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# The role of mobile in a multi-screen world



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We're spending an astounding amount of time in front of our screens. According to data amassed by eMarketer and Collective, we annually spend the equivalent of a 12-day vacation engaged with our devices. While TV remains the primary screen for advertisers -- for example, the auto industry spends four times more on TV than on print, digital, radio, and outdoor combined -- it is no longer the screen of choice for consumers. This means that brand advertising spend isn't aligning with where consumers are spending their time. In fact, eMarketer postulates that mobile use closely rivals that of TV and computers as consumers routinely spend eight hours a week on their mobile phones, 10 hours in front of the TV, and 13 hours on the internet.

Given this information, it's imperative that brands stretch to find audiences across all devices at all times of day. "We call this 'wherevertising,'" said Chris Smith, VP of video and mobile at Collective, at the iMedia Breakthrough Summit in Austin, Texas.

And it's not only about the *where*; it's also about the *what*. Reaching an audience that increasingly consumes more and more content is a challenge because -- to understand what audiences want -- advertisers must discern when and where they are accessing content. In order to target consumers, one must understand *what* devices they are on (cookies) or *where* they are coming from (IP addresses).

After the data is collected, it must be leveraged across multiple screens. Studies indicate that the best course of action for a multi-screen campaign is to target consumers on their tablets and phones on the way to work, on the computer when they're at work, and on the TV when they get home at night. "Data is important, but you can still execute a multi-screen strategy just by knowing what your client wants," Smith said.

Additionally, marketers must be on top of the trends. Six months ago no one had a tablet, yet eMarketer estimates that there will be 54.8 million tablet users in the U.S. by the end of 2012 and 89.5 million by 2014. As a result of this widespread adoption, mobile video will see a dramatic increase in usage. Thanks to the tablet, mobile video will grow by 98 percent in 2013 and 76 percent in 2014. "Remember, video is video no matter what screen," Smith said.

Because of this dramatic increase in mobile video consumption, it is no longer viable to just create something for the web and move it over to mobile. "Creative is more important in a tablet environment as it aids brand awareness," Smith said.

This does pose quite a few challenges, as it is difficult to coordinate all the factors involved when dealing with a multi-screen campaign. To target your mobile audience, you must take geography (location) and demographics (taken from publisher registration records) into account in addition to eye-catching creative and multi-screen campaign tie-ins.

The mobile checklist includes:

## Audience targeting

- Behavior
- TV viewing
- Demographics
- Geography

## Display

- Rich media
- Pre-roll
- Video
- Multi-screen
- Rich media units

For a more in-depth look, check out Collective's "[Multi-screen advertising playbook.](#)" *&quot; &lt; &quot; attr(href) &quot; &gt; &quot;*

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## Jennifer Marlo

Jennifer received her BFA from UC Santa Barbara and MFA from CALARTS in 2006. Post graduation, Jennifer segued into freelance writing, focusing on various topics such as arts, entertainment, travel, and tourism. Jennifer is a native Los Angelean...

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