
Easy Steps for Running a Successful Mobile Content Delivery Campaign

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About Qwikker

Campaign Basics:

Using *Bluetooth*® wireless technology, Qwikker delivers content on demand to users of mobile devices anytime and anywhere. Customers can opt in to receive Bluetooth™ mobile content based on a call to action like signage. Our solution “lights up” traditional advertising and can transmit music, videos, images and more to consumers. Content is downloaded to mobile devices free of charge and without a data plan requirement.



How It Works:

Qwikker maintains a virtual mobile content distribution network. This network consists of an ever growing installed base of Mobile Content Servers. The Mobile Content Server (MCS) creates an intelligent, remotely controlled *Bluetooth*® wireless technology hotspot. These servers use a GPRS or Ethernet up-link to connect into Qwikker’s network infrastructure. Our infrastructure, campaign management tools, and report generation technology allows for real-time campaign creation and control.

Bluetooth Basics:

Bluetooth® wireless technology is the simplest way to send content directly to mobile phones. It is a global standard for wirelessly connecting devices such as mobile phones, computers, cars, stereo headsets, MP3 players and more. It is built into over two billion mobile devices already, and over twelve million new devices are shipping every month. Qwikker uses *Bluetooth*® wireless technology to power its mobile content hotspots so downloads are always fast and free for mobile device users.

Quick Facts

- Downloads take between 5 and 25 seconds depending on content size.
- *Bluetooth*® wireless technology hotspots effective range for content delivery is 30 feet.
- *Bluetooth*® wireless technology devices must be set to discoverable in order for content to be delivered.

A Quick Checklist

Congratulations! You've decided to distribute mobile content through Qwikker's mobile content delivery network. This Guide will help you execute a smooth campaign deployment process and maximize the success of your campaign.

√ **Pick Your Locations**

You may be deploying a campaign on part of Qwikker's existing location network. Or you may be deploying a new Qwikker network for a one-time event or for permanent installation. In either case, you should choose locations with good dwell times and visited by your particular target audience.

See the section on *Location Guidelines* for further information on picking locations.

) **Design A Clear Call To Action**

Your target audience needs to know about your campaign. When a user arrives at a location, there should be clear signage indicating the presence of the content service. This may be a traditional printed sign or it may be a digital display. In either case, it is important for the call to action to be **clear** and **compelling**.

See the section on *Call To Action Guidelines* for instructions on designing a strong call to action.

À **Design Your Mobile Content**

The success of your campaign will depend on how compelling your content is for your target audience. You may be adapting existing content from another medium or you may be designing special purpose mobile content. In either case, it is important to understand that the mobile phone is a completely new medium. When used properly, it can result in some of the **stickiest** and **most interactive** ways of reaching out to your target audience. It can be the basis of an ongoing, two-way communication with your users.

See the section on *Content Preparation Guidelines* for precise instructions on how to prepare your mobile content.

⊠ **Measure Your Results**

Qwikker provides detailed statistics on your content campaign during the campaign and after completion. Use these statistics and watch them over time to understand what is working well or (not so well) for the current campaign and for future campaigns.

See the section on *Understanding Results* for an explanation of campaign metrics.

Location Guidelines

Our Mobile Content Server (MCS) units can transmit content to users within a roughly 10 meter (30 foot) radius in any direction. Some users with newer, more powerful, devices may successfully connect at a longer distance.

The MCS units should be placed as close as possible to the call to action signage.

For large-footprint locations such as a train terminal or large retail floor, Qwikker will work with location operators to design a network of MCS units to provide optimal wireless coverage given the patterns of user foot traffic. A site survey may be scheduled during the deployment process.

We can also dial down the reach of transmission for a more narrow push to be used in close delivery scenarios such as retail stores.

For temporary events or for “mobile” deployments, Qwikker provides battery. These batteries last up to 12 hours.

Call to Action Guidelines

A clear and prominent call to action on the campaign creative will result in a more successful program with higher opt-in rates. This call to action is necessary in order to notify consumers of the presence of a content offer and to instruct them to turn on their Bluetooth – many devices do not have Bluetooth™ turned on by default. Creatives should have a clear call to action (for example: “Turn On Your Bluetooth To Get Free Music”).



Call to Action Verbiage Recommendations:

Bold and simple instructions work best for capturing the attention of idle consumers. Emphasizing the word ‘free’ as well as the advertised brand name and the content that is available for download are important. Examples:

“Get free Ford Sync Ringtones Here”

“Turn on your Bluetooth™ for a free offer from NBC Bravo”

“Check out free Nike video here. Turn on your Bluetooth™”

Content Preparation Guidelines

Single File Push versus Mobile Channel

The Qwikker system can deliver single media files, including **Images, Wallpapers, Coupons, Ringtones, MP3s, Videos, and Java Games**. In addition to single media files, the Qwikker system can deliver an interactive package of multiple content items, information, and interactive components, delivered together as a **Mobile Channel**. A Mobile Channel is a customized java application that resides on the end user’s phone and can be accessed, or deleted, at any later time.

Also, Additional content items can be made available for download via the mobile channel, both through Bluetooth if the end user is near a Qwikker unit, or over the air (OTA) if the end user is no longer in the vicinity of a Qwikker unit.

Rotate Your Content

For longer campaigns, we suggest rotating through multiple pieces of content on a periodic basis so it is fresh for repeat visitors to the locations. Qwikker’s system includes a scheduling system that automates the process of content rotation.

Deliver something “deeper” than a commercial

Mobile content delivery is a personally experienced, opt-in based, method of communication. As such, it is not necessarily the best channel for delivering a raw commercial or advertisement that is not entertaining or interesting to the end user. It can be an excellent channel for delivering exclusive or extra pieces of content not available through other channels.

Content Preparation Guidelines Continued

Mobile Content

Images, Wallpapers, or Coupons

- Provide 2 graphic masters in 176 x 220 pixels or 240 x 320 pixels.
- Use a descriptive filename for each image (e.g. FordSync.psd). The first 7 characters of text should include the brand name or product message.

Examples:

üQwikker.psd

X Qwikker240x320.psd

üNBCBravo.psd

X Makemeasupermodel.psd

Ø Format: PSD

Videos

- For each video, include a descriptive filename (e.g. Pepsi.mov). The filename should be product or brand centered and is limited to 7 characters.
- File size should be no larger than 500 KB or approximately 30 seconds in duration.
- File should be formatted to 3GP format before submission.
- The resolution supplied should be 176 x 144 pixels. If the video is supplied in a widescreen or letterboxed format, it will be trimmed to correct aspect ratio for mobile handsets.
- For applications, a small thumbnail image (128 x 128 pixels or less) must be submitted.
- The image can be a still photo from the video, album art, or any other visual representation of the content.

Ø Format: 3GP

Audio or Ringtones

- For each track, include a descriptive filename (e.g. Sync.mp3) AND a 128x128 or less thumbnail image to illustrate the ringtone (e.g. album cover)
- File size should be no larger than 500 KB or approximately 30 seconds in duration.

Ø Format: MP3

Content Preparation Guidelines Continued

Mobile Channels & Mobile Channel Plus Campaigns

Games & Applications

- .JAD, .JAR files for Java phones plus a Supported Device List in XML format (please contact Qwikker for details on this format).

Top Banner

- Provide a main channel graphic banner, 800 x 200 pixels
Ø Format: PSD

Background Image

- Background image should be 176 x 220 pixels or 240 x 320 pixels, while keeping key images in a 176 x 200 pixels constraint.
Ø Format: PSD

Screen Size and Graphic Layout

- Provide a mock-up or wireframe (e.g. main menu layout and additional page layout).
Ø Format: PSD

Buttons/Text

- Should be approximately 240 x 40 pixels.
Ø Format: PSD

Images and Text

- Images and Text on top of the background image will scroll vertically but not horizontally.
Ø Formats: PSD

Events and Schedules

- Qwikker will provide sample for events and schedules.
Ø Formats: XML, CSV, XLS, XLSX.

Introduction (Optional)

- If you would like to include an introduction in your mobile application please follow the content guidelines below.

Content Preparation Guidelines Continued

Mobile Channels & Mobile Channel Plus Campaigns

Introduction Video

- Please provide 10-20 seconds of video.
- In order to increase handset support please include materials for a slideshow as detailed below.
- Ø Format: 3GP

Introduction Slideshow

- For the slideshow, please include 10 static images and a document that outlines the order and timing of each image. Slideshows should also run no longer than 10 – 20 seconds.
- Ø Formats: 176 x 144 pixels, PSD

Click-to-Call Link

- Provide the phone number to dial in response to a user's click (e.g. 1-800-555-1212).
- Include descriptive text link to accompany the phone number OR a button graphic to be used instead of text.

Click-to-Web Link

- Provide the URL that will be opened in the user's browser when clicked (e.g. <http://www.qwikker.com>).
- Include descriptive text link to accompany the URL (e.g. "Click for Qwikker") OR a button graphic to be used instead of text.

How to Deliver Content to Qwikker

Deadline

Content masters should be delivered to Qwikker at least 3 weeks prior to campaign live date.

Content Manifest

Please include a list of content and accompanying information (descriptions, thumbnails, URLs etc.) format: TXT,DOC, XLS, PDF.

Delivery Method

Smaller items of content can be emailed as an attachment to psso@qwikker.com
Larger items of content should be dropped onto an FTP site for collection by Qwikker. Please contact us for FTP information.

Video & Audio files that are too large to email (10mb +) or download from an ftp site (150mb +) should be sent on a DVD/CD Rom. Please contact us for mailing address

Understanding Results

What you can expect out of a report and what the metrics provided mean

Standard reports are delivered for each client as requested, usually within the first six business days of each month. More detailed, tailored, or frequently issued reports can be delivered upon request (model/make of responding end user devices) at an additional cost.

Elements of Qwikker Reports

Total responses – Total number of end user devices that were prompted and provided a accept/reject response back to the Qwikker unit

Opt-ins – Total number of end user devices that responded with an accept response back to a Qwikker unit

Opt-outs – Total number of end user devices that responded with a reject response back to a Qwikker unit

Opt-in % – percentage of people responding with an *accept* out of all responders

You will receive cumulative reports for the entire duration of your campaign, reports monitoring all locations involved, and reports for all individual dates.