Asia-Pacific mobile ad guidelines released

HONG KONG: The Mobile Marketing Association (MMA) released its Mobile Advertising Guidelines tailored specifically for the Asia-Pacific (APAC) region, yesterday, Thursday, 6 December 2007. The guidelines are designed to foster the uptake of mobile advertising by brands and marketers throughout the region, as well as enhance and ensure a positive and consistent consumer experience.

The guidelines make it easier for global and regional brands and marketers to develop mobile advertising campaigns while ensuring the campaigns are delivered consistently on the majority of mobile devices. The Mobile Advertising Guidelines for Europe, Middle East and Africa (EMEA) were released on 25 September 2007.

The APAC Mobile Advertising Committee is chaired by Joshua Maa, founder and CEO of Madhouse, Inc. "As brands and marketers throughout the APAC region look to harness the mobile channel, they've been asking for clear, timely guidelines to help guide their strategies and decisions," Maa said. "The MMA APAC Mobile Advertising Guidelines directly address that need by providing detailed, step-by-step guidelines designed to help create effective campaigns that provide a consistently good user experience, regardless of each customer's device and network."

"The APAC region has a history of being a worldwide leader in mobile technologies and usage," said Laura Marriott, president of the MMA.

"The MMA APAC Mobile Advertising Guidelines are designed to offer a consistent set of formats for the broadest range of devices in the region in order to provide a framework to ensure consistency for both marketers and mobile users. The guidelines will help to drive even faster development of mobile advertising in the region. The MMA has been leading in the development of mobile advertising guidelines for the global marketplace, having released guidelines for both North America and EMEA previously."

The guidelines are supported by the GSM Association, the global trade association for the mobile industry representing more than 700 mobile operators. "These guidelines are an important step in the development of the mobile advertising market in Asia Pacific," said Bill Gajda, chief commercial officer of the GSMA. "We are working with the MMA to create a sustainable advertising environment so that mobile advertising will quickly reach its potential to the benefit of all players in the ecosystem."

Produced by the MMA APAC Mobile Advertising Committee, the guidelines provide detailed, hands-on information about creating, formatting and using mobile web banner ads. Topics include:

- Design principles and style guides
- Technical requirements and considerations, such as handset display capabilities

- Advertising units, such as banner dimensions and aspect ratios

The MMA founded the APAC Mobile Advertising Committee in early 2007 to create a library of format and policy guidelines for advertising within content on mobile devices. Like MMA Mobile Advertising Committees for other regions, the APAC committee works to ensure that the industry is taking a proactive approach to keep user experience, content integrity and deployment simplicity as the driving forces behind all mobile advertising programs.

The MMA APAC Mobile Advertising Guidelines can be downloaded from www.mmaglobal.com/apacmobileadvertising.pdf.

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