

Mobile marketing in Spain; from tactics to strategy

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Interactiva, a leading marketing trade magazine in Spain, published a debate in which industry players discussed and analysed mobile marketing and its reach. In this discussion Fernando del Rey, Managing Director of DQ&A Media Group Spain, and Marta Rodriguez, Mobile and Performance Specialist at DQ&A Media Group, joined leading industry players such as Vodafone and Ericsson.



In Spain, mobile advertising budgets are still limited, yet, more and more advertisers adventure and experiment with new mobile ad formats, experiencing great results, others tend to fall in the usual temptations, for example trying to copy a web display campaign into mobile "Advertisers don't get the same results when acting this way" mentions Fernando del Rey. Mobile campaigns should be designed for mobile in the first place, to obtain the best possible results.

"For the past few years, every year has been the year of mobile" said Fernando, "but this year has proven to be the one, advertisers trust that the audiences are there, now they just have to take a stand and develop creative campaigns that take full advantage of mobile screens"

[Download the full debate here](#) (in Spanish)

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(Example: Kong Fu Panda for Dreamworks)

<http://www.dqna.com/en/blog/95-mobile-marketing-in-spain-from-tactics-to-strategy.html>

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