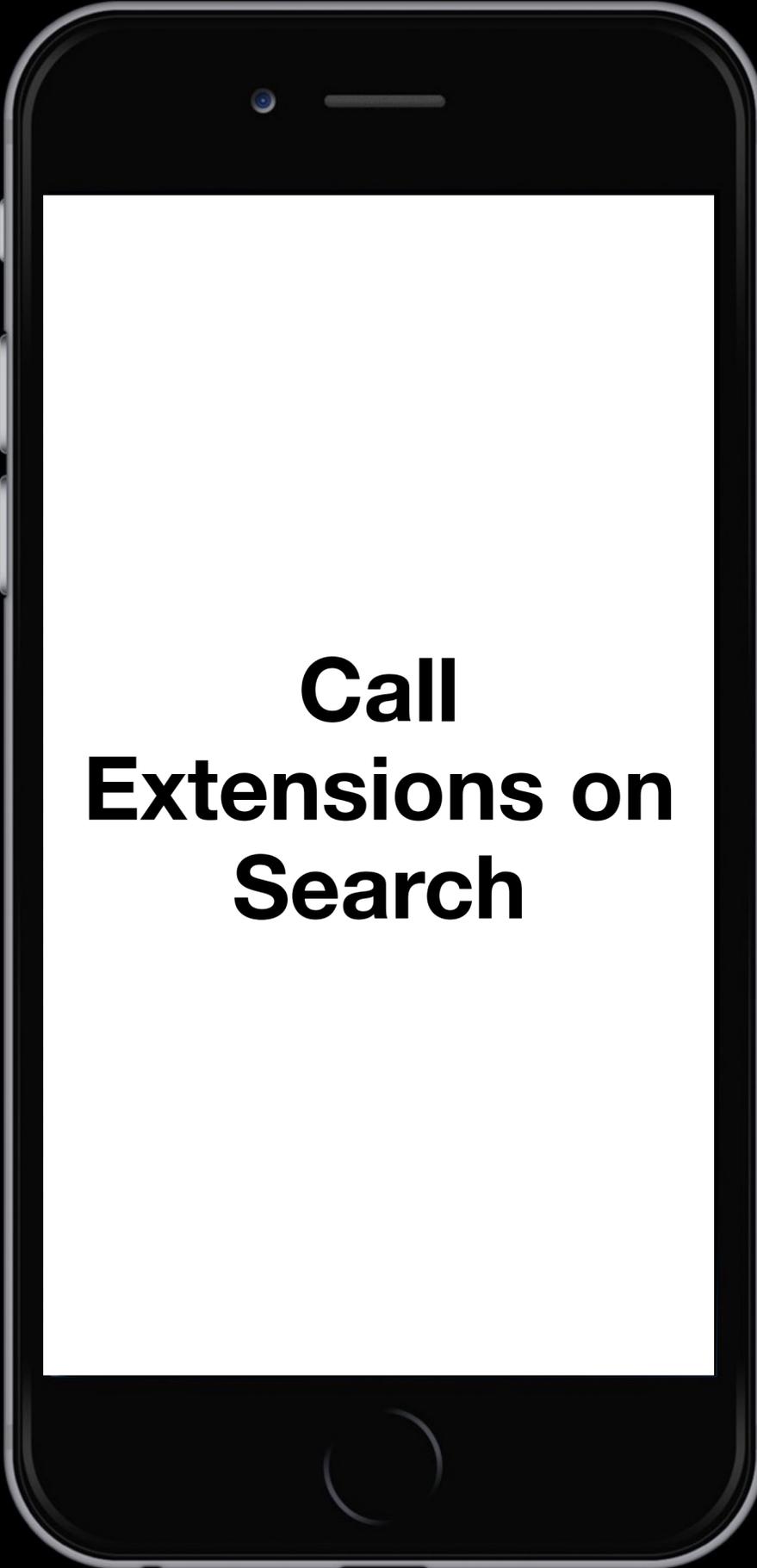
**4. Your full
conversion is
difficult – but
parts of it
aren't (lead)**

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Lead Ads" in a bold, black, sans-serif font, centered horizontally and vertically. The phone's physical features, such as the camera, earpiece, and home button, are visible.

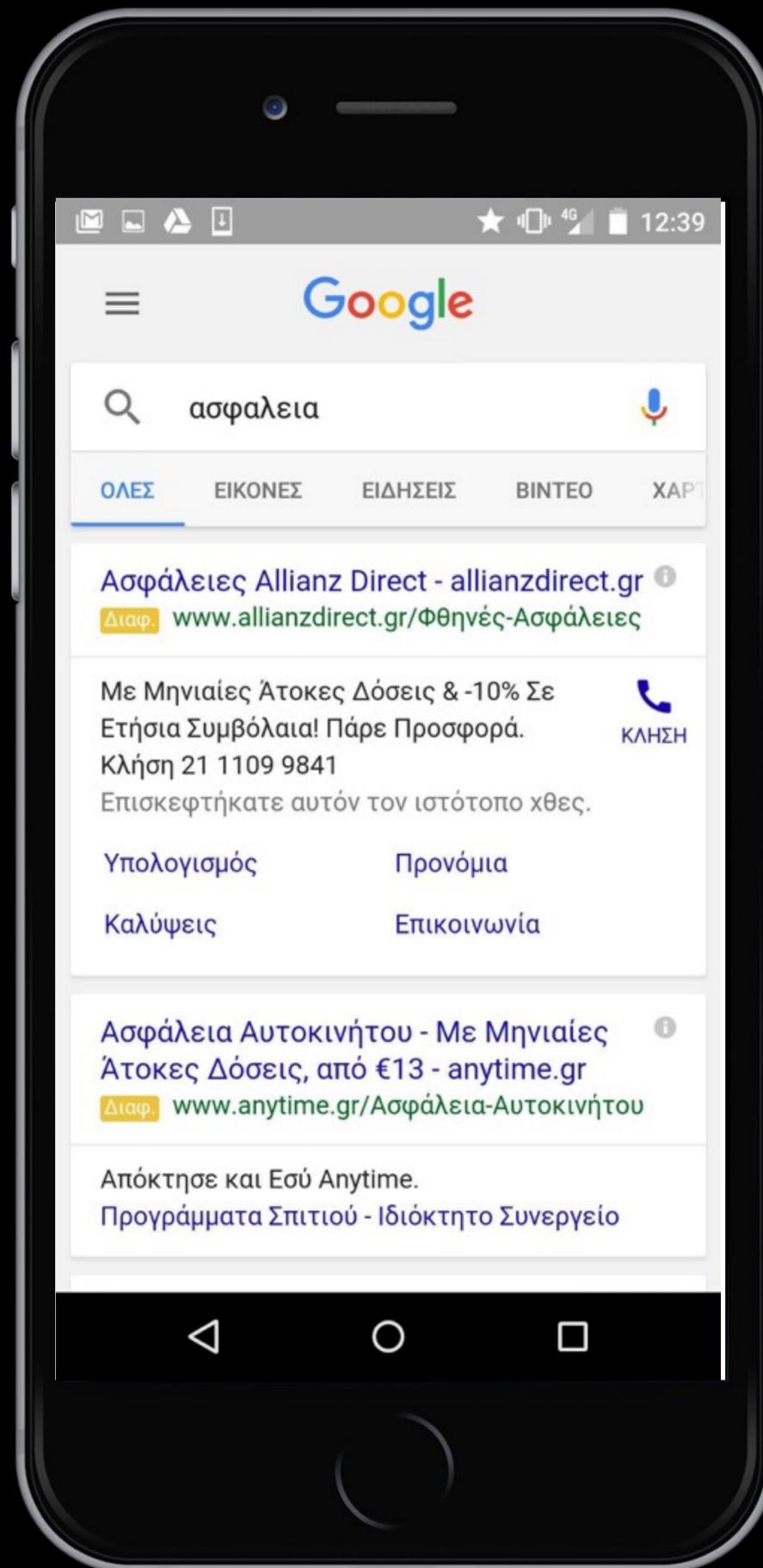
Lead Ads







**Call
Extensions on
Search**



12:39 4G

Google

ασφαλεια

ΟΛΕΣ ΕΙΚΟΝΕΣ ΕΙΔΗΣΕΙΣ ΒΙΝΤΕΟ ΧΑΡΤΕΣ

Ασφάλειες Allianz Direct - allianzdirect.gr

Διαφ. www.allianzdirect.gr/Φθηνές-Ασφάλειες

Με Μηνιαίες Άτοκες Δόσεις & -10% Σε Ετήσια Συμβόλαια! Πάρε Προσφορά. Κλήση 21 1109 9841
Επισκεφτήκατε αυτόν τον ιστότοπο χθες.



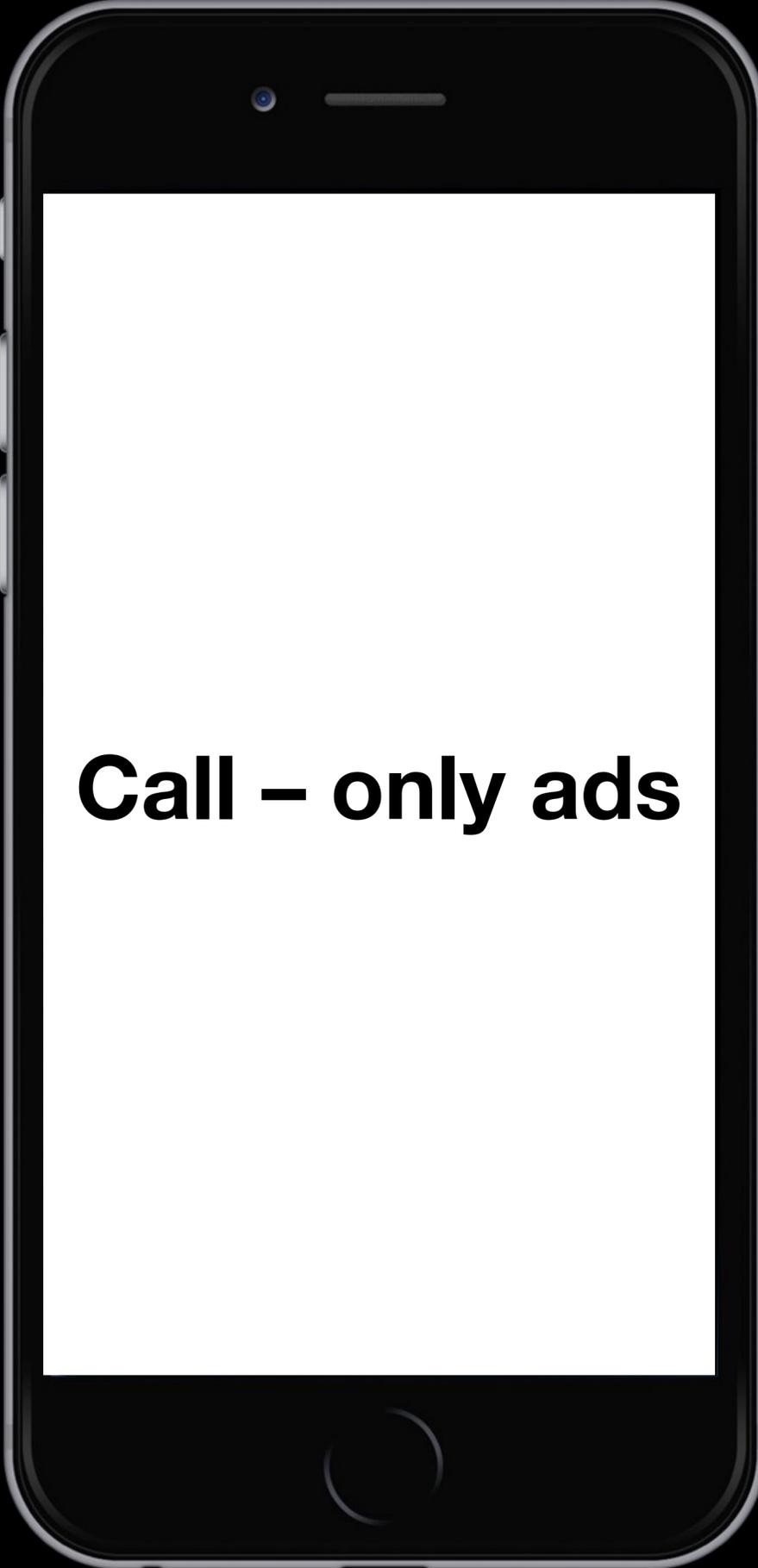
ΚΛΗΣΗ

Υπολογισμός Προνόμια
Καλύψεις Επικοινωνία

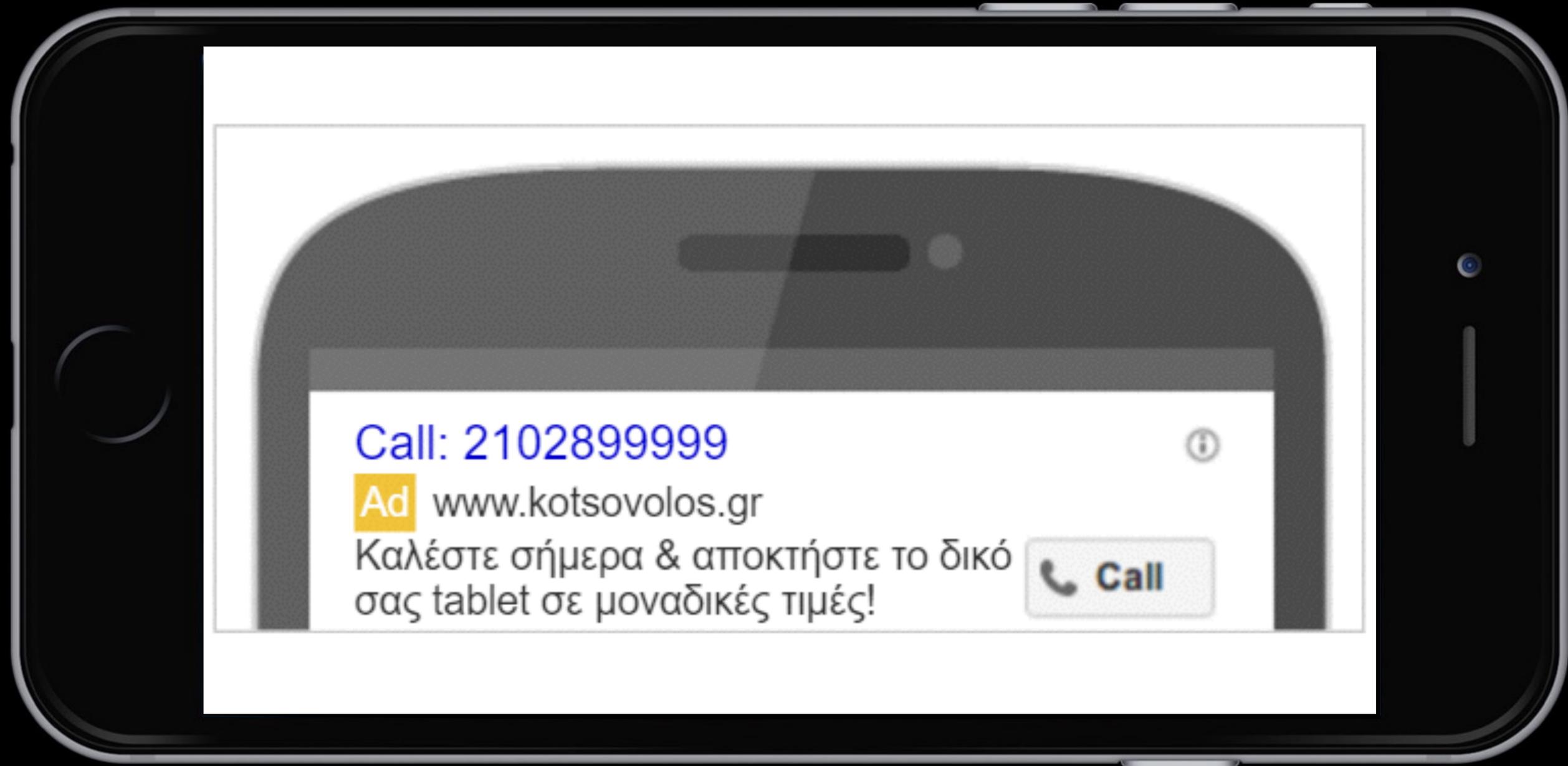
Ασφάλεια Αυτοκινήτου - Με Μηνιαίες Άτοκες Δόσεις, από €13 - anytime.gr

Διαφ. www.anytime.gr/Ασφάλεια-Αυτοκινήτου

Απόκτησε και Εσύ Anytime.
Προγράμματα Σπιτιού - Ιδιόκτητο Συνεργείο

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Call - only ads" in a bold, black, sans-serif font. The phone's physical features, such as the camera, earpiece, and home button, are visible.

Call - only ads

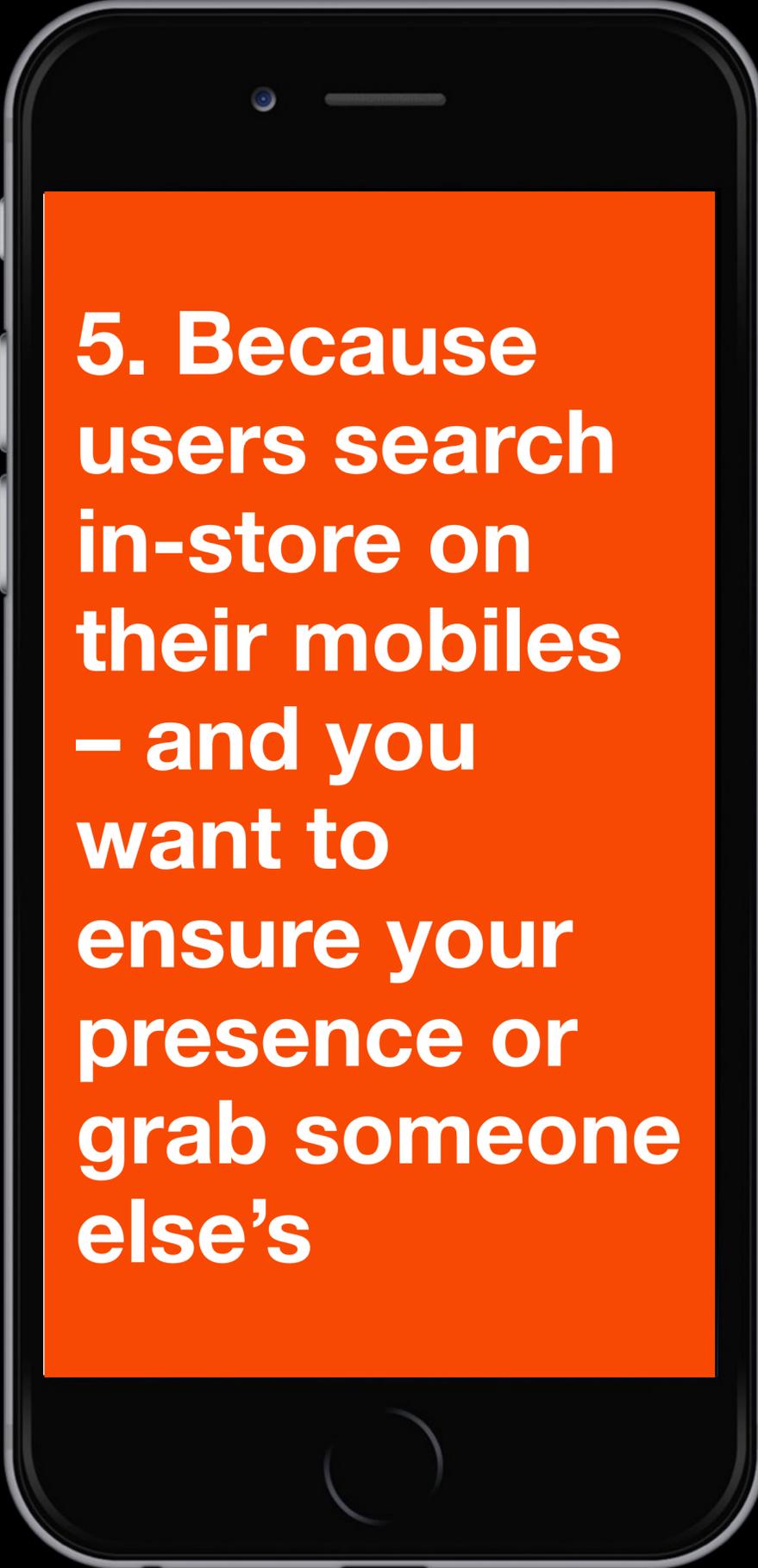


Call: 2102899999

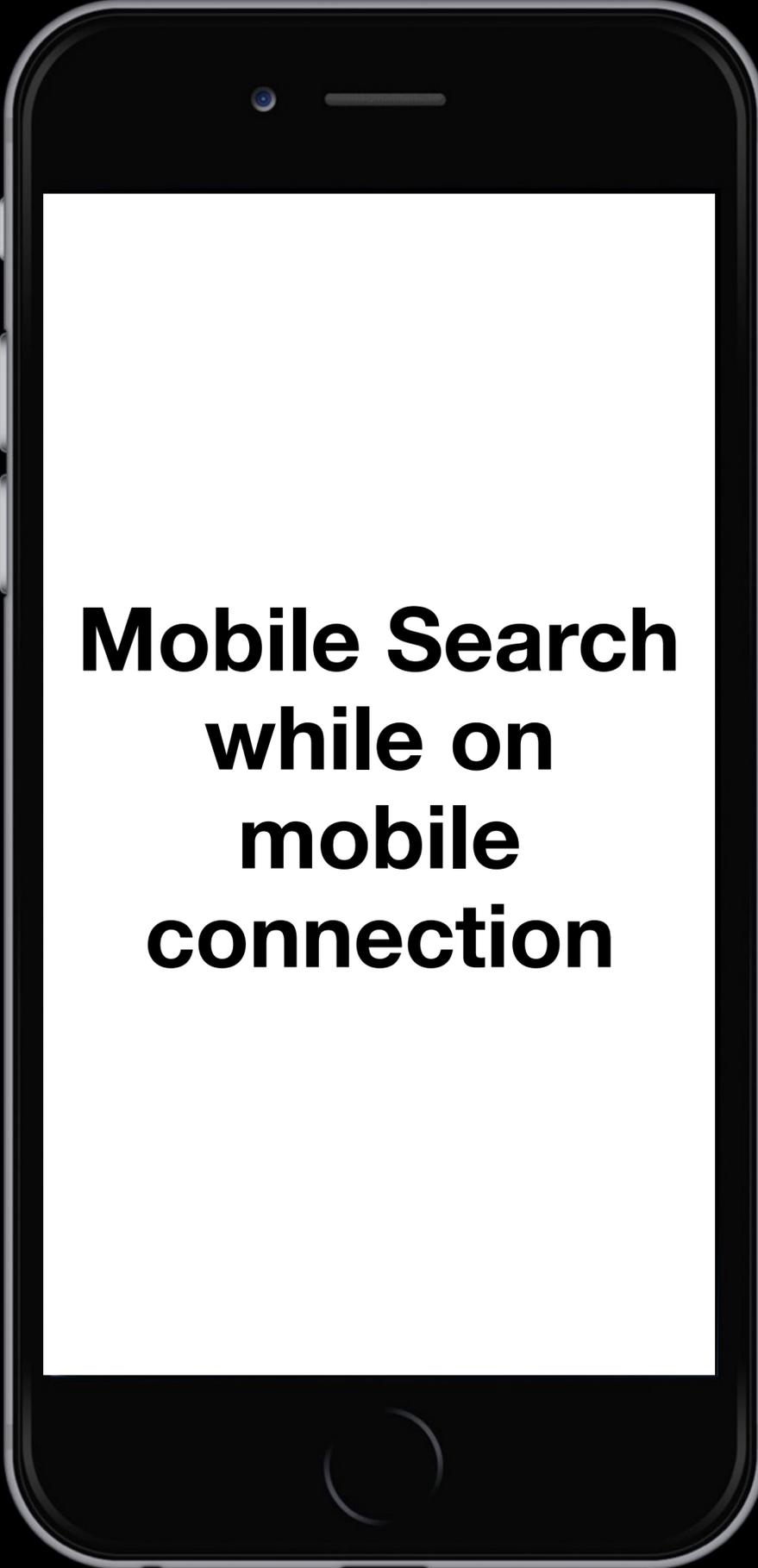
Ad www.kotsovolos.gr

Καλέστε σήμερα & αποκτήστε το δικό σας tablet σε μοναδικές τιμές!

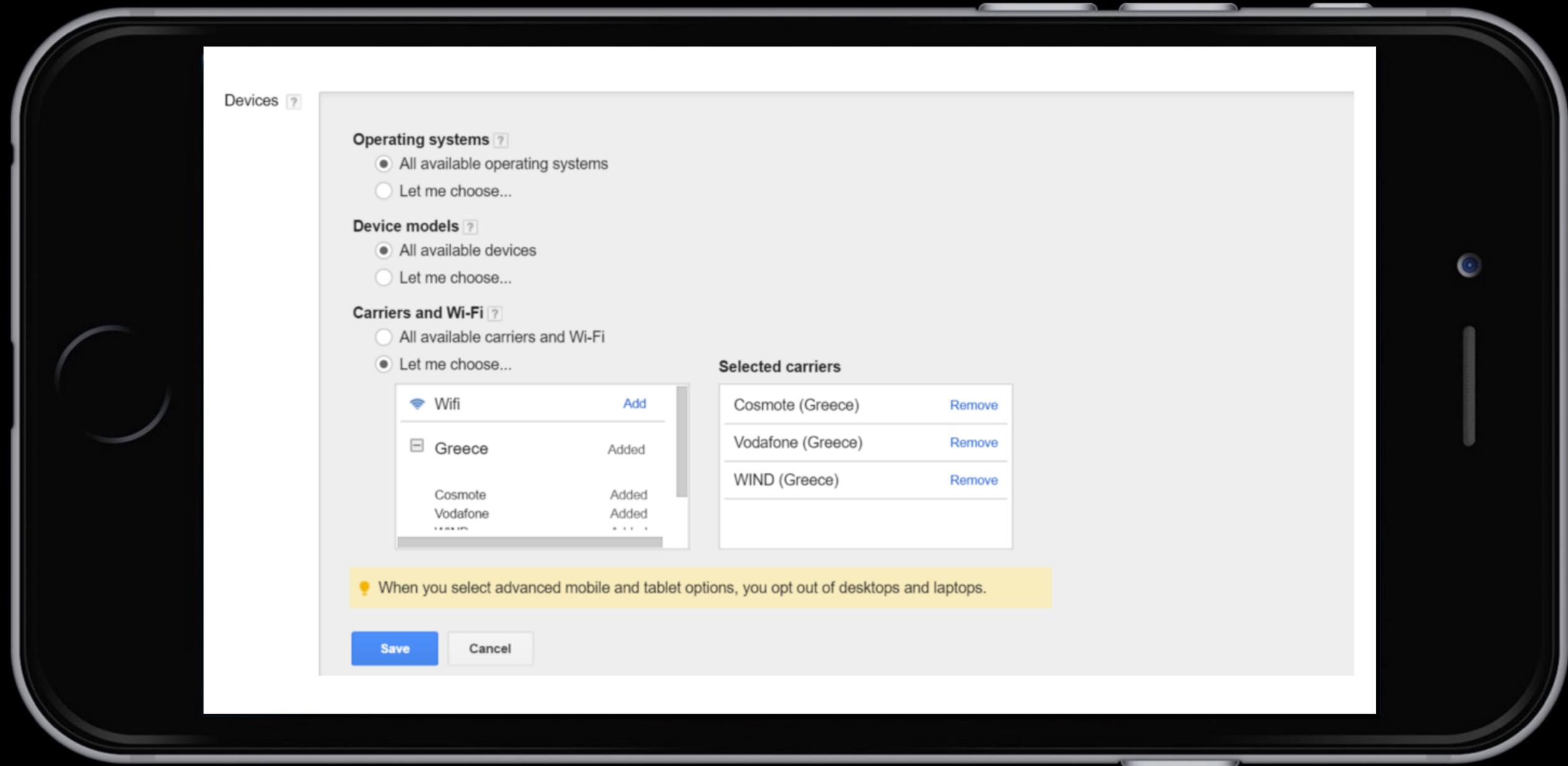
 Call

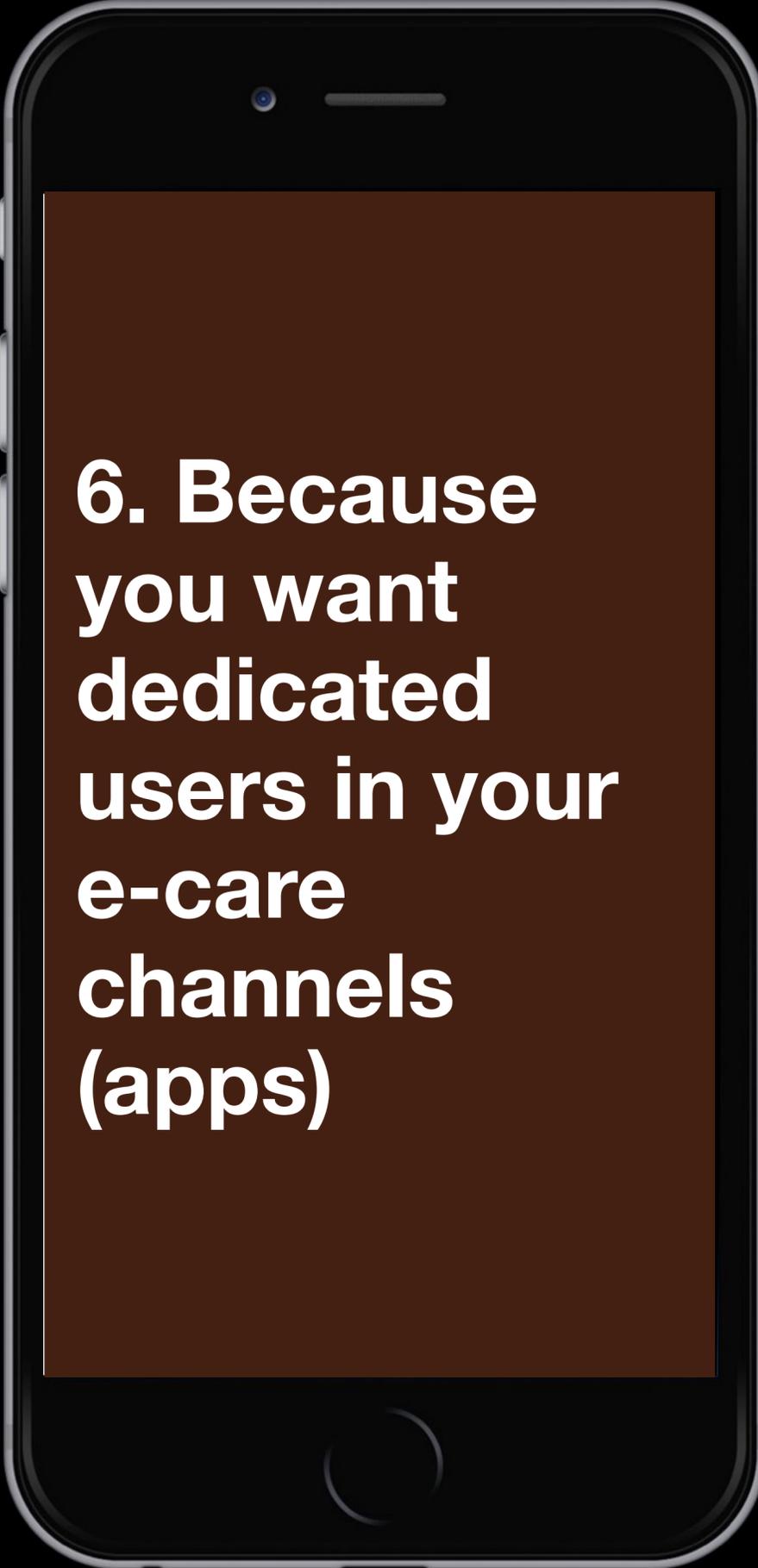
A black smartphone is shown vertically, centered against a black background. The screen is a solid orange color and contains white text. The text is a list item, starting with the number '5'.

**5. Because
users search
in-store on
their mobiles
– and you
want to
ensure your
presence or
grab someone
else's**

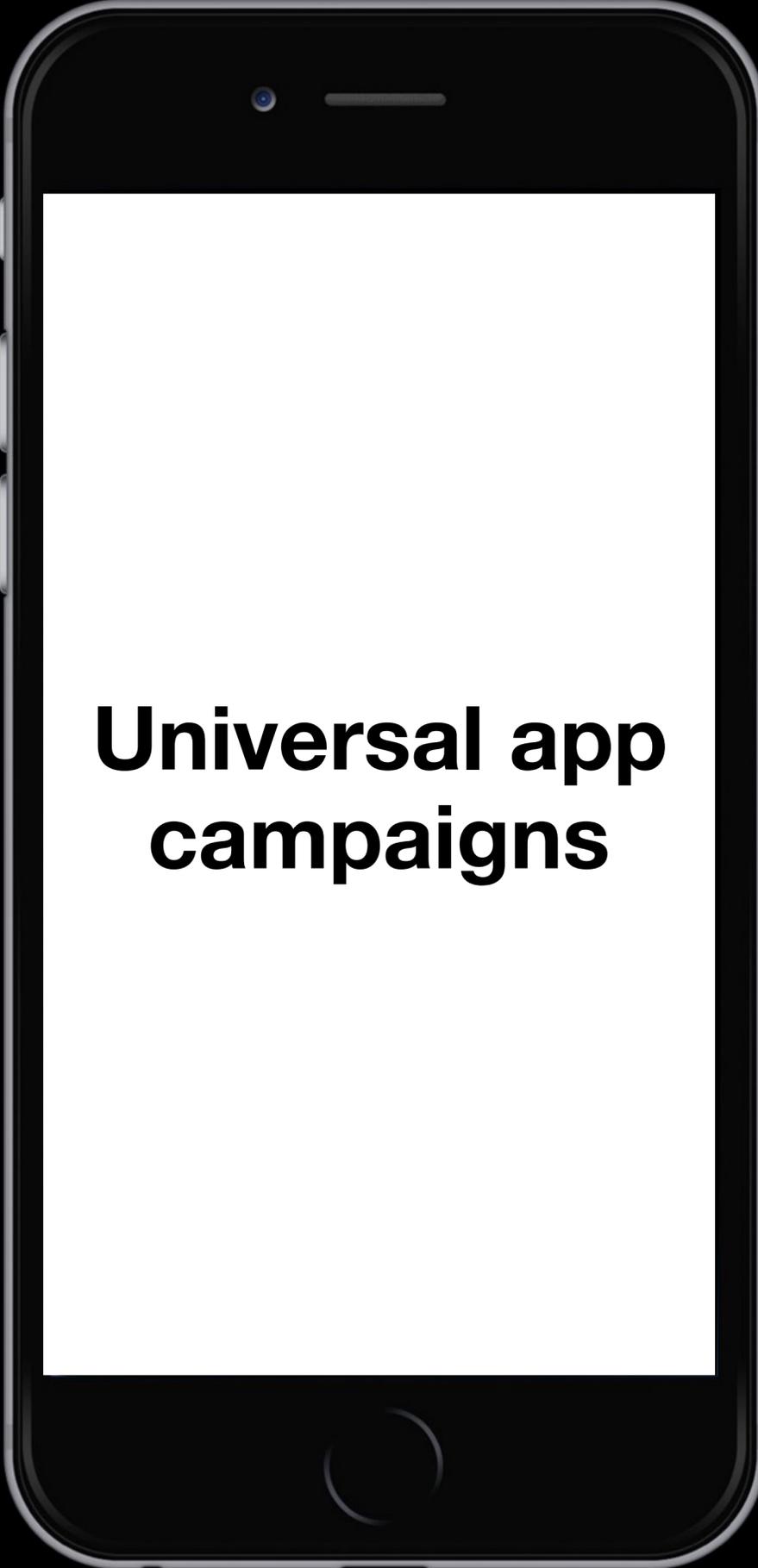


**Mobile Search
while on
mobile
connection**

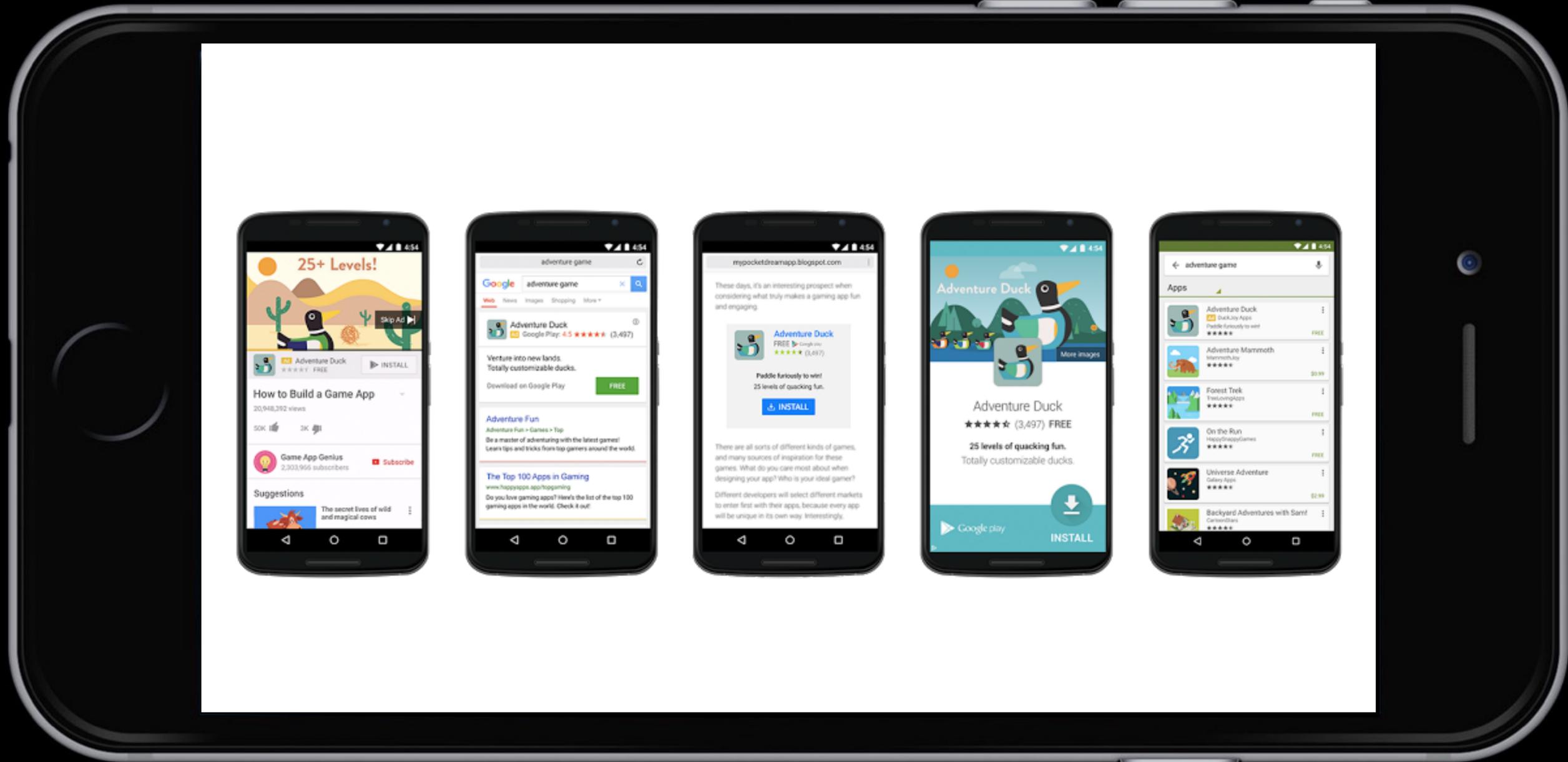


A black smartphone is centered against a black background. The screen is lit up with a dark brown background and white text. The text is a numbered list item.

**6. Because
you want
dedicated
users in your
e-care
channels
(apps)**

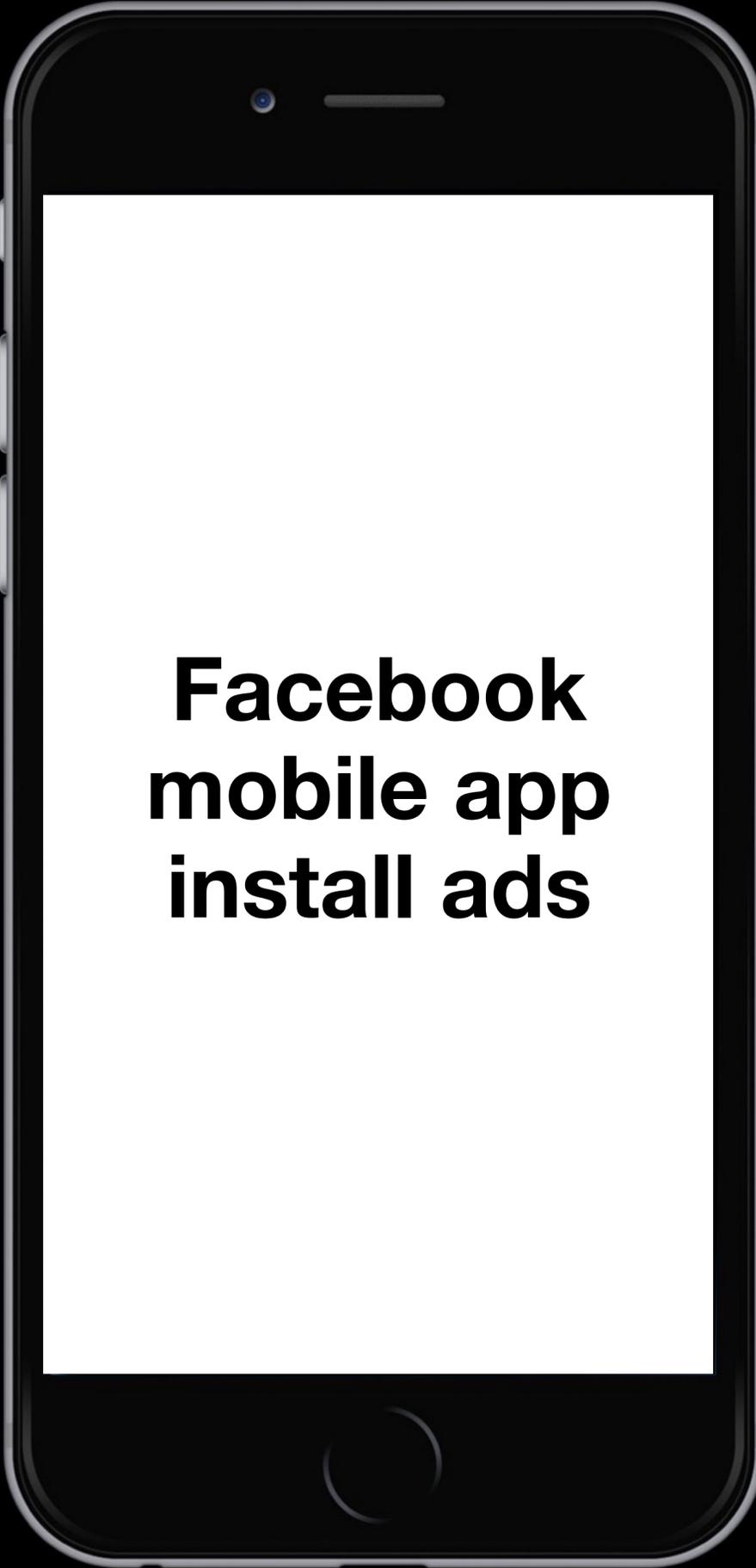
A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the text "Universal app campaigns" in a bold, black, sans-serif font. The phone's physical features, such as the camera, earpiece, and home button, are visible.

Universal app campaigns

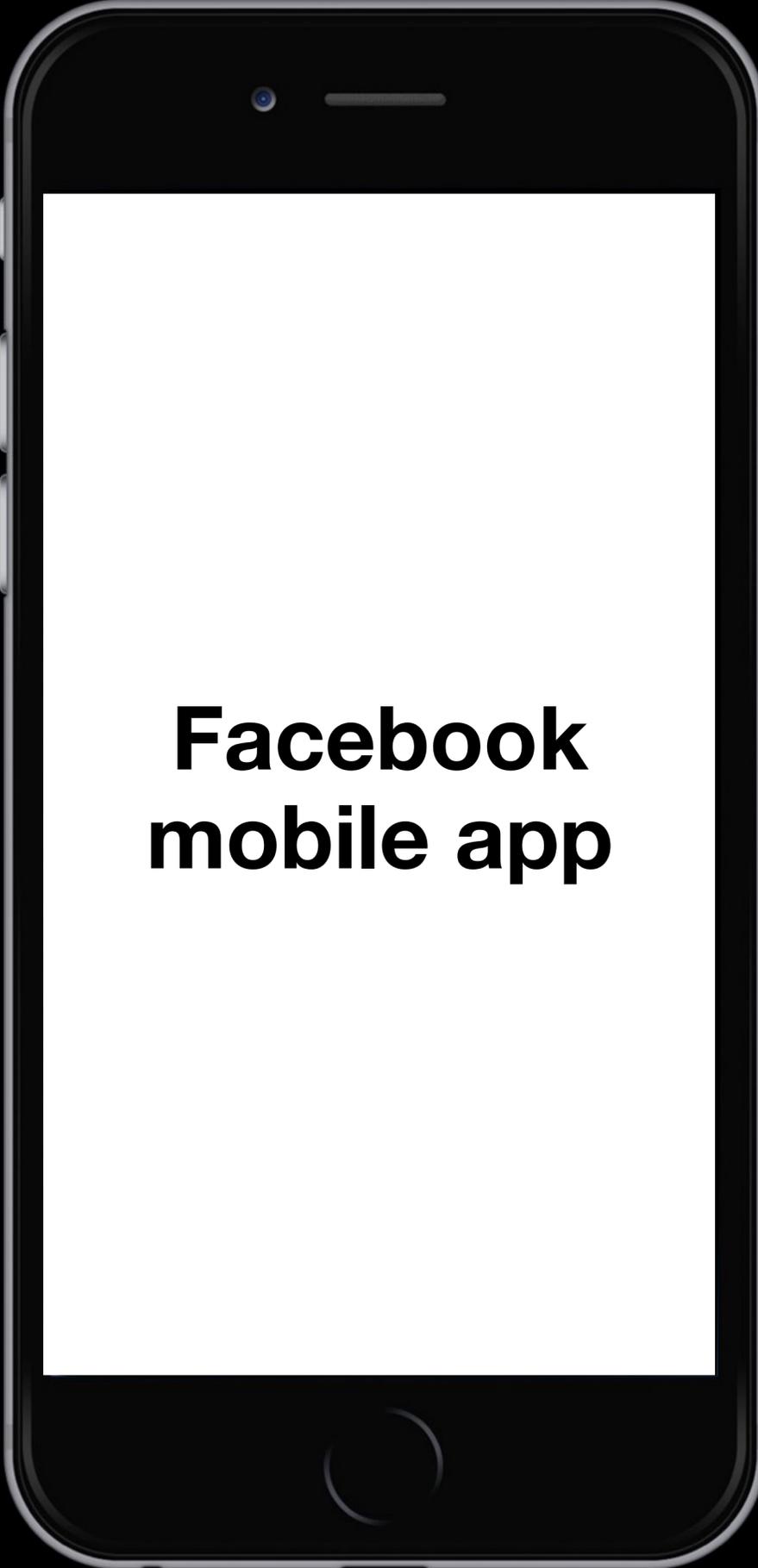


In-app ads





**Facebook
mobile app
install ads**



**Facebook
mobile app**

Suggested App



Paper – stories from Facebook

Sponsored · 🌐

Explore stories from friends and the world around you.



Paper

Available on the App Store

Install Now

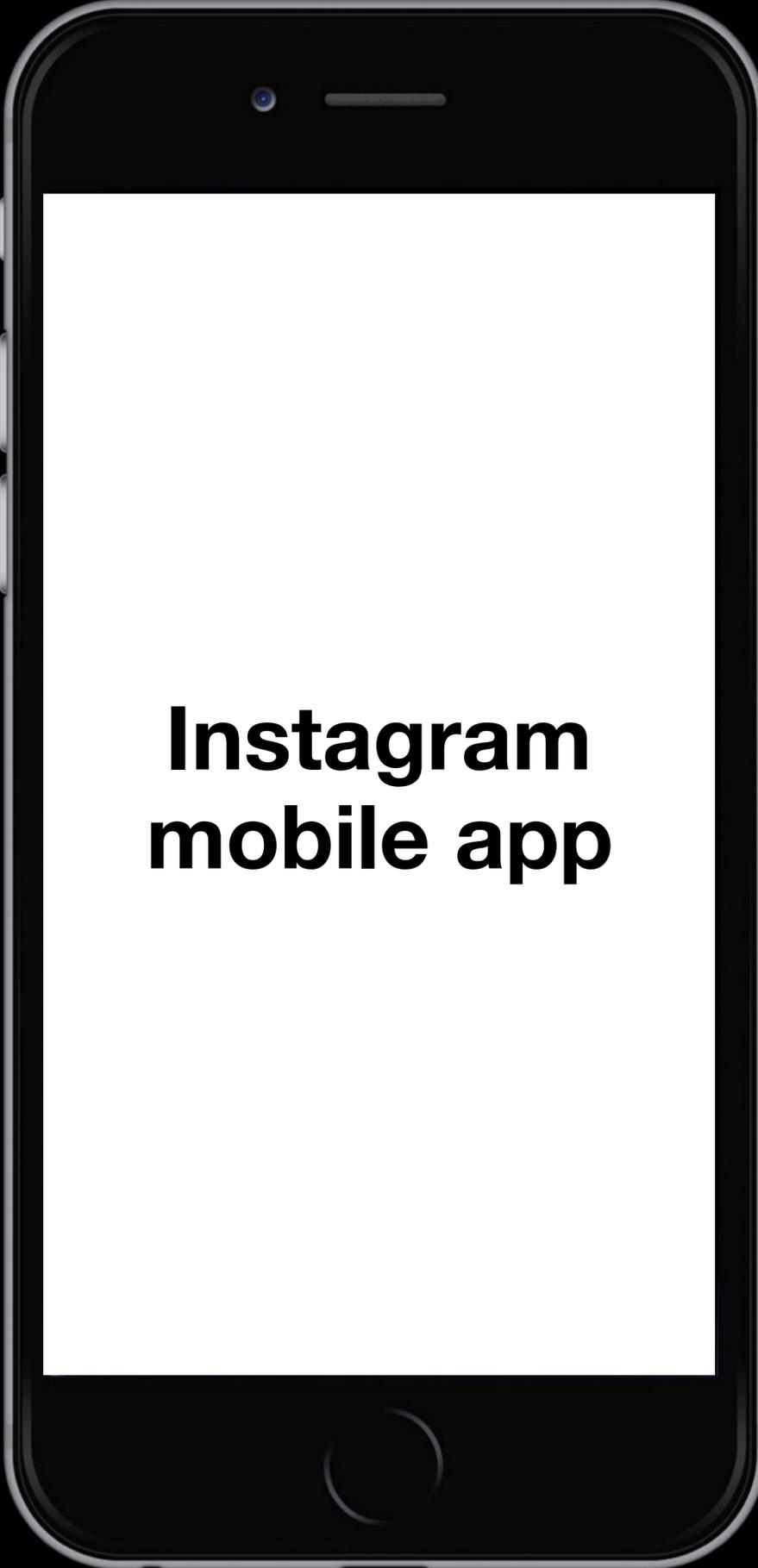
👍 8

1 Comment

👍 Like

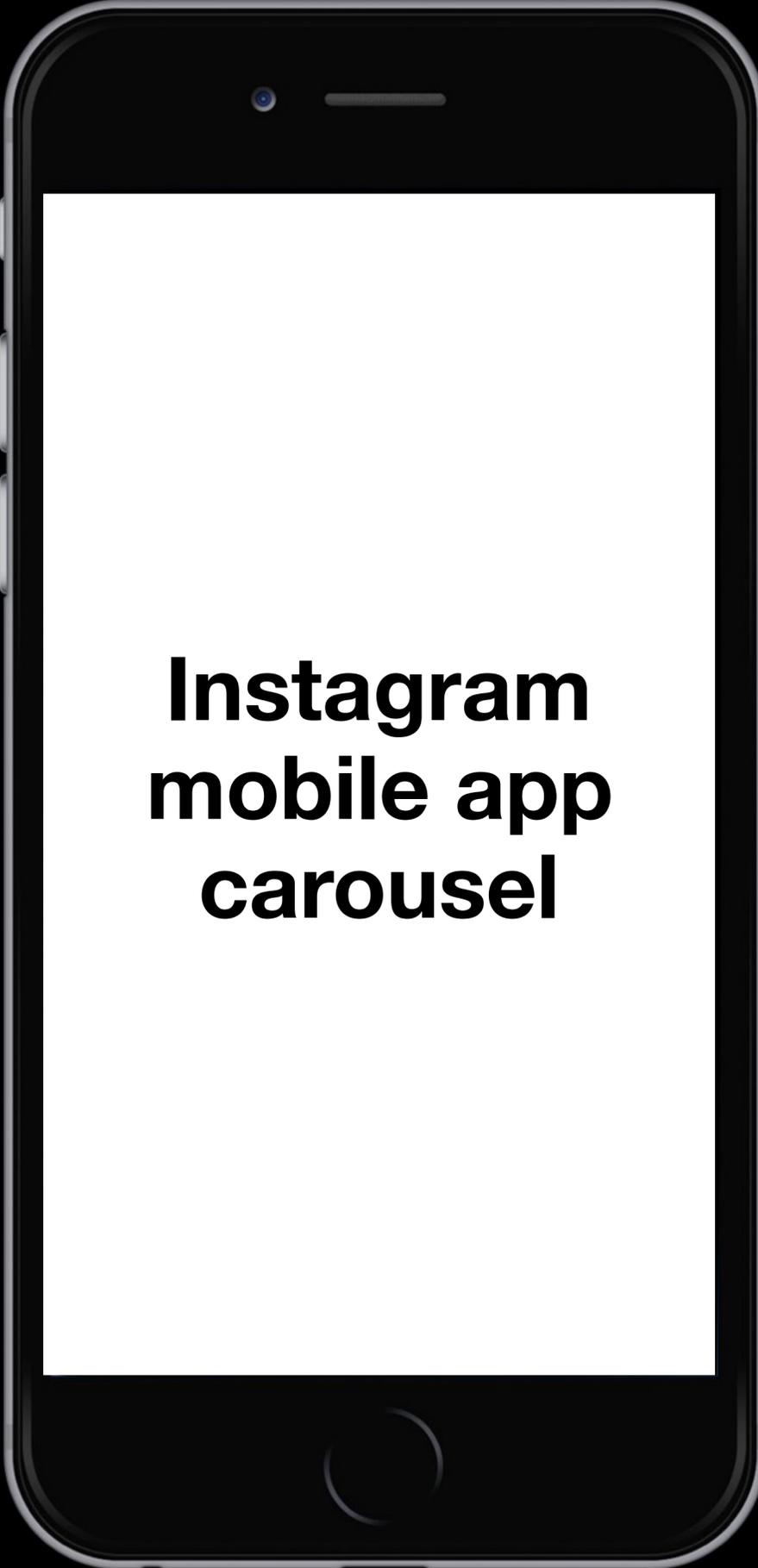
💬 Comment

➦ Share

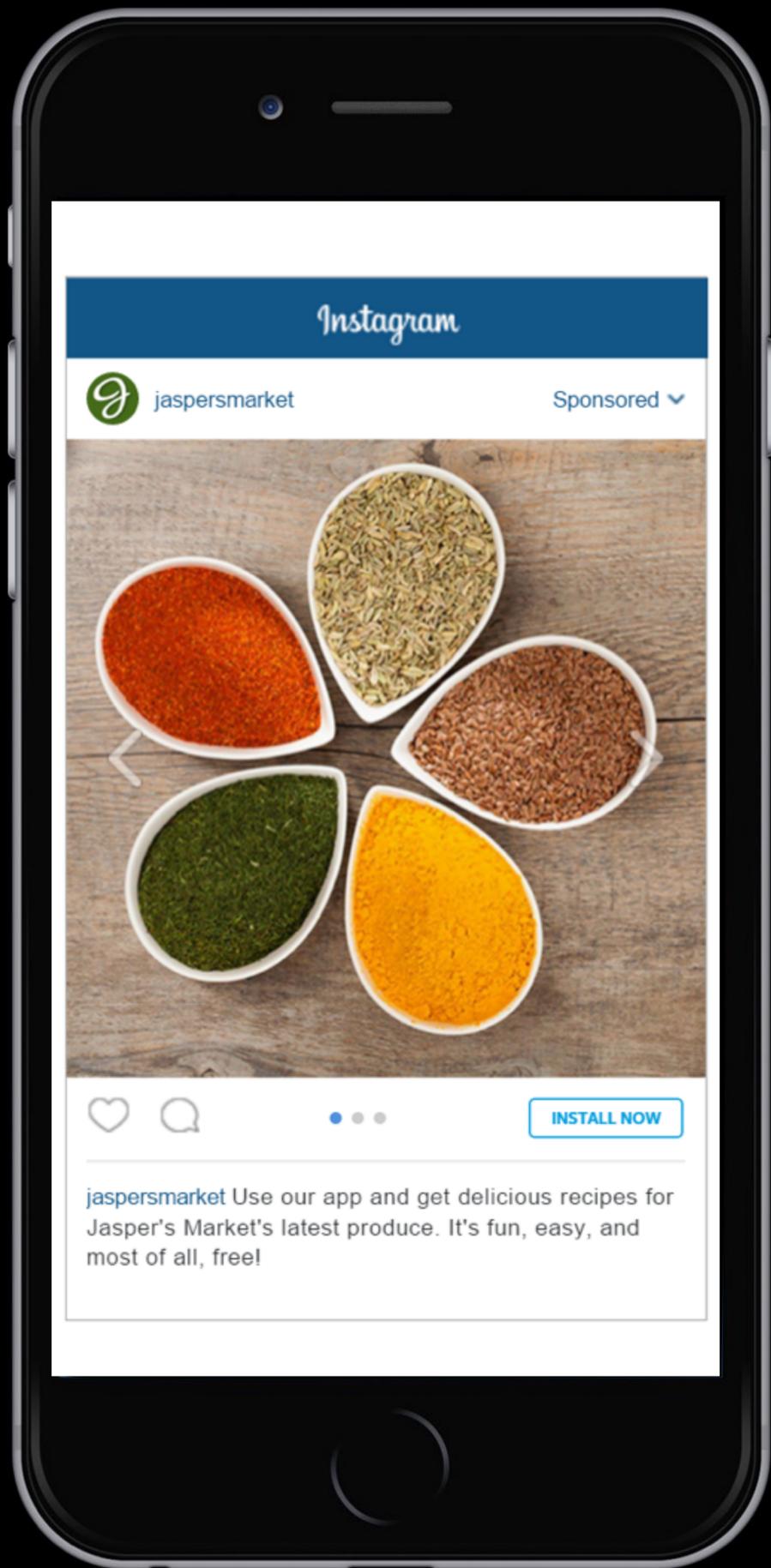


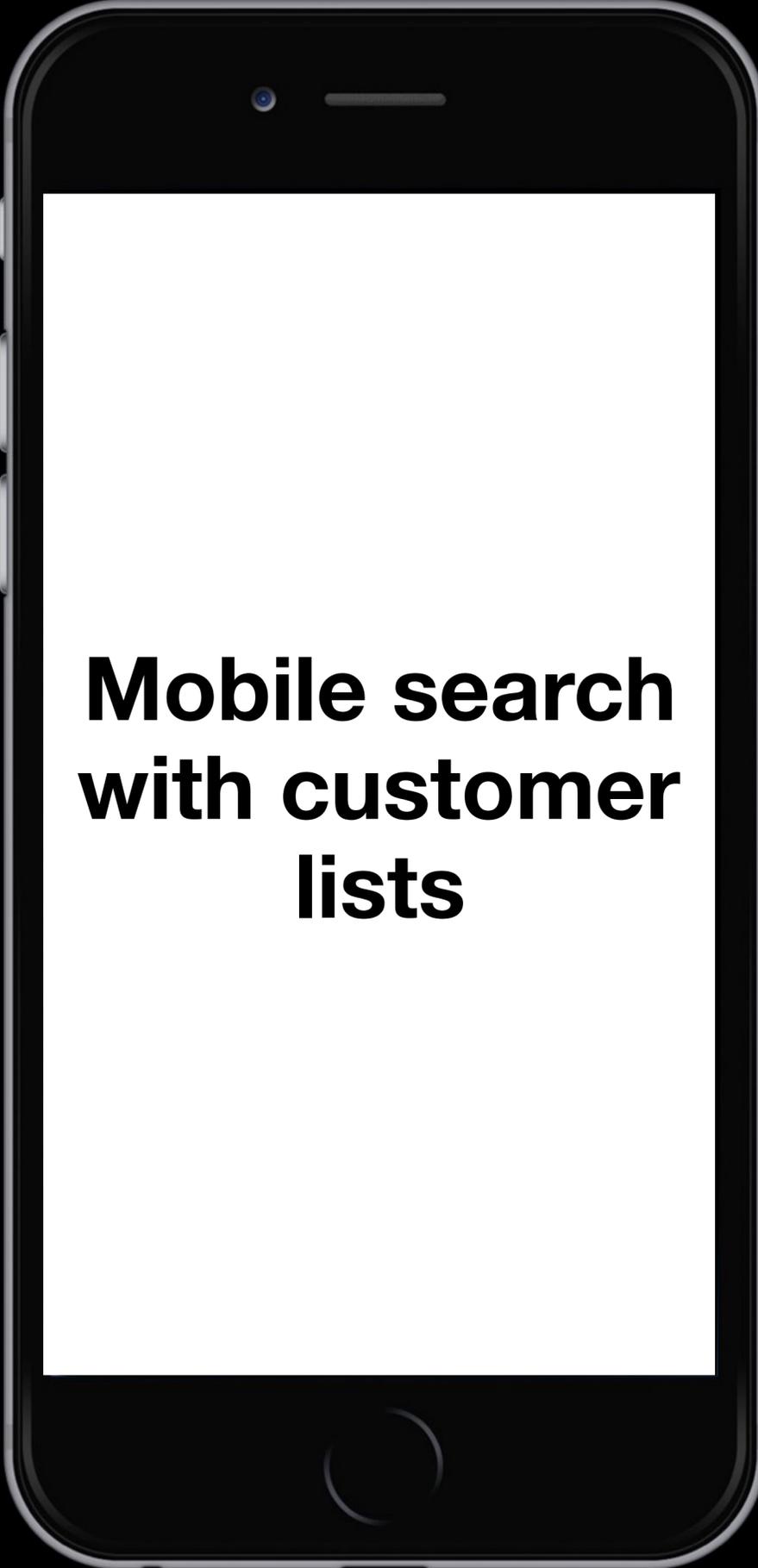
Instagram mobile app





**Instagram
mobile app
carousel**





**Mobile search
with customer
lists**

New customer email list

Create a list of customers who have provided their email addresses to you or your company. To create a list, upload a .csv file of email addresses or create a custom combination of existing lists. [Learn more](#)

Customer email list name

How to create your list ?

Upload customer email addresses ▼

Create your list by uploading a .csv file containing email addresses ?

Choose file...

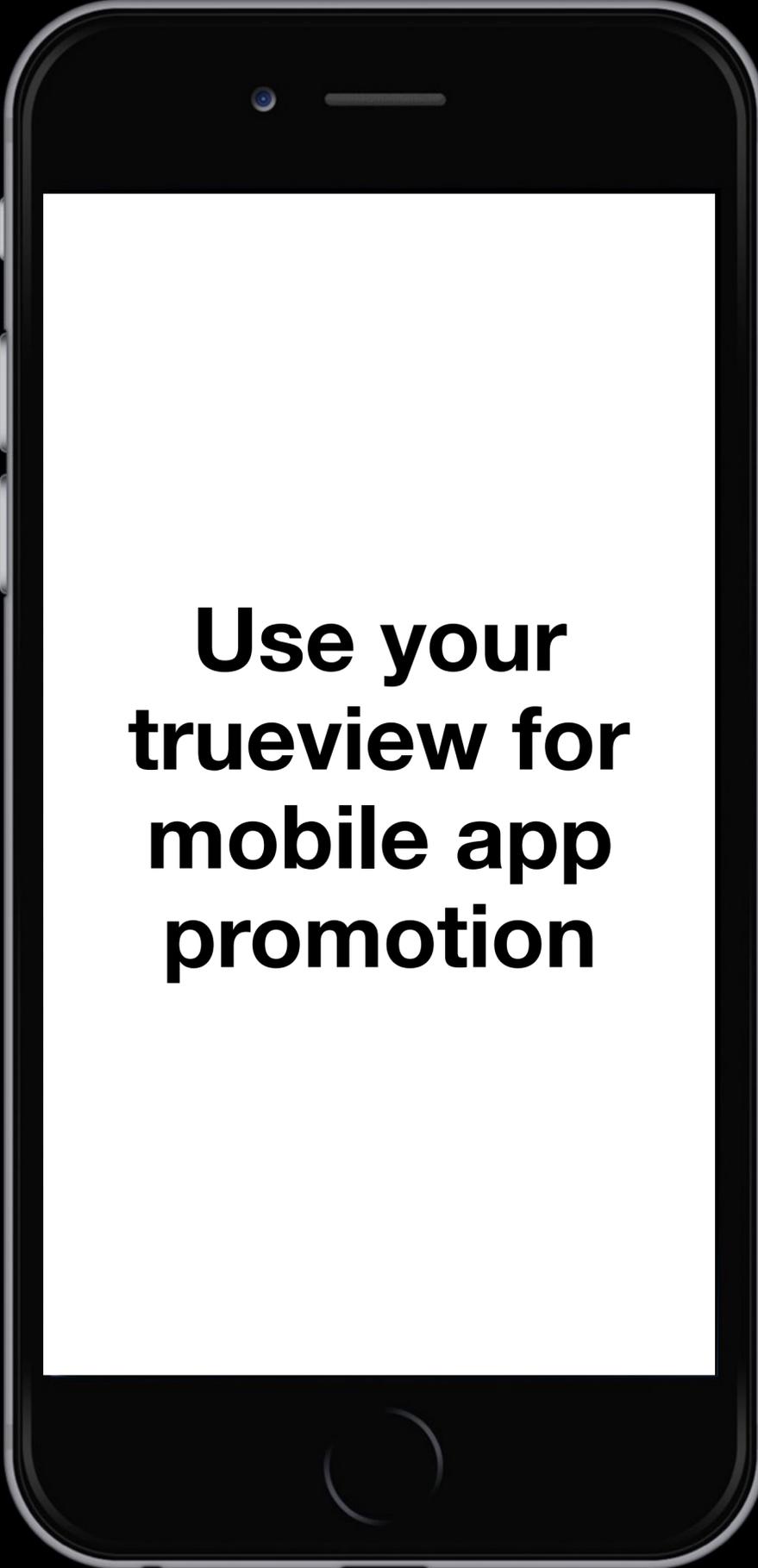
This data was collected and is being shared with Google in compliance with [Google's policies](#).

Membership duration ?

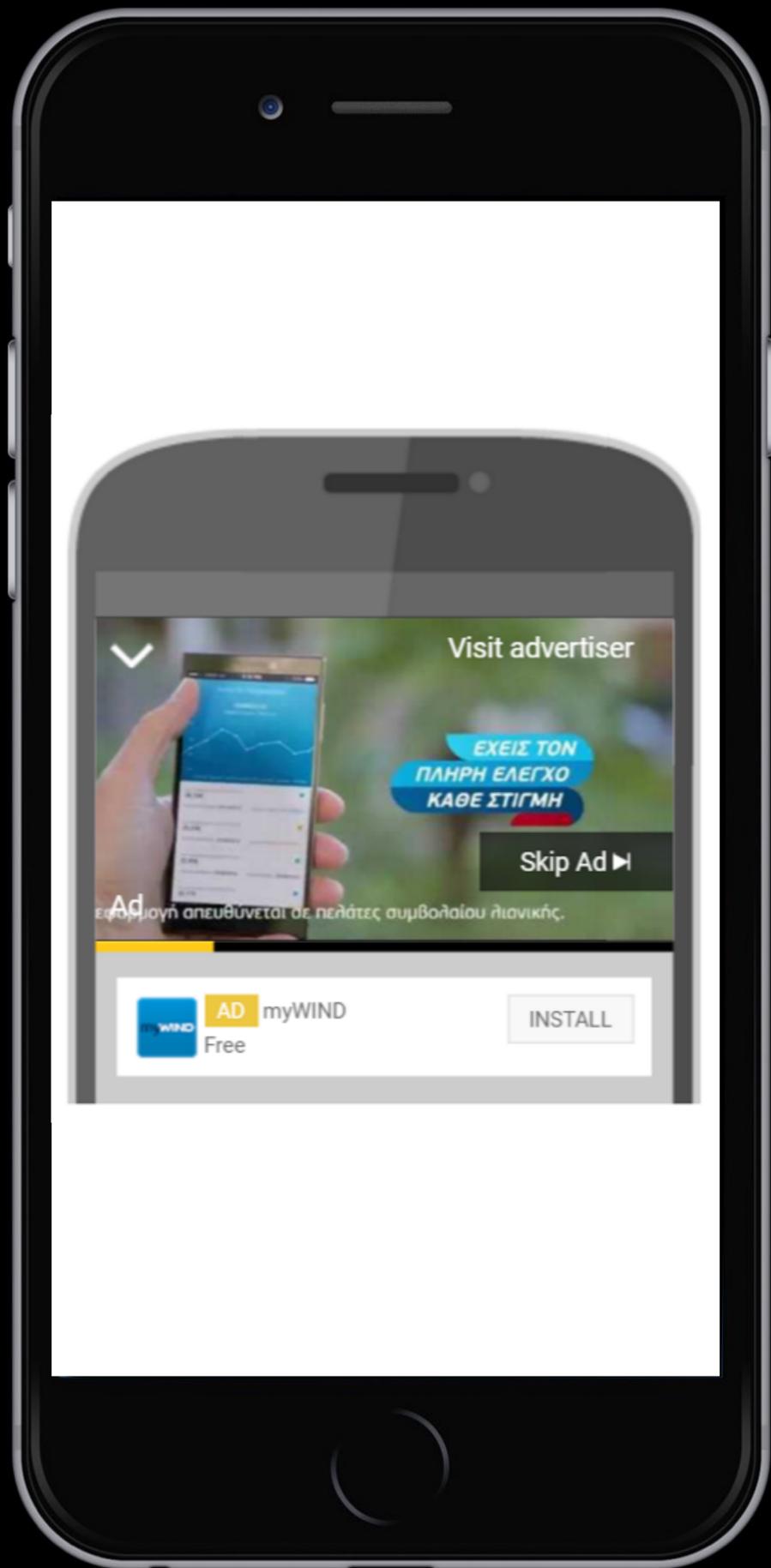
180 days

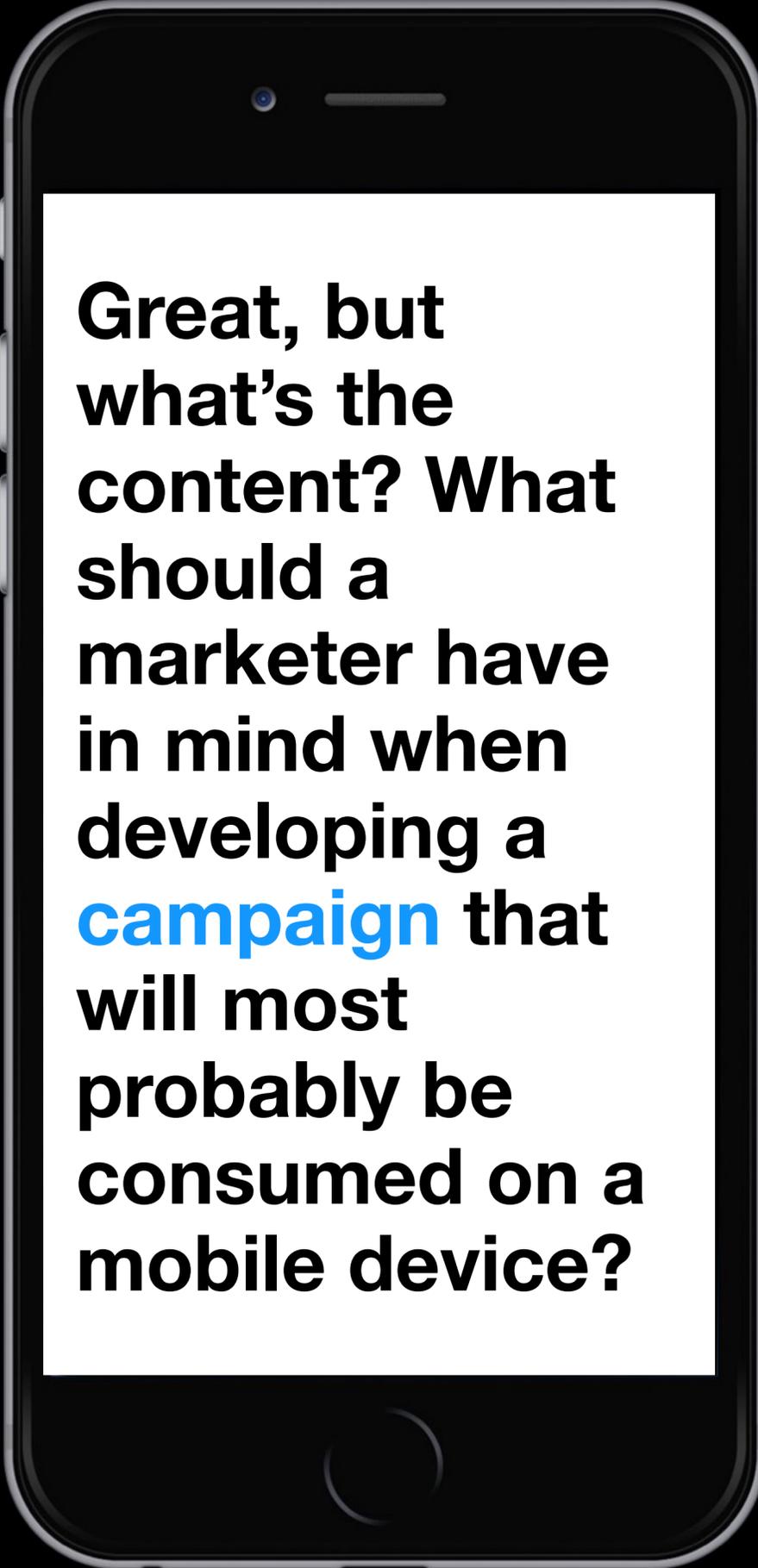
Description

Optional

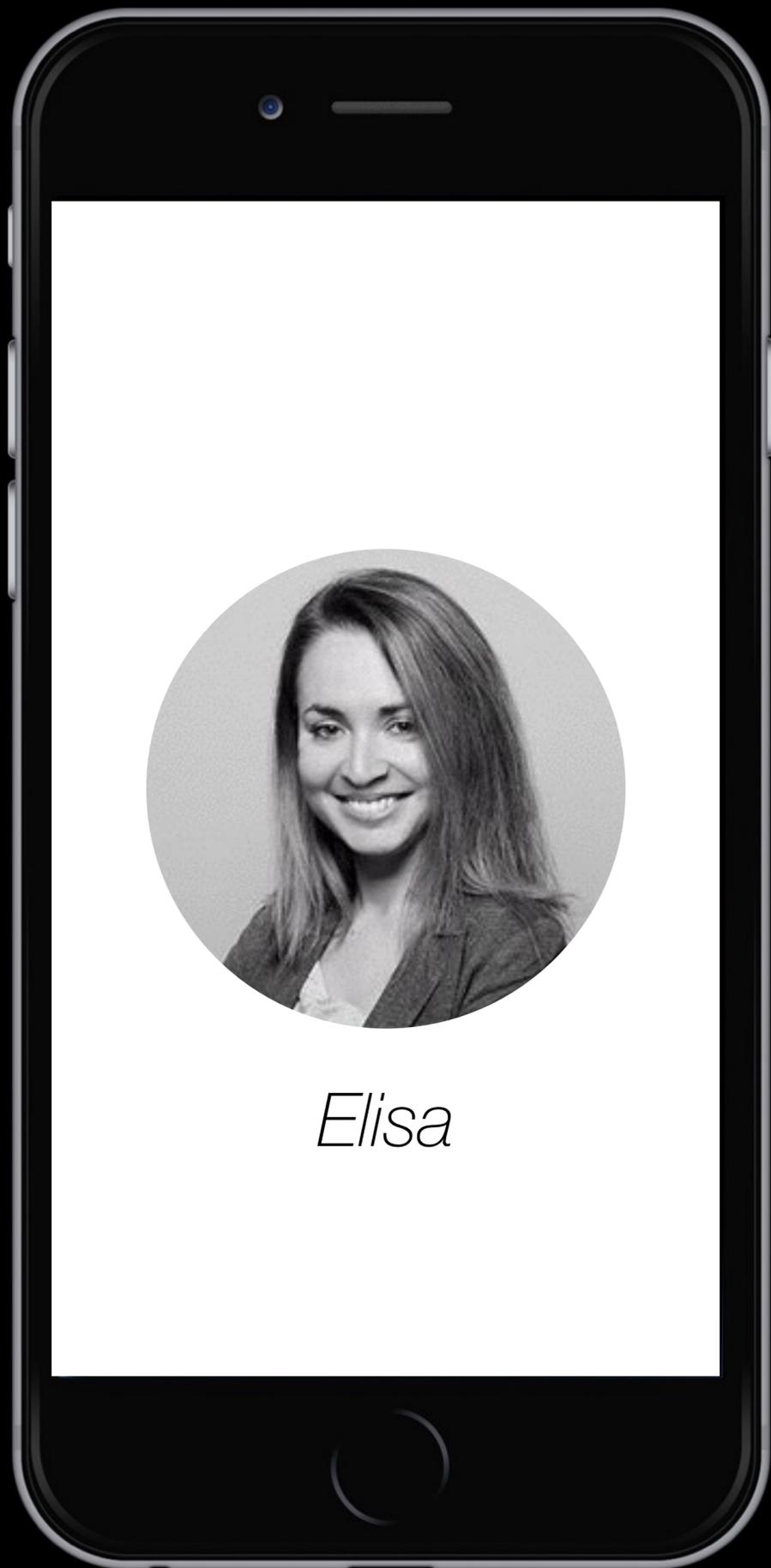
A black and white photograph of a smartphone. The screen is white and displays the text "Use your trueview for mobile app promotion" in a bold, black, sans-serif font. The phone's physical features, including the camera, earpiece, and home button, are visible.

**Use your
trueview for
mobile app
promotion**

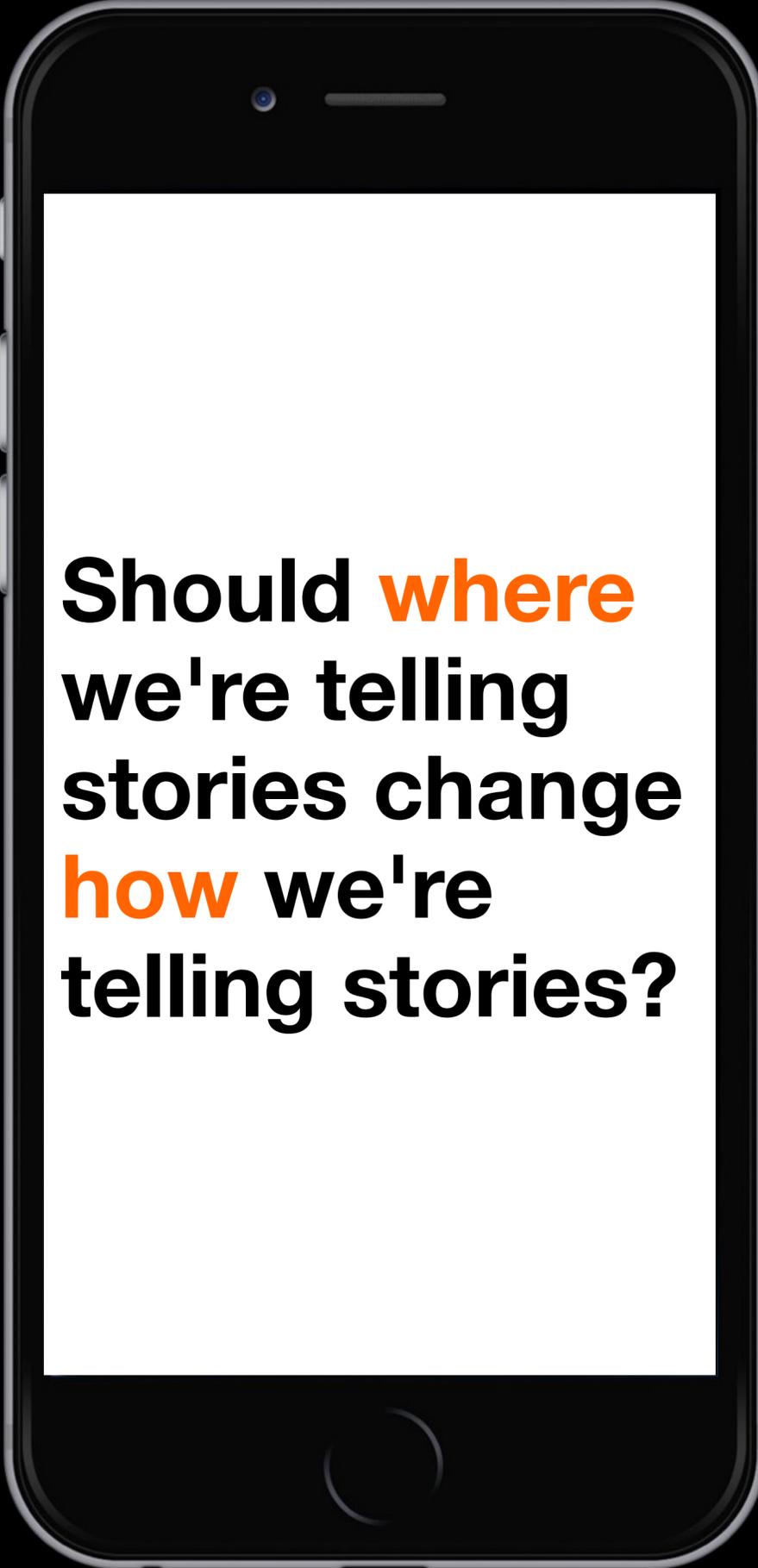


A black and white illustration of a smartphone with a white screen. The screen displays a text-based question in a bold, sans-serif font. The word 'campaign' is highlighted in blue. The phone has a home button at the bottom and a camera at the top.

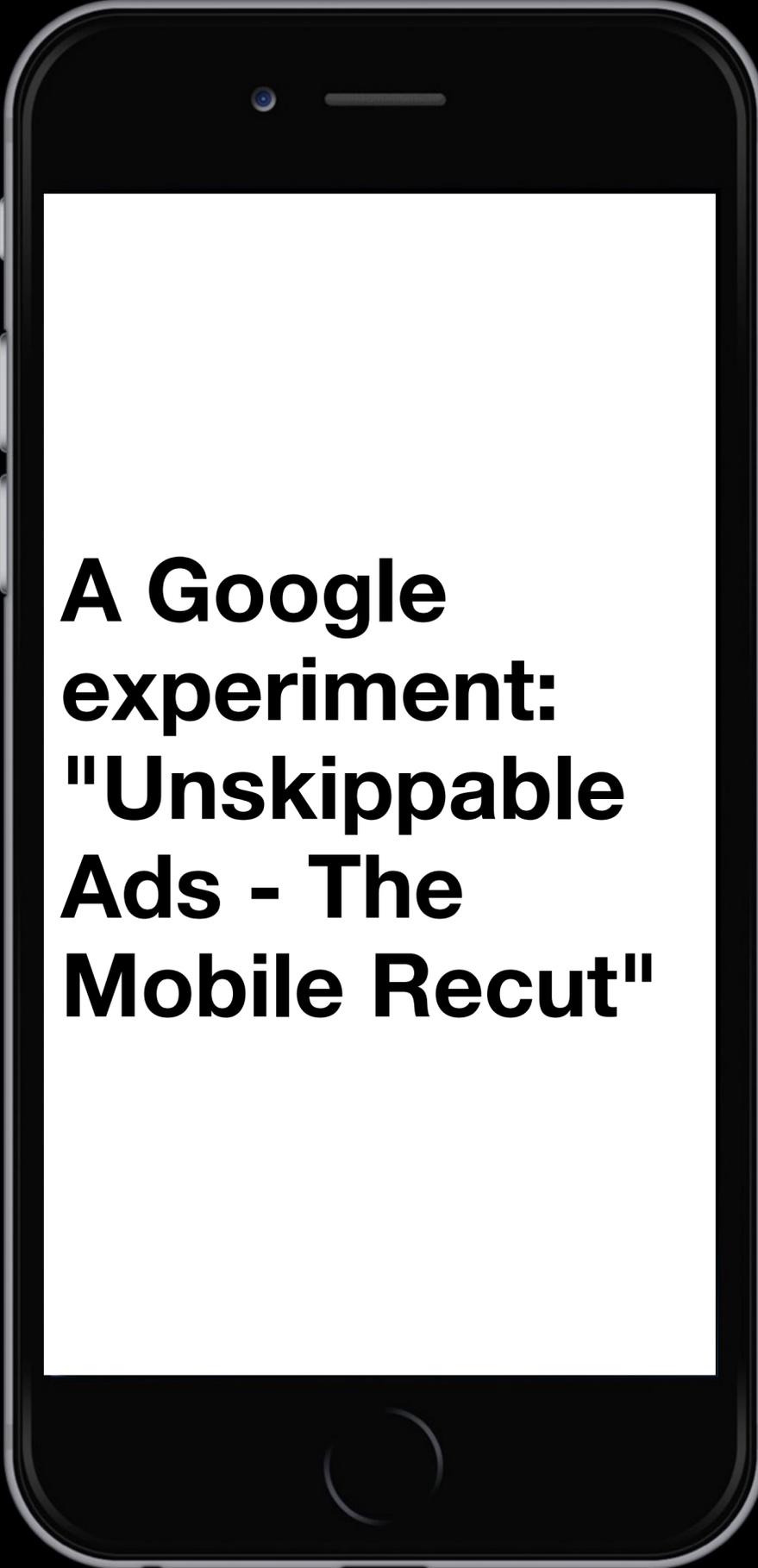
**Great, but
what's the
content? What
should a
marketer have
in mind when
developing a
campaign that
will most
probably be
consumed on a
mobile device?**



Elisa

A black smartphone is centered against a black background. The screen is white and displays the text: "Should **where** we're telling stories change **how** we're telling stories?". The words "where" and "how" are in orange, while the rest of the text is in black.

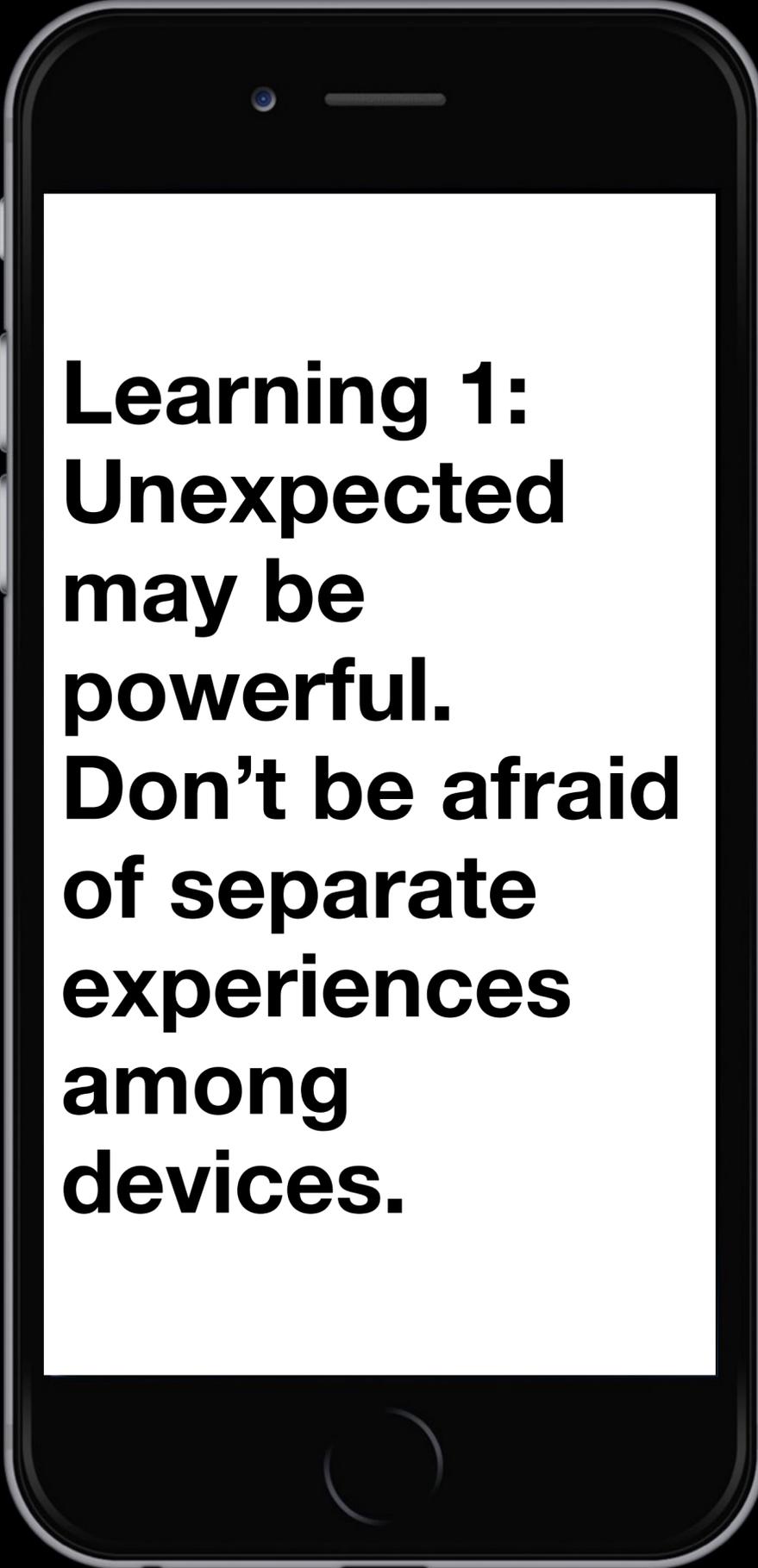
Should **where**
we're telling
stories change
how we're
telling stories?

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays bold, black text. The text is arranged in five lines, reading: "A Google experiment: 'Unskippable Ads - The Mobile Recut'".

**A Google
experiment:
"Unskippable
Ads - The
Mobile Recut"**



<https://youtube.com/watch?v=6HHgzEGwil4>

A black and white image of a smartphone. The screen is white and displays bold black text. The phone's physical home button is visible at the bottom, and the camera and earpiece are at the top.

**Learning 1:
Unexpected
may be
powerful.
Don't be afraid
of separate
experiences
among
devices.**



#OPENATHENS

ΒΑΛΕ
ΤΗ ΔΙΚΗ ΣΟΥ
ΨΗΦΙΔΑ

ΒΑΛΕ ΤΗ ΔΙΚΗ
ΣΟΥ ΨΗΦΙΔΑ!

THE ATHENS MOSAIC

ΑΥΤΑ ΠΟΥ ΑΓΑΠΑΜΕ ΔΕ ΤΑ ΑΛΛΑΖΟΥΜΕ ΜΕ ΤΙΠΟΤΑ.
ΓΡΑΨΕ ΚΑΙ ΣΥ ΤΙ ΔΕ ΘΑ ΑΛΛΑΞΕΣ ΣΤΗΝ ΑΘΗΝΑ & ΒΑΛΕ ΤΗ ΔΙΚΗ ΣΟΥ ΨΗΦΙΔΑ ΣΤΟ ΜΩΣΑΪΚΟ
ΠΟΥ ΘΑ ΔΗΜΙΟΥΡΓΗΣΟΥΜΕ ΜΑΖΙ ΣΤΗΝ ΚΑΡΔΙΑ ΤΗΣ ΠΟΛΗΣ!



ΓΡΑΨΕ ΕΔΩ
ΤΙ ΔΕΝ ΘΑ ΑΛΛΑΞΕΣ ΜΕ
ΤΙΠΟΤΑ ΣΤΗΝ ΑΘΗΝΑ!



το εκχρισμάκι του
Cin Nivola
Ραγκαβά

Το τουριστικό
τρενάκι στη
Πλάκα

Τα after-work
drinks στις
ταράτσες

4709

ΨΗΦΙΔΕΣ ΕΙΝΑΙ ΕΤΟΙΜΕΣ ΝΑ ΜΠΟΥΝ ΣΤΟ
ATHENS MOSAIC.

Πρωτογονιές
σε υπόγεια της
Μεσογείου

Αιχρόπτες
συναγνώσεις με
παλιούς φίλους

Τις
Πρωτογονιές
στο Μετε

Το
κρημβατήσιο στο
Μετε

Τη Rebound
στην πλατεία
Αμερικής και
τους goth τύπους
που συγγάζουν

Το pink
elephant στο
Χαλάνδρι

Πρωινό ουζάκι
στους
Διδάκους

Την αγκαλιά
της, που χωρά
όλες τις παρέες
του κόσμου

Το θέατρο
Θήρμια

Τις
κοτομπουκιές της
Μιχαλακοπούλου

Τα ραντεβού
στο Υποβρύχιο

Το Batman
φυσικά



ΠΑΡΧΟΦΟΡΗΣ ΕΤΑΙΡΕΙΑΣ

ΟΡΟΙ ΧΡΗΣΗΣ/ΠΡΟΣΤΑΣΙΑ ΑΠΟΡΡΙΠΤΟΥ

ΣΥΧΝΕΣ ΕΡΩΤΗΣΕΙΣ

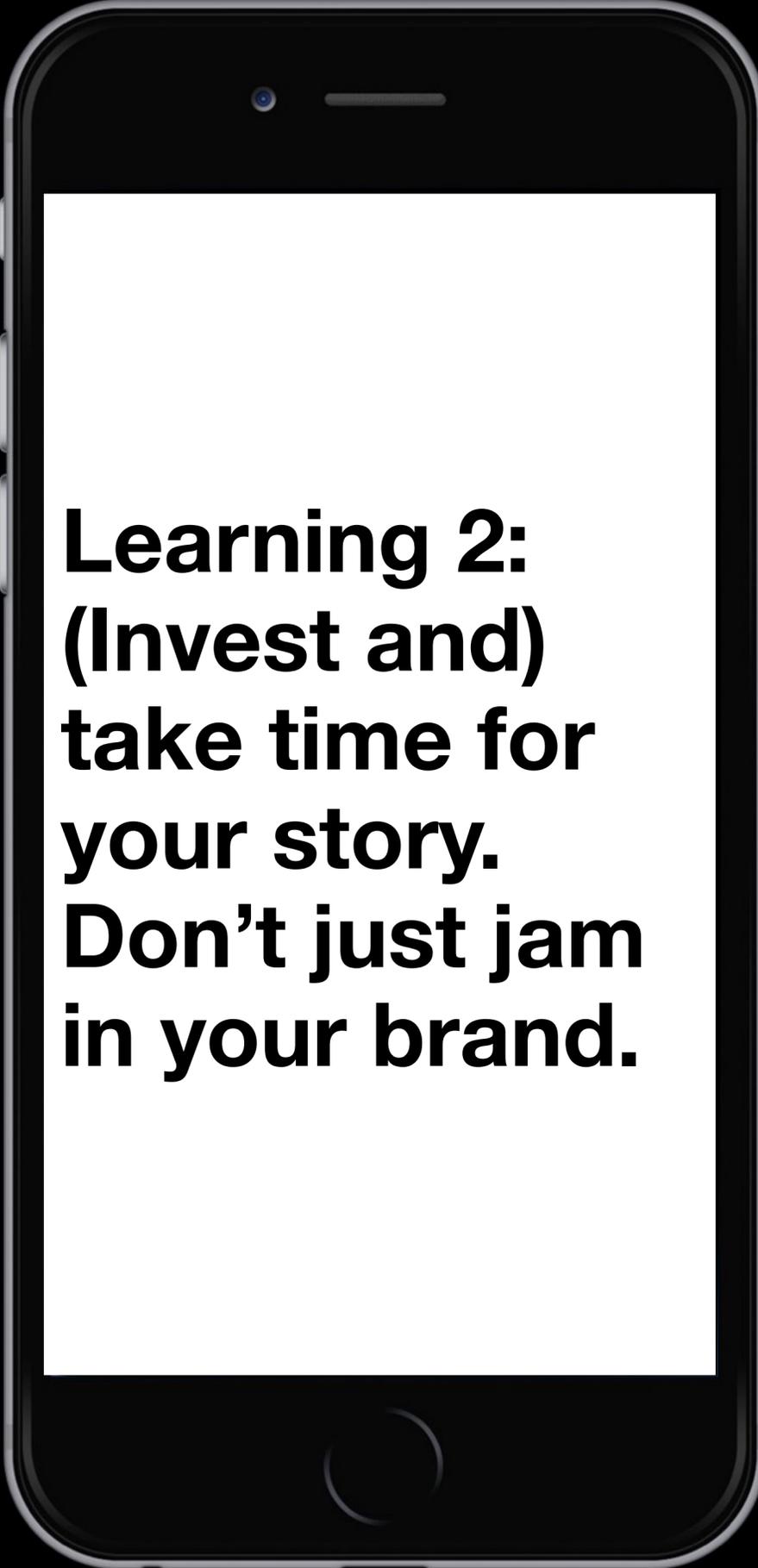
ΑΚΟΛΟΥΘΗΣΤΕ ΜΑΣ ΣΤΟ...

ΑΛΛΑΓΗ ΧΩΡΑΣ / ΓΛΩΣΣΑΣ

	<p>Το αίσος Ζητών</p>	<p>Τους Αέρηδες</p>	<p>Το τρένο στο Ρουφ</p>	<p>Μπαλκόνια το κλόκαρι</p>	<p>Το Παγκράτι</p>	<p>Αθήνα, 3 Δεν αλλάω τίποτα</p>	<p>La musique grecque</p>	<p>ΒΑΛΕ ΤΗ ΔΙΚΗ ΣΟΥ ΨΗΦΙΔΑ</p>	
	<p>Τα παιδιά που κάνουν skate</p>	<p>Τη Στέγη Τραμμάτων και τεχνών</p>	<p>Το σινεμά Αισυ</p>	<p>Τον Αση Αμφιάλιας</p>	<p>Το μηλε παπαγόλο στο Μεταξουργείο</p>	<p>Το λουζ στο Έσαιο</p>	<p>Τη δία από το Σινι Όσσιο</p>		
	<p>Την αγάπη των ανδρών για την ιστορία της</p>	<p>την αγή του six dogs</p>	<p>Το 111</p>	<p>τις μικρές αναπλάσεις που κάνουν οι διάφορες ΜΚΟ</p>	<p>ΘΕΤΙΚΗ ΕΝΕΡΓΕΙΑ ΤΟΥ ΧΩΡΟΥ ΚΑΙ ΤΗΣ ΕΞΟΥΣΙΑΣ ΤΗΣ ΝΑ ΜΕΤΑΔΩΣΕΙ ΦΩΣ ΣΤΟ ΣΥΜΠΑΝ ΑΠΟ ΤΗΝ ΑΡΧΑΙΟΤΗΤΑ.</p> <p>Ελίνα Μπακογιάννη</p>				
	<p>Τις νύχτες πρεμιέρας</p>	<p>Το Οδοσκι στο Μετς</p>	<p>Το στοίσιμό της Βασιλίσσης Σοφίας τα Χριστούγεννα</p>	<p>Την Τρώων στα Πετράλωνα</p>					
	<p>Τις μυρωδιές στα σοκακια της σε μεταφέρουν σε αλλες εποχές πιο απτες πιο αγνες</p> <p>zafes kanelles</p>		<p>Το Pliszhen Festival</p>	<p>Τις συναυλιές στο Λυκαβηττό</p>					
	<p>Το Παλιό Φάληρο</p>	<p>Το μικρό παρκάκι στη γωνία Αλεξάνδρας και Βασιλίσσης Σοφίας</p>	<p>Τα αδελποτάκια της</p>	<p>Βαδιά αναπνοή, παραθαλάσσιο μονοπάτι Άιμος-Φλοίσβος, ποδήλατα, ο σκύλος μου σέρνεται στην άμμο, φρέσκο ψιτό καλαμπόκι. Σε αυτά τα 3,7χ/μ ποτέ δεν μου λείπει, Εαυτέ μου</p> <p>Nadia Vel</p>					

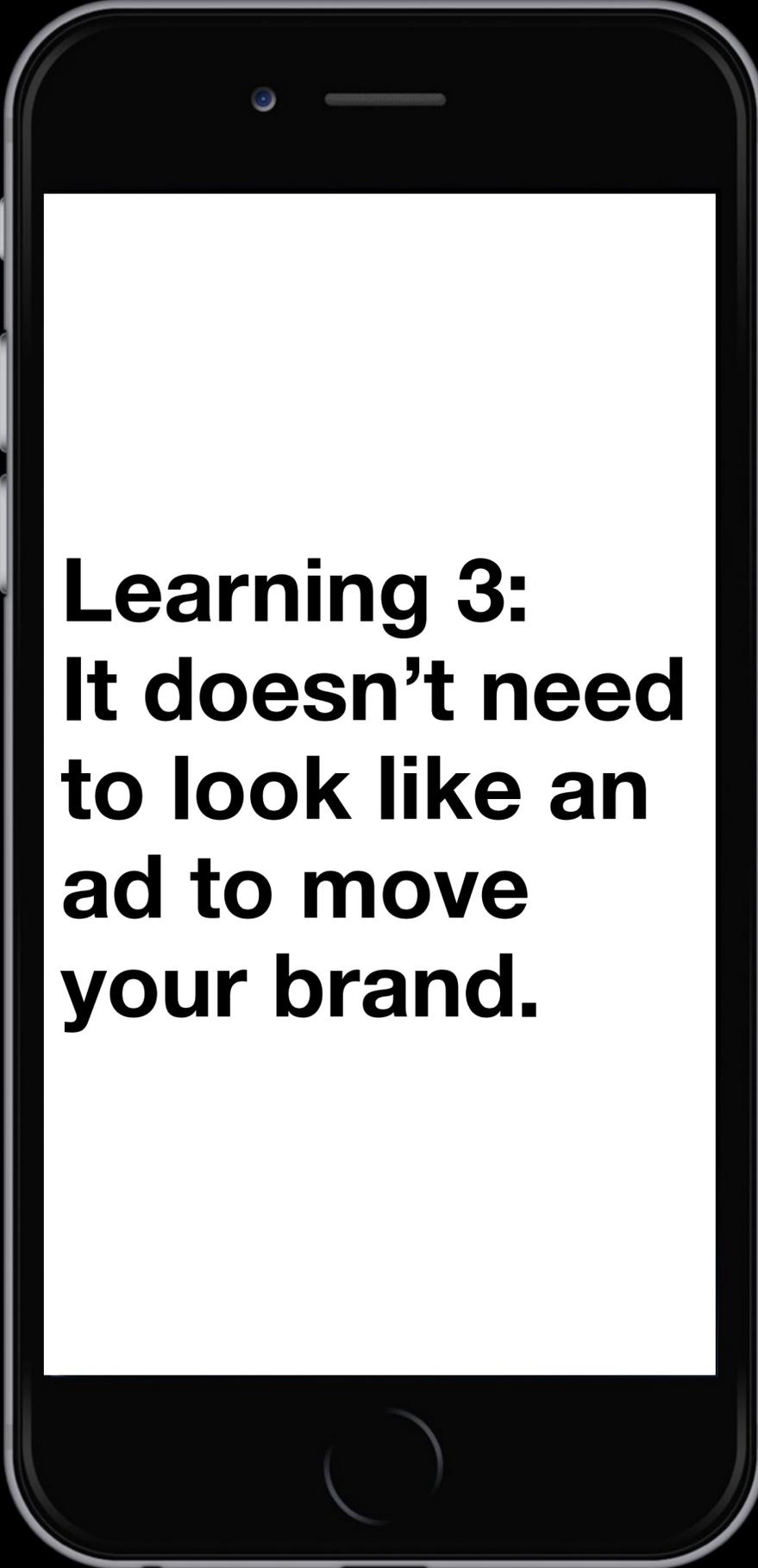




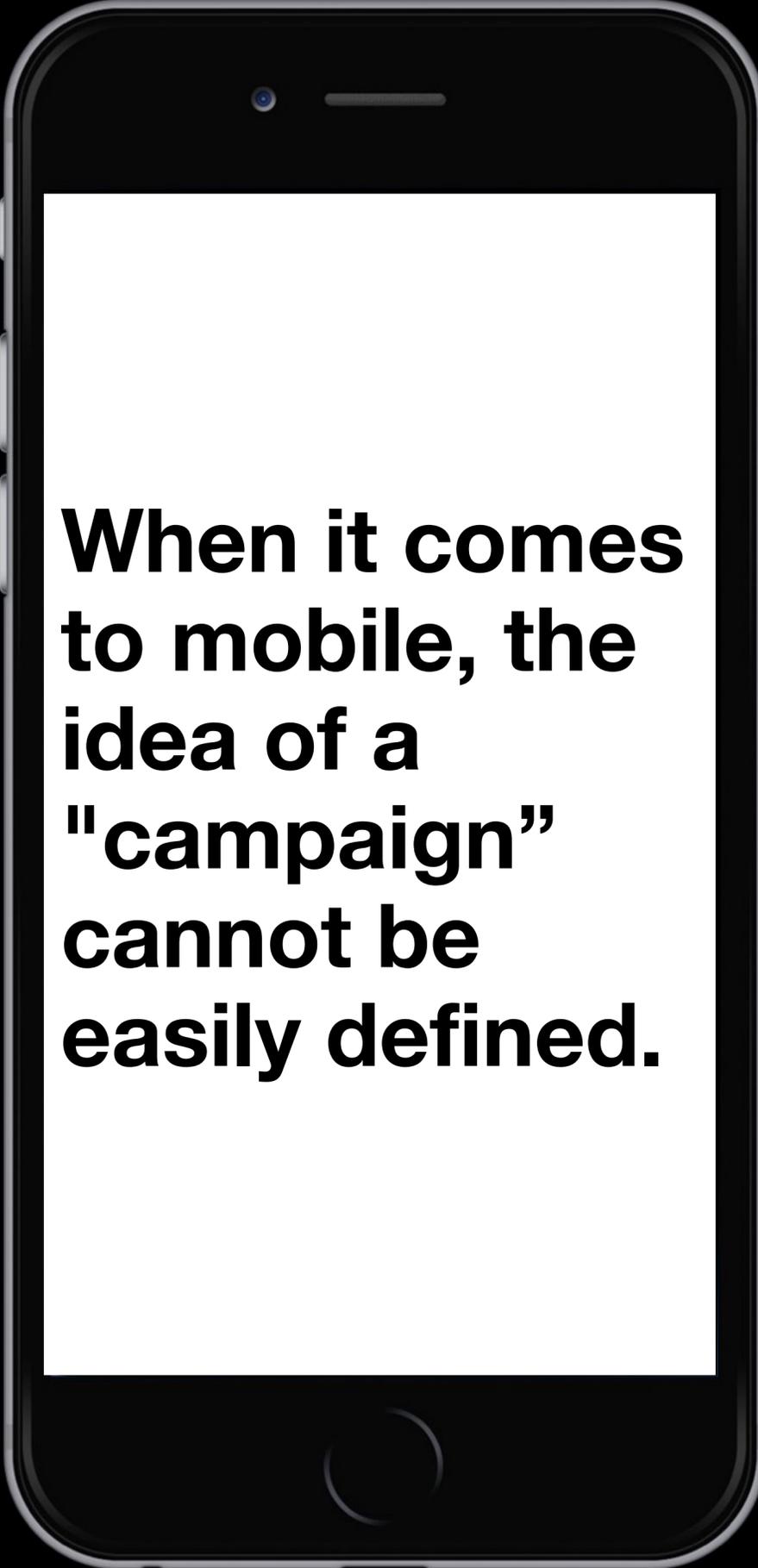
A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays bold, black text. The text is arranged in five lines, with the first line being the largest and most prominent. The phone's physical features, such as the camera lens and the home button, are visible.

**Learning 2:
(Invest and)
take time for
your story.
Don't just jam
in your brand.**



A black and white image of a smartphone. The screen is white and displays the text 'Learning 3: It doesn't need to look like an ad to move your brand.' in a bold, black, sans-serif font. The phone's physical features like the camera, earpiece, and home button are visible.

**Learning 3:
It doesn't need
to look like an
ad to move
your brand.**

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays a block of text in a bold, sans-serif font. The text reads: "When it comes to mobile, the idea of a 'campaign' cannot be easily defined." The phone's physical home button is visible at the bottom of the device.

**When it comes
to mobile, the
idea of a
"campaign"
cannot be
easily defined.**

A black and white image of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays the following text in a bold, sans-serif font:

2012
1st Cannes
Lions Grand
Prix in mobile
category:



2012
1st Cannes
Lions Grand
Prix in mobile
category:
A banner.



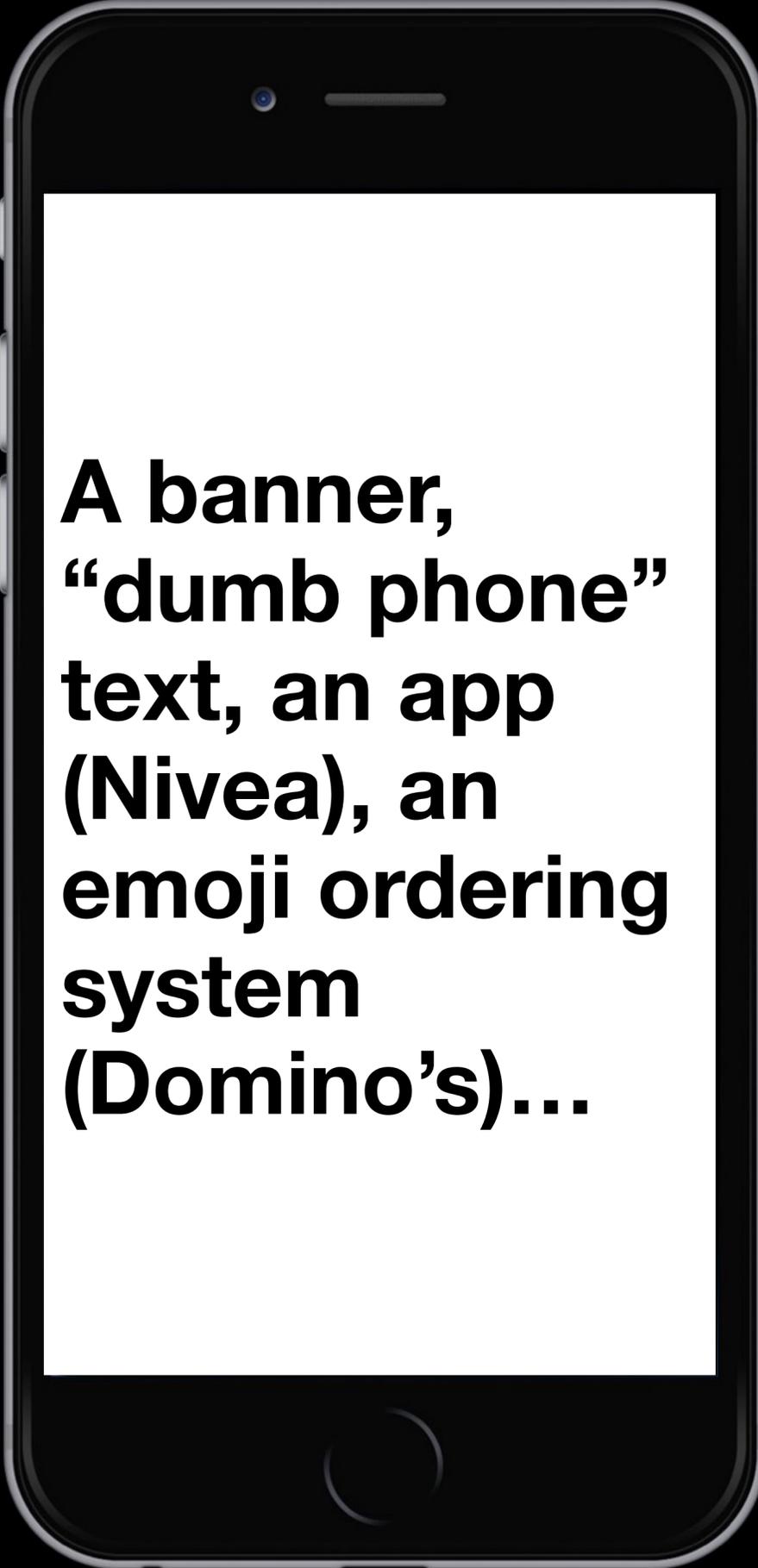
<https://www.youtube.com/watch?v=z5LeeMgmevA>



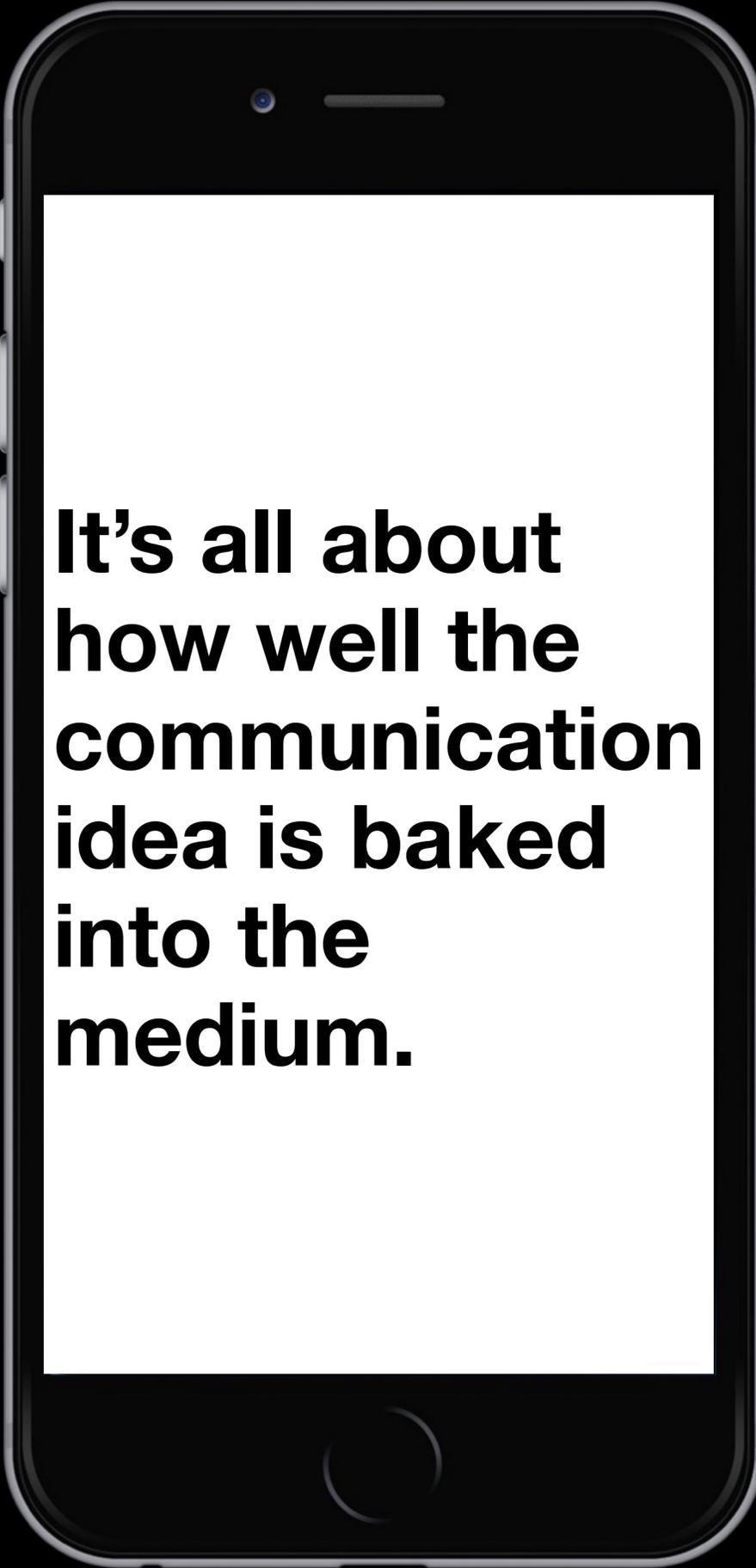
**2013
The “Dumb
Phones”.**



<https://www.youtube.com/watch?v=7bUGXqhrVrw>

A black and white image of a smartphone. The screen is white and displays a list of advertising projects in bold black text. The phone has a silver-colored frame and a circular home button at the bottom. The background is black.

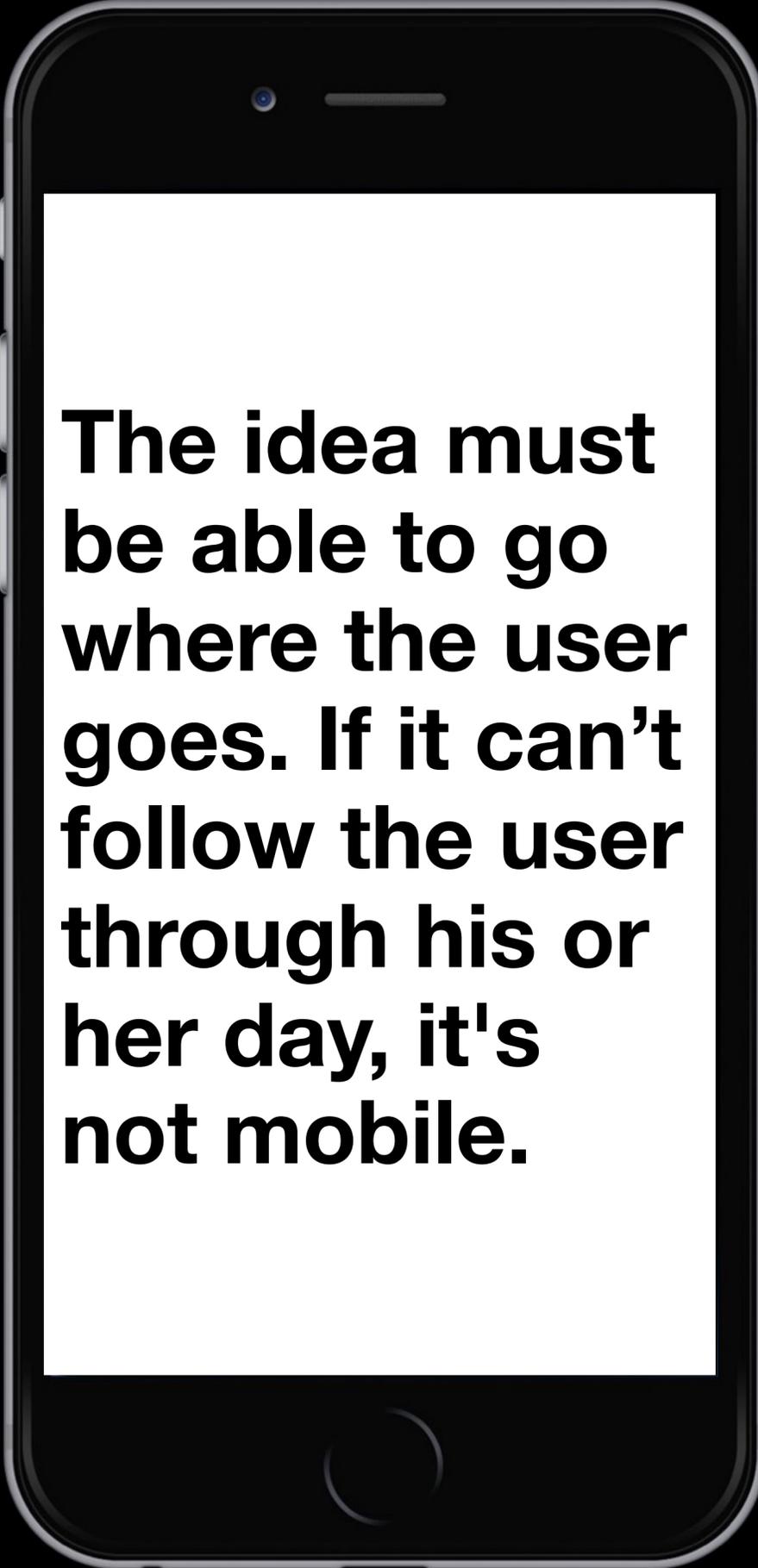
**A banner,
“dumb phone”
text, an app
(Nivea), an
emoji ordering
system
(Domino’s)...**

A black and white photograph of a smartphone, likely an iPhone, centered against a black background. The phone's screen is white and displays a text message in a bold, black, sans-serif font. The text is centered on the screen and reads: "It's all about how well the communication idea is baked into the medium." The phone's physical home button is visible at the bottom center of the device.

**It's all about
how well the
communication
idea is baked
into the
medium.**

**3 basic,
essential
principles:**

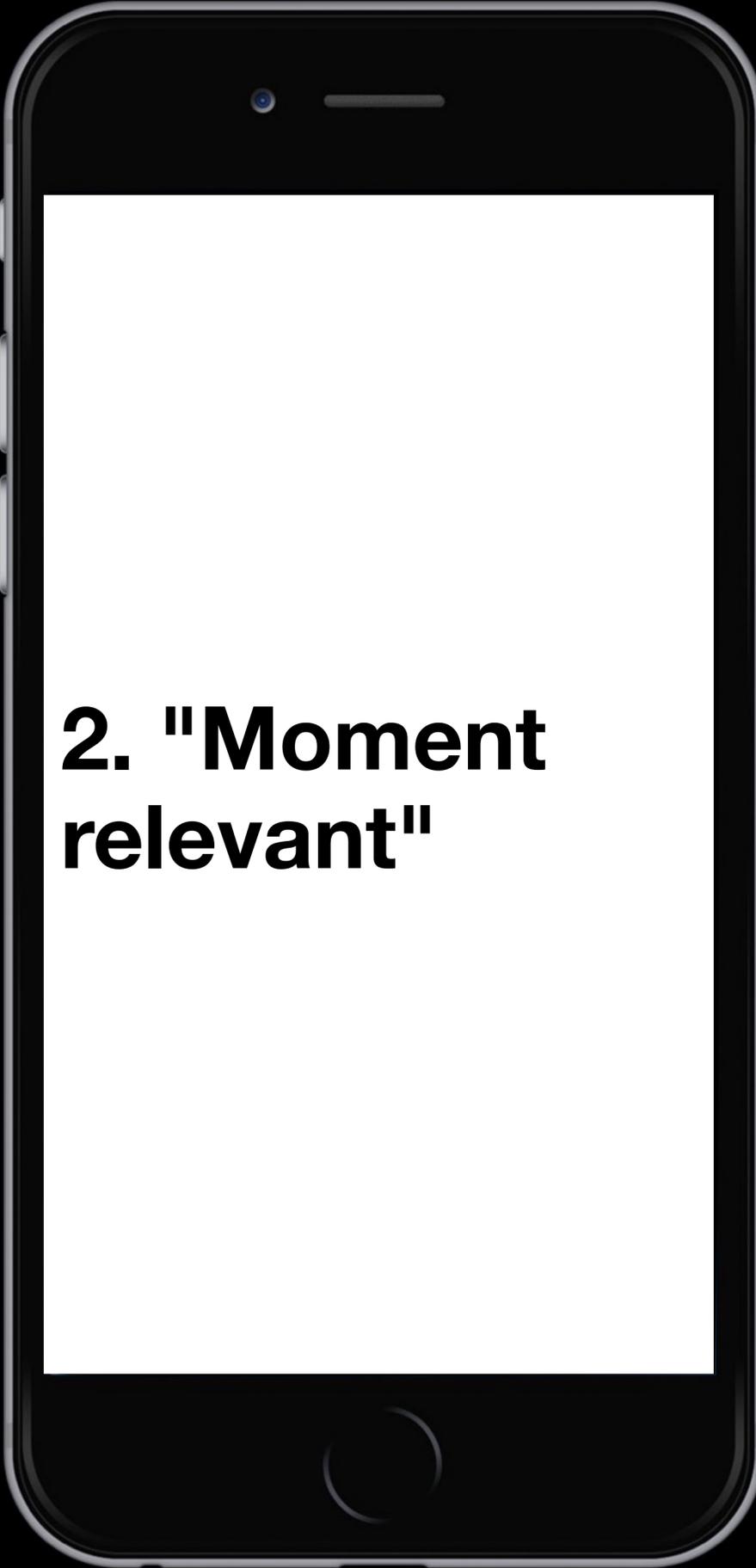
1. Portable

A black and white image of a smartphone with a white screen. The screen displays a block of text in a bold, sans-serif font. The text reads: "The idea must be able to go where the user goes. If it can't follow the user through his or her day, it's not mobile." The phone is centered against a black background.

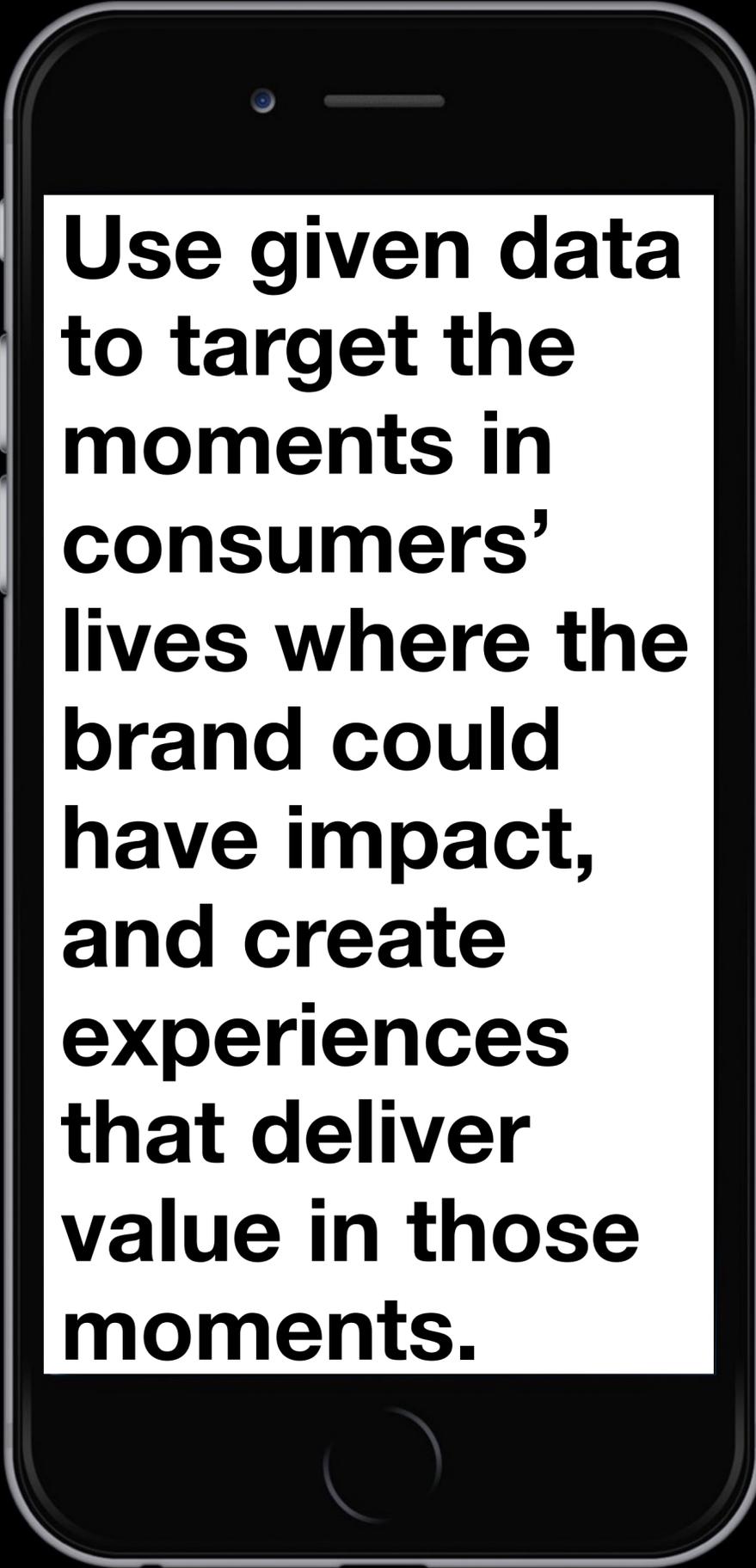
**The idea must
be able to go
where the user
goes. If it can't
follow the user
through his or
her day, it's
not mobile.**



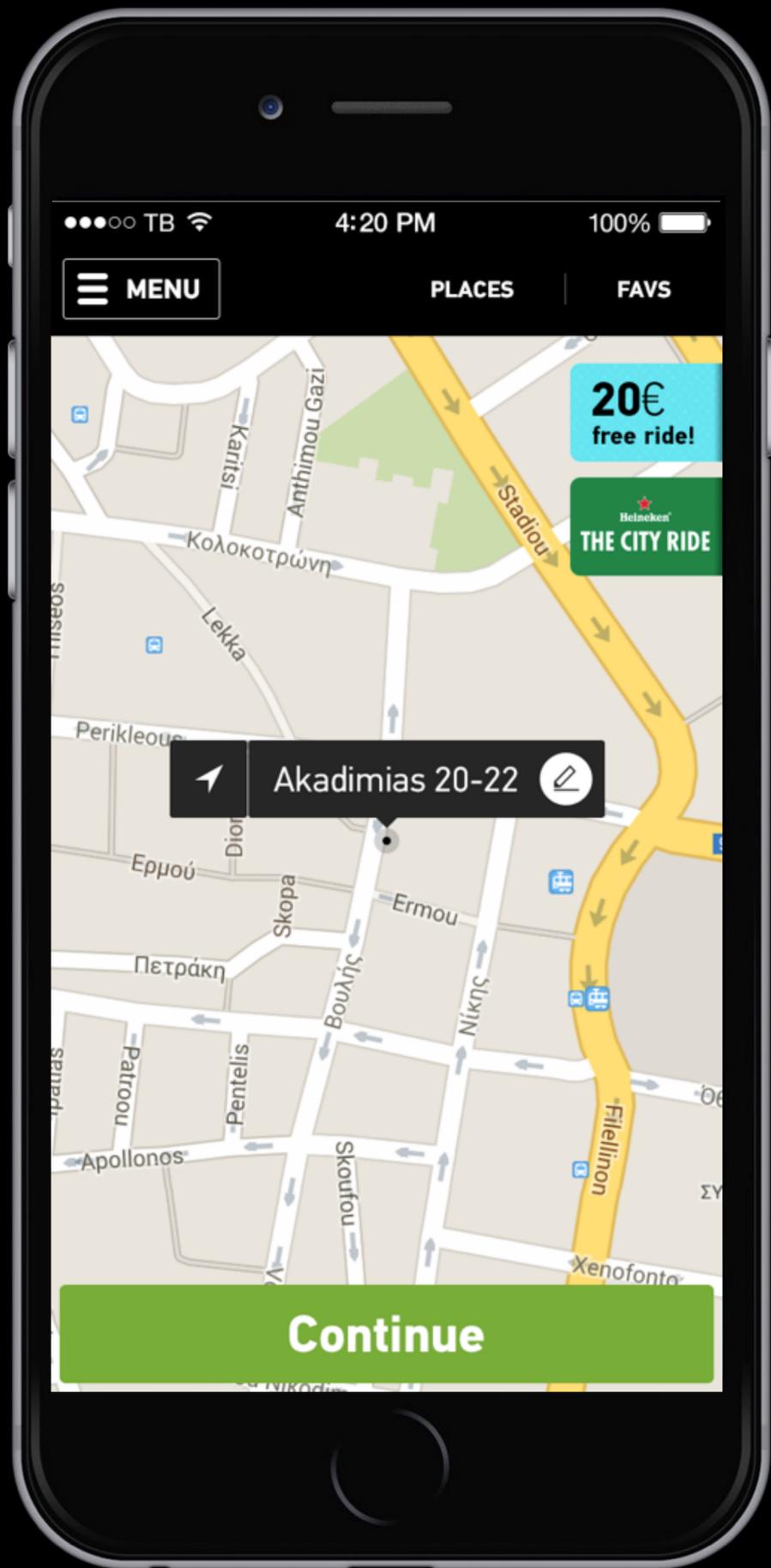
<https://www.youtube.com/watch?v=Jehpz6P5O90>

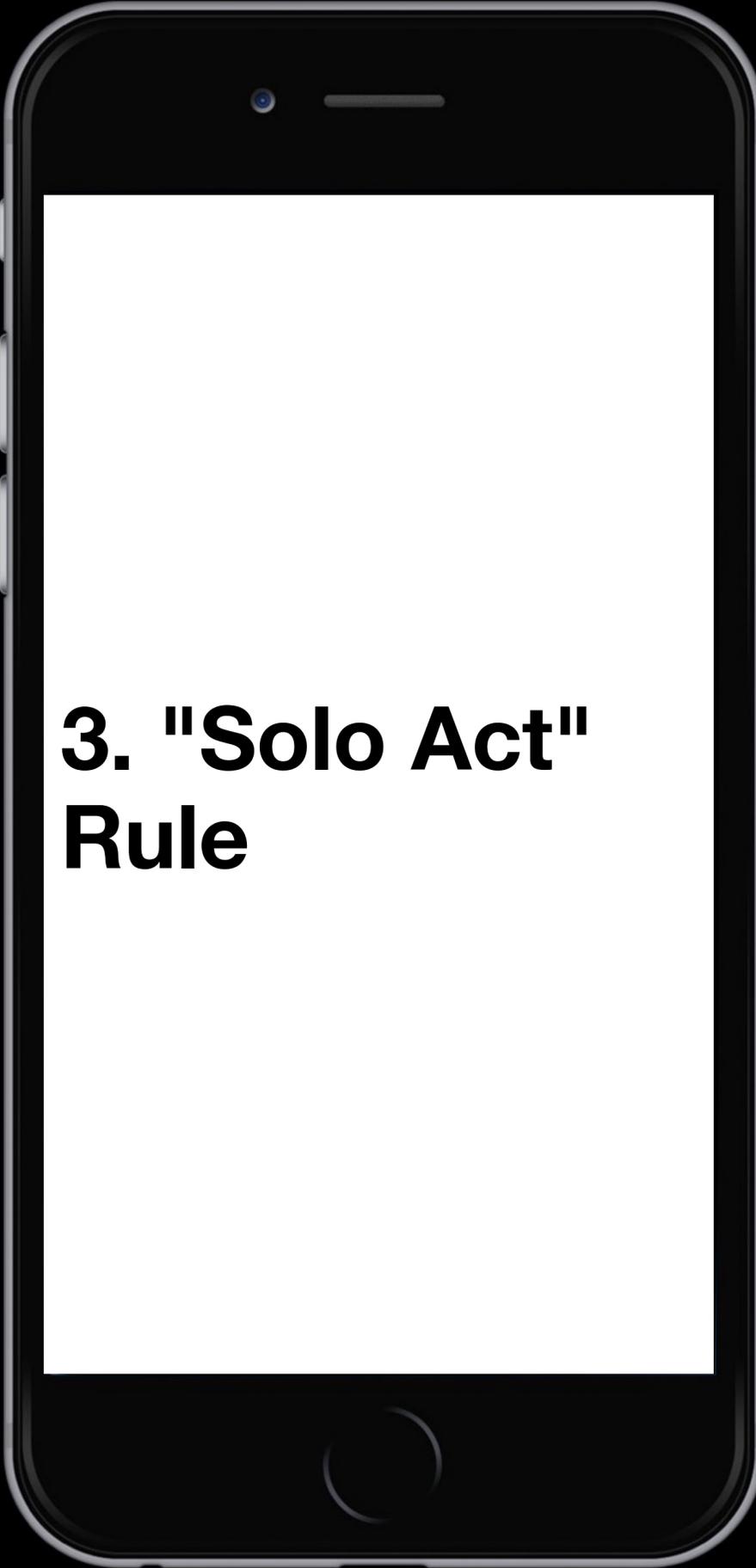


**2. "Moment
relevant"**

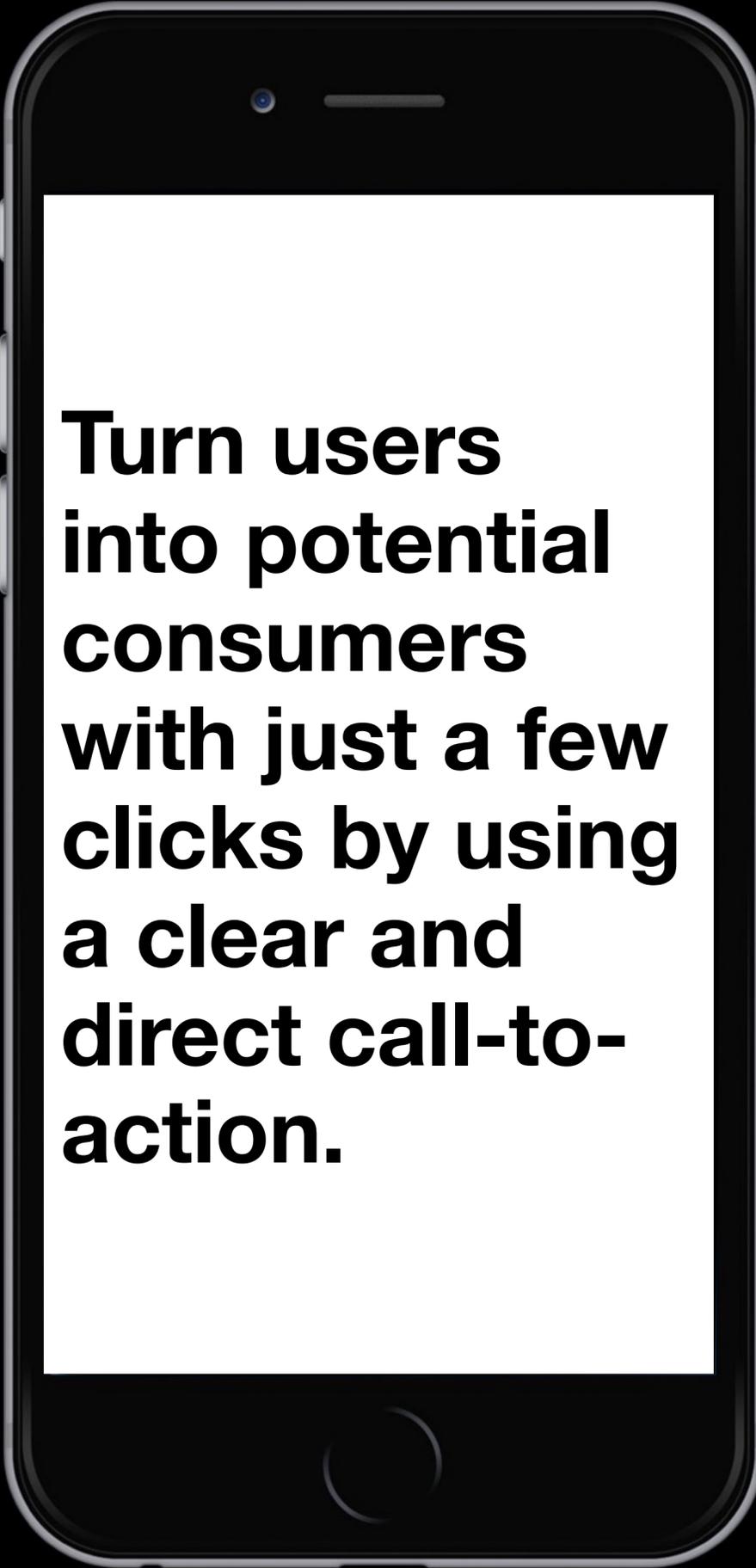
A black and white image of a smartphone with a white text box on its screen. The text is in a bold, sans-serif font. The phone is centered against a black background.

**Use given data
to target the
moments in
consumers'
lives where the
brand could
have impact,
and create
experiences
that deliver
value in those
moments.**



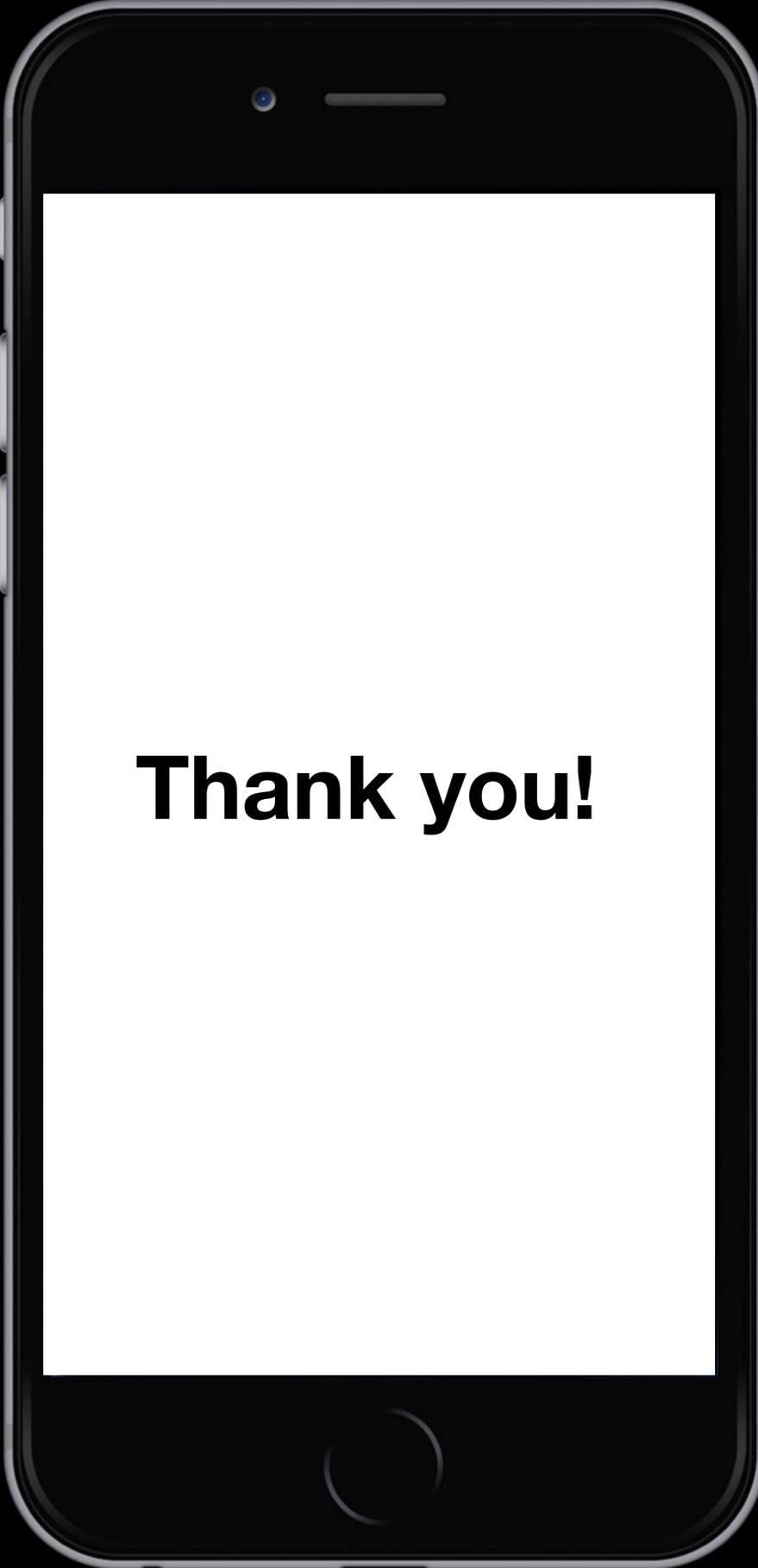
A black and white image of a smartphone. The screen is white and displays the text '3. "Solo Act" Rule' in a bold, black, sans-serif font. The phone's physical features, including the camera, earpiece, and home button, are visible.

3. "Solo Act" Rule

A black and white image of a smartphone. The screen is white and displays the following text in a bold, sans-serif font:

**Turn users
into potential
consumers
with just a few
clicks by using
a clear and
direct call-to-
action.**



A black smartphone is centered against a black background. The screen is white and displays the text "Thank you!" in a bold, black, sans-serif font, centered horizontally and vertically.

Thank you!