

Mobile marketing in Spain; from tactics to strategy

By Daniel Munoz-Sheridan, issued by Incubeta

3 Oct 2012

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 Ferndando 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)

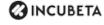
Check out our Rich Media Showcase and explore great Mobile examples. Click here!

(Example: Kong Fu Panda for Dreamworks)

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

- 4 reasons why CFOs love data-drive creative 26 Apr 2024
- "Why data-driven creative projects fail and 3 steps to ensure success 17 Apr 2024
- " Jaco Lintvelt appointed as the new managing director of Incubeta Africa 11 Apr 2024
- Data driven creative when marketing is indistinguishable from magic 13 Nov 2023
- "Victoria Webb appointed as new managing director of Incubeta MENA 24 Oct 2023





Incubeta is an international team of experts in marketing, technology, data, and creative.

Profile | News | Contact | Twitter | RSS Feed

For more, visit: https://www.bizcommunity.com