

## CLANMO

### Mobile Interactive Agency

#### What we do

CLANMO is the agency for mobile interaction.

CLANMO realizes award-winning

- campaigns
- applications and
- mobile internet solutions.

Our clients profit from our strategic competence and creativity in combination with our in-house technology platforms.

CLANMO supports its clients to sustainably strengthen their core business by using the mobile channel and make the most efficient use of the mobile medium.

## Our Clients and Partners

We work with brands, agencies and partners

### Brands



### Agencies and partner companies



### Founding member MobileOneAlliance



## Our Awards

We are the most awarded Mobile Agency in Germany



Most awarded Mobile Marketing Agency in 2008

The only German agency that was awarded for Mobile Internet and Mobile Marketing.



# #1: The Re-birth of Applications



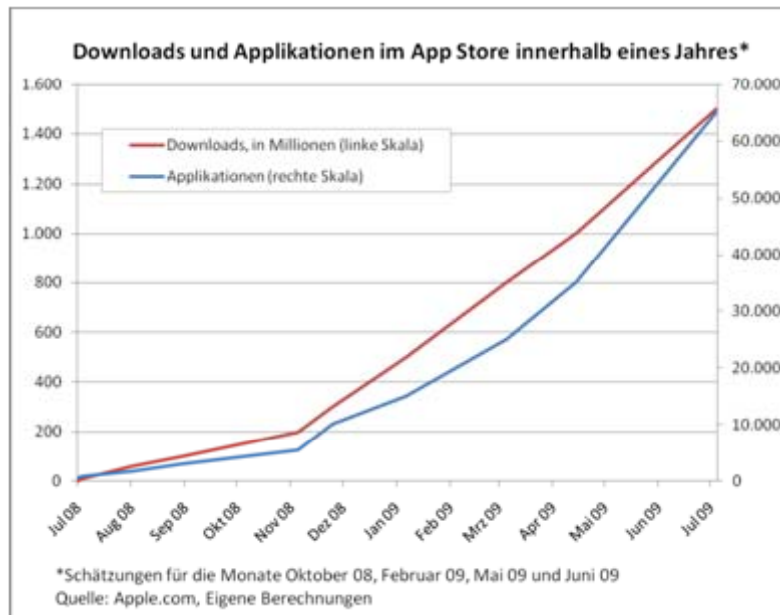
VW

## iPhone Applikation Golf GTI 2009



## App Store

Launch July 2008 – Start with 500 Apps



- After three days: 10 Millionen downloads, 800 apps
- 9 months: 1 billion downloads, 35 000 apps
- 12 months: 1,5 billion downloads, 65 000 apps
- Developers July 2009: 100 000

## Mobile Applications and Widgets

### Scope



## IKEA

### IKEA PS Cam



**Probiers doch mal aus: die IKEA PS Einrichtungskamera.**

Wir zeigen dir, wie acht tolle Produkte aus der IKEA PS Kollektion bei dir zu Hause aussehen. Und so funktioniert's:

1. **Sende eine SMS mit dem Kennwort „IKEA“ an die 60400.\***
2. **Lade die IKEA PS Einrichtungskamera auf dein Handy.**
3. **Fotografier mit deinem Handy den Raum zu Hause, in dem du dein PS-Möbelstück sehen möchtest.**

Via MMS kannst du außerdem mit allen Freunden deine tollen Einrichtungsideen teilen.

**Wir wünschen dir viel Spaß beim Kreativsein.**

**IKEA PS**

**IKEA PS Einrichtungskamera**

Wir zeigen dir, wie acht tolle Produkte aus der IKEA PS Kollektion bei dir zu Hause aussehen.

[Download starten](#)

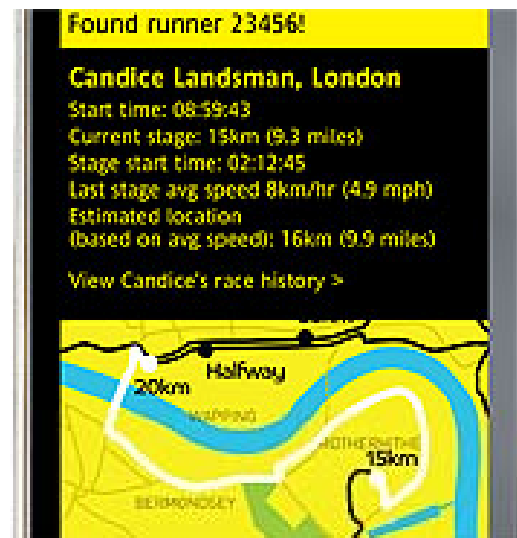
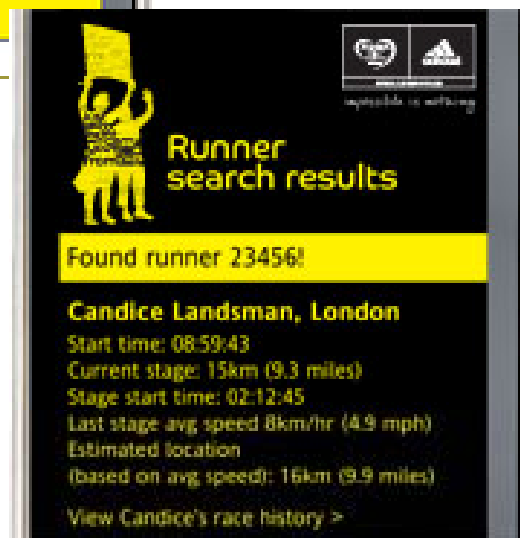
© Inter IKEA Systems B.V. 1999 - 2009



## Adidas London Marathon



- Java App
- Radio frequency tracking of runners
- Integrated in wider sponsorship campaign

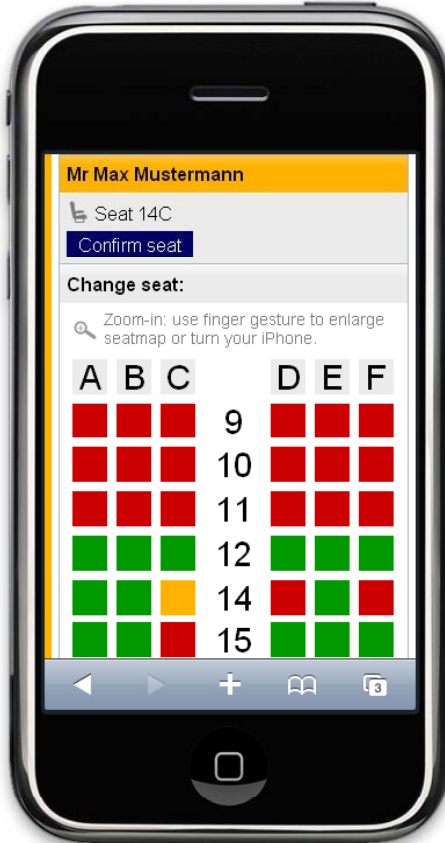
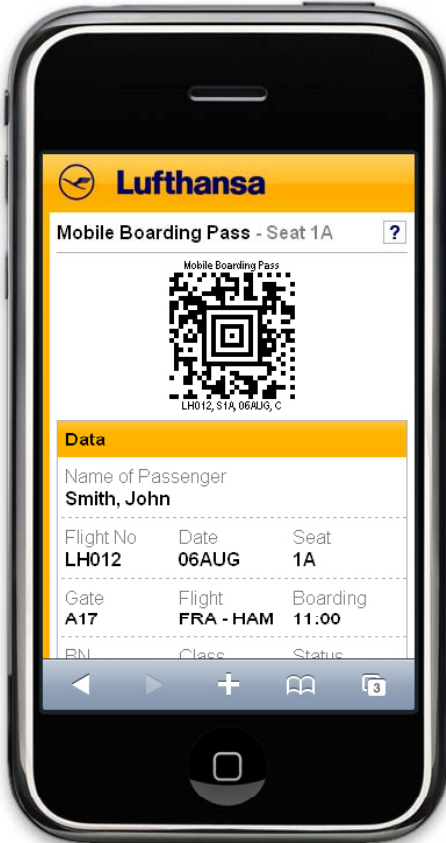
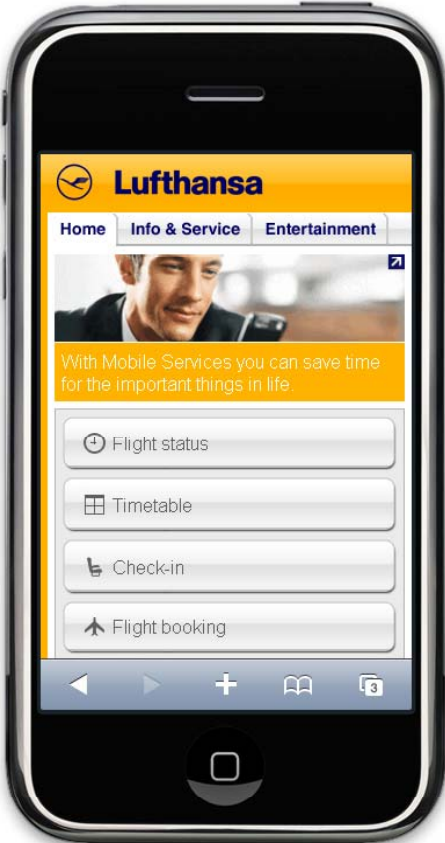


## #2: The Rise of mCommerce Services



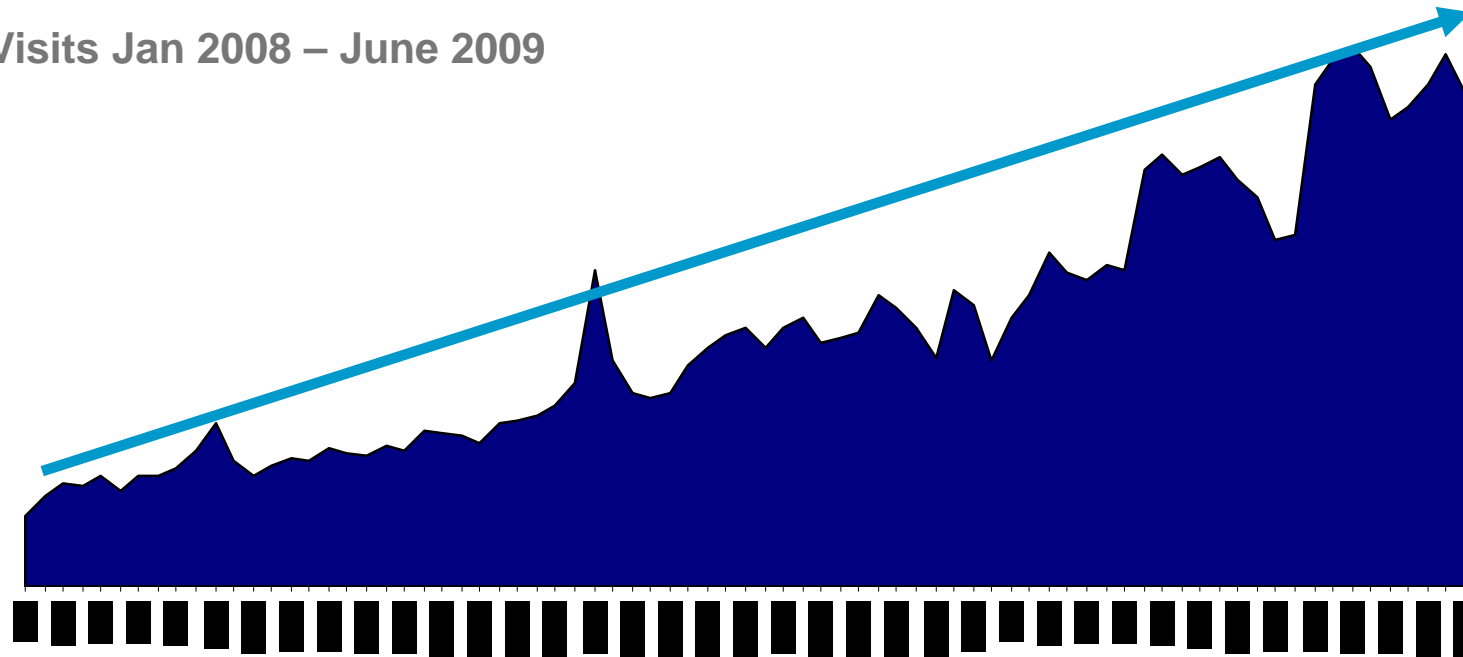
## Lufthansa: Mobile Portal

From cost center to profit center



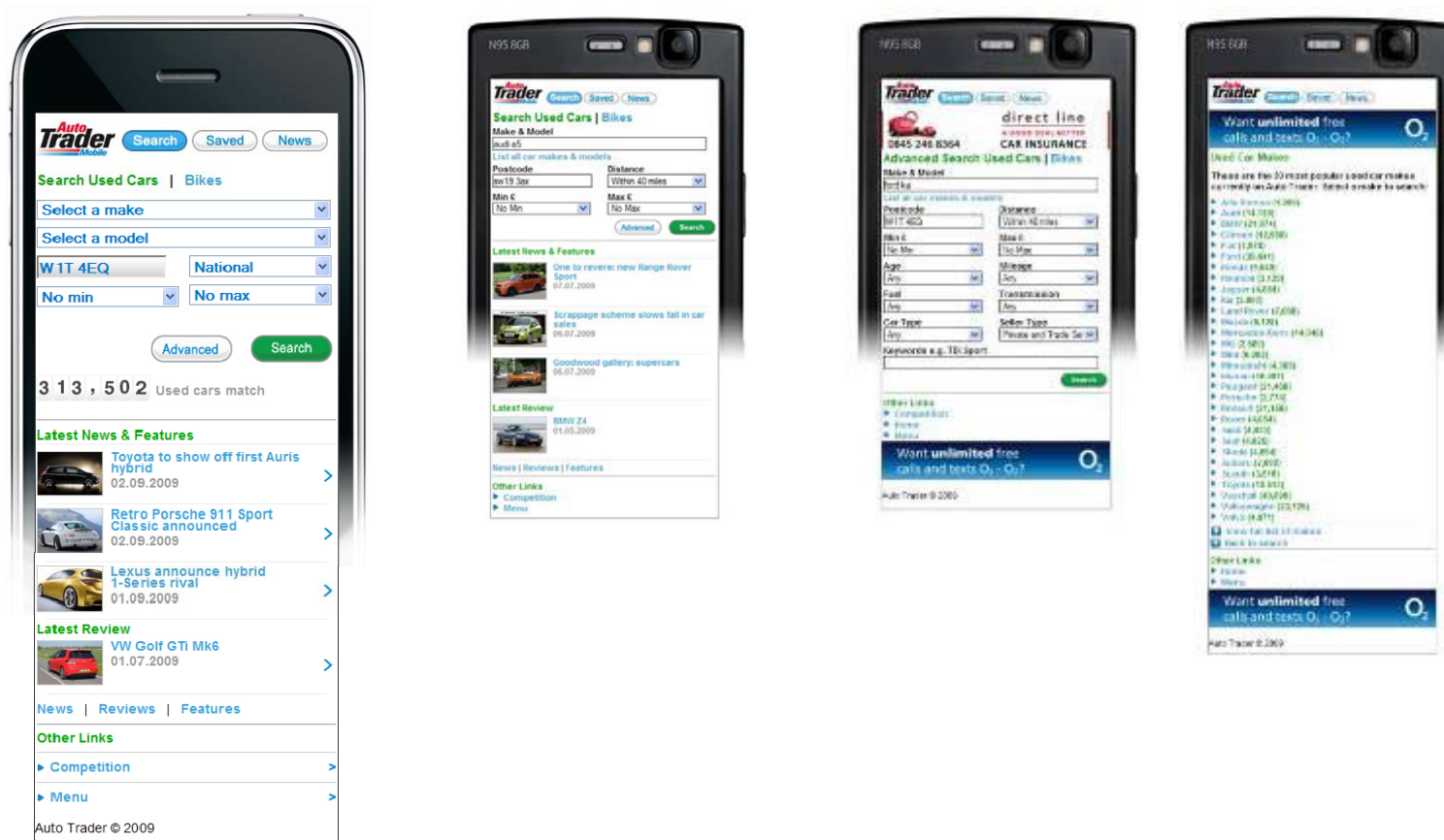
## Lufthansa: some numbers

Visits Jan 2008 – June 2009




- Pageviews: ca. 1.4 Mio per month
- Most used services: Flight Status and Check-In
- Mobile Boarding Pass: ca. 85.000 per month (Online & Mobile)
  - Distribution: 60 % per Email and 40% per SMS
- Length of visit on the mobile portal: 6-7 minutes

## Autotrader UK



- 1 million searches in July 2009

## Mini campaign Spain



The first car that can be purchased by mobile phone

On one side, seeking notoriety and innovation the first mobile dealer in history was created and the new MINI Cabrio became the first car that could be bought start to finish from a mobile phone.

On this “Mini” store users could design the car and pay at 18 different banks or leave a deposit.

Challenge: Moving mobile from fringe to core



## Is he right?

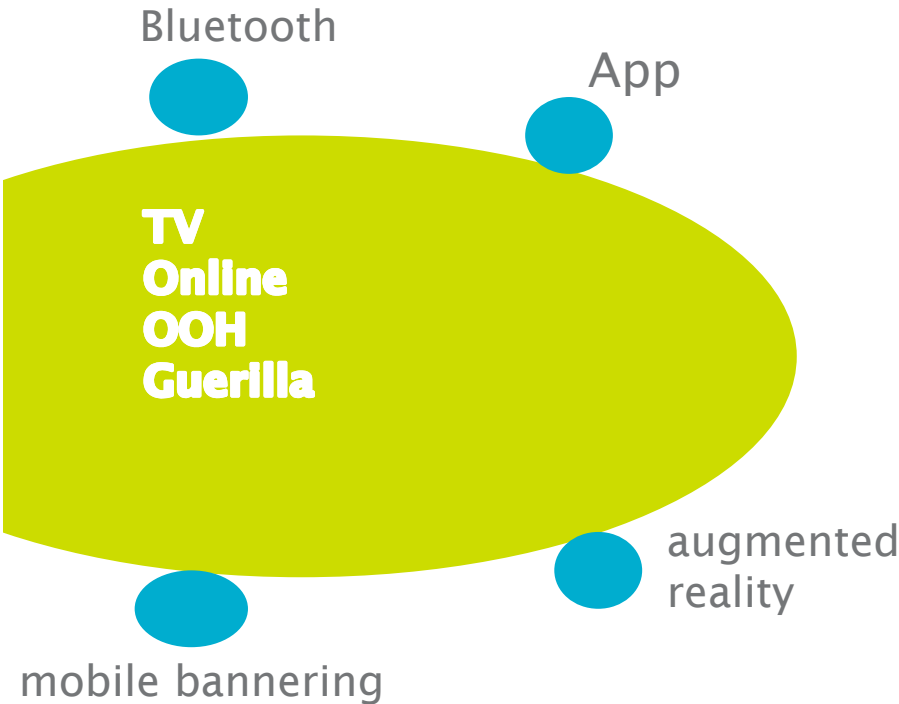
„In five years, 50 percent of all digital communication and access to services will be mobile anyways.“

(Managing Director, German Online Agency)

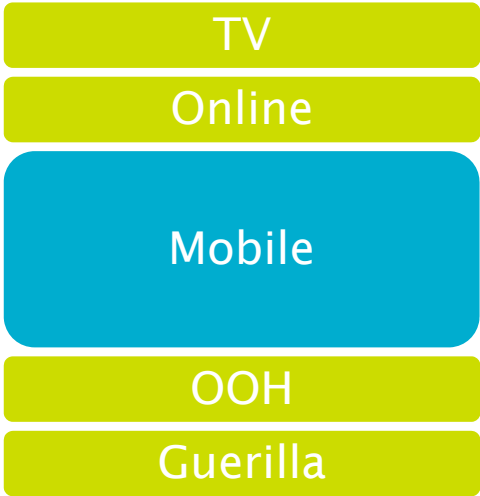
## Mobile channel not mobile add-ons

From tactical to strategic, from fringe to core

Today:



ASAP:



- Mobile strategic approach
- Technology portfolio
- Creativity for mobile
- Proven ROI
- Budget allocation
- Specialist agencies

**Thank you.**

**Joachim Bader**  
Managing Director

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