

Smile, it's Monday!



Bringing the Mobile
Industry Together



Mobile Marketing & Advertising

18 May 2009

Golden Thread Gallery, Belfast

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17:15 Reception + Networking

18:15 Introduction - Colm Hayden, Anaeko

18:30 Bluetooth Marketing – a Northern Irish Perspective
Simon Miskimmin, Blue Age Media

18:45 Mobile Advertising in Ireland
Kevin Foley, Head of Mobile, Sales Online

19:00 Delivering a Successful Mobile Marketing Campaign
Malcom Fogarty, Head of Client Services, Puca

19:15 Conclusions - Norbert Sagnard, Sagnard Marketing Associates

19:20 Networking

First Some Stats



- Global Mobile Ad Spending will reach \$5 billion this year
source: eMarketer
- Global Mobile Ad Spending will reach \$11 billion by 2011
source: Informa
- UK Mobile Ad Media Expenditure at £28.6 million in 2008
 - Increasing 99.2% year on year
 - Display Advertising (banners, text links, in game): £14.2 million (50%)
 - Paid-for-Search Advertising: £14.2 million (50%)
represents mobile media spend
excludes mobile marketing such as SMS, MMS or Bluetooth production and delivery
source: IAB & PWC
- UK Mobile Advertising Market at \$1.1 billion by 2010
source: FirstPartner