

# SPECIAL REPORT

# MOBILE MARKETING



## CONTENTS

Mobile usage: the stats	23
Publishers	27
Time of redemption	30
Case study	32
The growth of the medium	33

MOBILE OWNERSHIP HAS ALMOST REACHED SATURATION POINT IN AUSTRALIA, BUT ARE CONSUMERS USING THEIR PHONES' FULL CAPABILITIES? NIELSEN MEDIA GROUP INVESTIGATES IN THIS EXTRACT OF ITS PANORAMA SURVEYS COMPILED EXCLUSIVELY FOR ADNEWS.

Nielsen Panorama has been tracking trends in the telecommunications sector and engagement by Australians for a decade and over this period has captured the dynamic evolution of mobile phone technologies.

"Mobile phone ownership in Australia has moved rapidly from 56% of Australians owning a mobile in 2001 to 80% four years later in 2005 and, by the end of 2008, close to saturation with 92% of Australians aged over 14 owning or using a mobile phone," Nielsen Panorama director Simone Bryant comments.

As technology advanced from second to third generation during 2003 and 2004, consumers' uptake of this mobile technology was slow.

While Hutchison (3) was first in the market, it was with the launch of market leader Telstra's 3G service

in September 2005, along with others who quickly followed, that awareness and consideration started to grow.

By December 2005, awareness of third generation functionality among mobile phone users sat at 27%. However, over the next three years, awareness of multimedia functions grew dramatically to 52% in 2006, 79% by the end of 2007 and 83% by the end of last year.

Consideration of using these functions reflected similar trends, with a climb from 47% in December 2005 to 64% in December 2008.

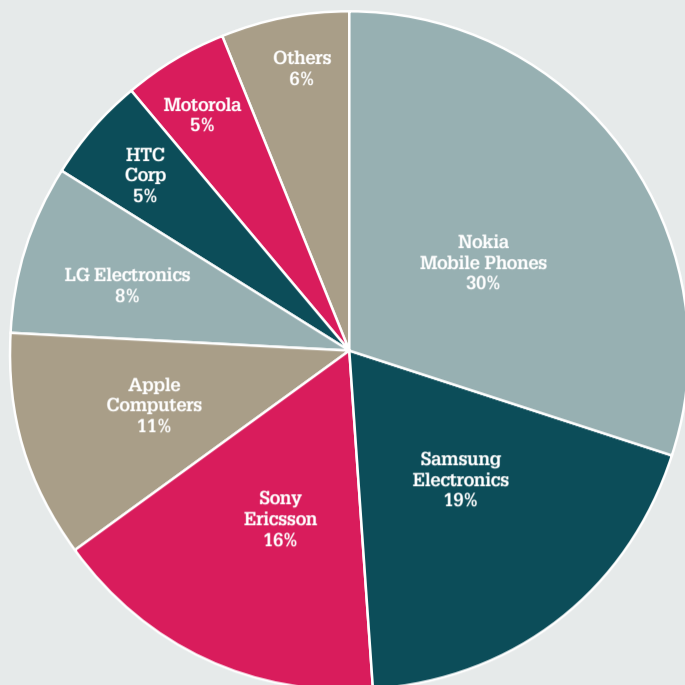
Usage varied depending on service provider and handset functionality. However, at the end of 2008, 50% of mobile phone users claimed to be using a

Continued on page 24 >

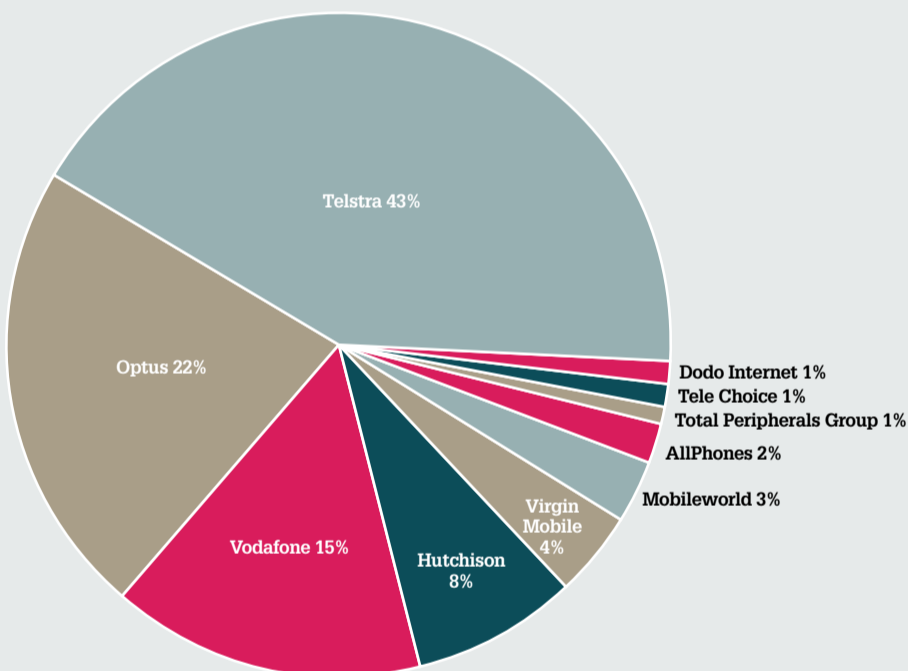


## TOP ADVERTISERS: MOBILE PLAN PROVIDERS

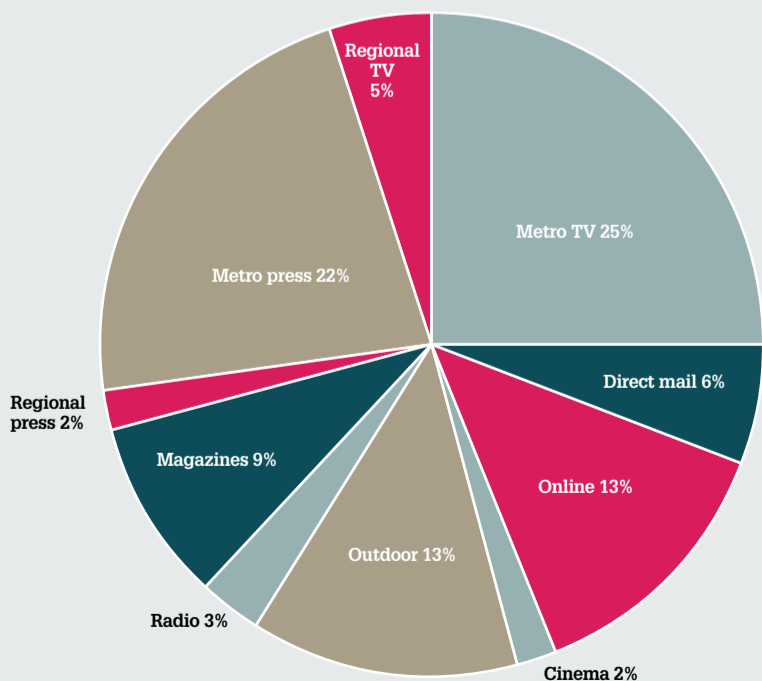
	Total	Metro TV	Regional TV	Metro press	Regional press	Magazines	Radio	Outdoor	Cinema	Online	Direct mail
<b>Total spend in main media (\$000s)</b>	<b>231,698</b>	<b>58,968</b>	<b>11,004</b>	<b>50,448</b>	<b>5,124</b>	<b>21,778</b>	<b>7,960</b>	<b>30,068</b>	<b>4,190</b>	<b>29,142</b>	<b>13,005</b>
Telstra	89,783	20,462	4,141	17,996	2,736	8,580	3,034	14,310	1,496	11,556	5,471
Optus	47,260	9,092	2,099	16,898	195	3,869	1,059	3,276	368	4,966	5,437
Vodafone Communications	33,094	10,492	11	4,437	395	2,608	1,586	7,796	1,872	3,788	109
Hutchison Telecommunications	17,847	5,521	49	2,865	387	2,103	416	2,228	-	2,757	1,521
Virgin Mobile	9,008	470	-	2,258	110	1,827	50	978	230	2,925	160
Mobileworld Operating	7,186	4,263	991	469	142	38	1,077	110	95	-	-
AllPhones	3,409	2,275	548	242	-	98	29	47	105	64	-
Total Peripherals Group	2,943	752	134	1,650	10	393	4	-	-	-	-
Tele Choice	2,908	2,330	158	338	-	17	-	14	-	51	-
Dodo Internet	2,861	1,252	1,106	-	-	2	-	99	-	388	14
AAPT	2,542	1,359	59	35	-	133	54	-	-	777	124
Harvey Norman	1,262	-	-	994	108	160	-	-	-	-	-
Boost Mobile	692	274	-	-	-	249	26	126	-	17	-
Fone Zone	-	677	3	30	8	224	231	-	73	108	-
Others	8834										



**TOP ADVERTISERS: PHONE MANUFACTURERS**



**TOP ADVERTISERS: PLAN PROVIDERS**



**MEDIA SPEND: PLAN PROVIDERS**

Continued from page 23 >

form of multimedia – or premium mobile services. This is compared to 32% at the end of 2006.

Picture messaging (MMS), sending and receiving video calls and mobile internet are the most popular among mobile users.

### PHONE BRANDS – WHO TAKES THE LARGEST SHARE?

At the end of 2005, Nokia's market share was vastly dominant, with 67% of mobile phone users claiming to have a Nokia handset.

However, if we review this share at the end of 2008, while still the clear market leader with 49%, Nokia's share is being diminished by growth of Samsung, Motorola, LG and Sony Ericsson.

The influx of other brands continued with Apple entering into the market in mid-2008, gaining a share of more than 1% in six months with the new iPhone.

Nokia remained the dominant advertiser in main media during 2008, with a 30% share of estimated ad spend.

However, Apple's aggressive marketing included a \$4.9 million media campaign, lifting them into the top seven ad spenders and representing 11% of all mobile brands' advertising spend in 2008.

### INTENTION TO UPGRADE

With 75% of Australians changing their mobile phone in a cycle of less than two years, it is a challenge for handset providers to ensure their consumers engage with the new functionalities, while still catering to the vast consumer segments of specific needs and wants.

The irony is that as more mobile phone users continue to engage in the multimedia space, exposure to new handset choices is a diminishing opportunity within the service provider outlets, particularly among pre-paid customers.

### CURRENT SERVICE PROVIDER

Telstra continued as the largest holder of total mobile customers at the end of 2008. Telstra (38% overall) dominates the over-40s market, while Optus (26% overall) is the preferred telco for under-40s.

If we review the service provider share based on pre-paid customers only, Telstra drops to third position (23%) with Optus moving into the lead (36%) and Vodafone into second place at 27%.

Optus and Vodafone are popular across all generations.

### SPEND PER MONTH

Contracts remain the most popular way to be billed, with 64% of mobile consumers claiming to be paying their service via an agreed contract.

However 15% of these have continued to pay for the service despite their contract having lapsed.

Almost one-third (32%) spend \$21 to \$40 a month on their mobile phone contract, while 28% spend between \$41 and \$75. Sixteen percent of mobile phone users on a contract spend more

than \$76 a month, while just 24% spend less than \$20 a month.

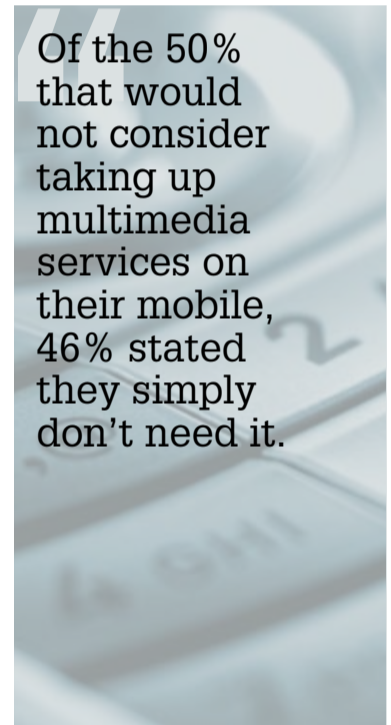
### BUNDLING SERVICES

Forty percent of mobile phone users choose to bundle their services.

The most popular choice for bundling, with 35% of those that have bundled their telco services, is combining their fixed home line with both their internet access and their mobile phone.

This is followed by 28% choosing to bundle their fixed phone and internet and 15% choosing to bundle their fixed phone and mobile.

Fixed phone and mobile bundling is higher among over 40s, and while mobile and internet bundling is ranked fifth in preference, it is highest among the under 40s.



### WHY PEOPLE ARE NOT USING MULTIMEDIA FUNCTIONS

Multimedia consideration of usage certainly skews towards those aged under 40. However, in general the barriers remain the same, with consumers believing they "don't need it" or are using their mobile phone to receive a call or text as their primary reasons.

Education and awareness about the broad range of services remains much higher among under-40s, with only 13.8% claiming "they don't know enough about the services" compared to 28.6% among the over-40s.

Uptake of multimedia services currently sits at 50%, so what are the barriers to the other 50% engaging? Of the 50% that would not consider taking up multimedia services on their mobile, 46% stated they simply don't need it.

Of this group, 85% state the services do not appeal to them, 94% state they can access the internet from home or work and 90% state they can wait to watch TV/videos at home.

However, while these mobile users are aware of the functionality, a further 45% claim "they simply do not know enough about it". <

# NEWS IN BRIEF

## Publicis Mojo searches for CD

Publicis Mojo is reviewing a shortlist of candidates following the news regional creative director Darren Spiller is to leave the agency in June to join Fallon Minneapolis. Spiller leaves after 14 years at Mojo.

## Members Equity appoints

George Patterson Y&R and Wunderman Melbourne have been appointed to handle the Members Equity bank business following a pitch against incumbent Shannon's Way, which held the account since 2005. Members Equity was created in 1999 to provide low cost housing loans for trade union members.

## Car sales set for recovery

A recent survey suggests 3.4% – or 557,000 people – intend to buy a new car in the next 12 months. The latest



Roy Morgan Automotive Leading Indicators for March 2009 show that although recording a slight drop of 0.1 points since February, last month's figure was up from the five-year low of 3.0% recorded in December 2008. The number of Australians intending to buy a new car in the next four years is 12.1%, the strongest result since October 2008.

## Amber still “has the answer”

Amber Tiles has boosted its ad spend by almost \$1 million as it looks to increase its presence on TV. Amber launched new TVCs in NSW and Queensland on 15 April, primarily on Seven Network and Nine Network. The “Waiting Room” campaign by M&C Saatchi, which won the account in mid-2008, retains the “Amber has the answer” tagline.

## JWC catches Difflam account

Sore throat relief brand Difflam has appointed Jack Watts Currie as it looks to up its advertising in traditional media this winter. The iNova Pharmaceuticals-owned brand's range includes sore throat lozenges, solutions, iodine gargle, throat sprays and oral mouth gels.

## Tourism WA pitches account

A tender has been released for Tourism Western Australia's creative and digital accounts, with the tourism body already in talks with many of Perth's top agencies. Marketforce and NetX are the current incumbents, while DGM looks after search. A shortlist is due in May, with a final decision expected by June.

## Sony sponsors Opera House

Sony has signed a multi-year deal with the Sydney Opera House to become a major partner and exclusive entertainment technology partner. Sony will feature Sydney Opera House brand and imagery across a selection of its future promotions and campaigns.

## Nielsen Mobile set for launch

Nielsen Mobile, Australia's first full mobile internet measurement service, will be launched in June. Nielsen Online global chief executive John Burbank announced the launch on a recent visit to Australia: “Nielsen Online recognises that the mobile space is developing at a phenomenal pace and, in turn, we are investing heavily in continuing to expand our capabilities in this important area. Nielsen Online has been providing measurement of mobile Internet usage for the past three years globally through its acquisition of mobile measurement provider Telephia.” Turn to page 25 of the Mobile Marketing Special Report in this issue for the latest mobile trends from Nielsen Online.

# HOW AUSSIES USE THEIR MOBILES

These days mobile phones come with a dizzying array of functions and multimedia capabilities. In a report compiled exclusively for *AdNews*, Nielsen Media Group looks at the functions that are proving most popular.

**M**obile ownership in Australia remains close to saturation, with 92% of the overall population reporting to own/use a mobile phone – stable compared to 2007.

As past trends have shown, gender and locality report similar levels of mobile ownership with males only slightly more likely than females to own a mobile, as well as those residing in metro areas – 93% metro, 89% non-metro.

Younger Australians, aged under 40, on the other hand show higher levels of mobile ownership/usage (94%), while those aged over 54 report the lowest penetration (87.8%).

## Mobile phone capabilities

There are more phone features available to mobile users than ever. Text-messaging and camera capabilities have become staple features on most phones with approximately nine in 10 users

reporting to have this functionality. The largest growth in uptake of features are of document readers such as those that open PDF files (25% in 2008, against 16% in 2007) and notably of GPS Navigation (25% in 2008, 10% in 2007).

The availability of mobile internet has increased to 68% – from 60% in 2007 – and more than half have access to email services\*.

While a wider range of functions and features are becoming increasingly prevalent on mobile phones, the stated usage of those activities continues to lag behind.

The smallest gap between reported functionality and actual usage is seen with text messaging and taking photos, which are the two most popular functions actually used on a mobile phone.

The largest discrepancy between phone capability and actual usage of that function is recorded for mobile internet and email. Although 68% report to

have mobile internet access, less than 30% actually report to use it – this equates to 44% of those with internet capable phones.

Likewise more than half have access to email but only 16% report to have used it – 29% of those with email capable phones.

However, it should be noted that usage of these functions is on the rise and this trend is expected to continue.

With increasing accessibility to a variety of functions on an ever increasing range of mobile phones, it is not surprising to note all functions have shown an increase in usage compared to levels reported in 2007, indicating reasonable levels of mobile device turnover.

Younger Australians prove to be early adopters of new technologies in the mobile market. Those aged 16 to 29 report to have the highest levels of access to all functions

**Continued on page 26 >**

## FUNCTIONALITY OF MOBILE DEVICES: BY AGE OF OWNER

Age group	SMS	Photos	MMS	Mobile internet	Bluetooth	Video recorder	Email	Video player	MP3	Radio	Video calls	Document reader	GPS navigation	Touch screen	None of these
<b>16-29 years</b>	97%	91%	86%	81%	85%	80%	66%	73%	78%	60%	58%	40%	34%	32%	1%
<b>30-49 years</b>	95%	90%	75%	72%	73%	65%	59%	60%	56%	47%	48%	33%	29%	19%	1%
<b>50+ years</b>	89%	74%	54%	52%	43%	37%	43%	30%	27%	28%	29%	17%	14%	11%	6%

Source: Nielsen Online; Sample: Australian internet population who use a mobile phone

**Continued from page 25 >** listed as well as higher levels of overall usage. This is particularly strong with usage of audio and visual functions such as playing MP3s and playing videos.

## Mobile internet activities used and intended

Information services such as “news and weather” are the most popular mobile internet activities among those using their mobile device to go online – 41% for 2008, up from 37% for 2007. Email, search and other information services such as maps and directions are the next most popular activities.

Banking has also recorded considerable gains in stated usage with 16% of those active mobile internet users having accessed this service, compared to 9% in 2007.

As more Australians connect to the internet via their mobile phones each year, the trial and usage of various mobile internet activities is set to increase also.

Accessing “maps and directions”, which doubled in usage compared to 12 months prior – 32% in 2008, 16% in 2007 – is expected to grow by a further 16 percentage points over the next 12 months. Mobile TV usage is expected to more than double from the 8% to 19% by the end of 2009.

As more mobile devices have

the capability of listening to music – introducing the possibility of replacing use of a dedicated MP3 player – downloading music is expected to double in growth over the next 12 months – 13% usage, 13% intended usage.

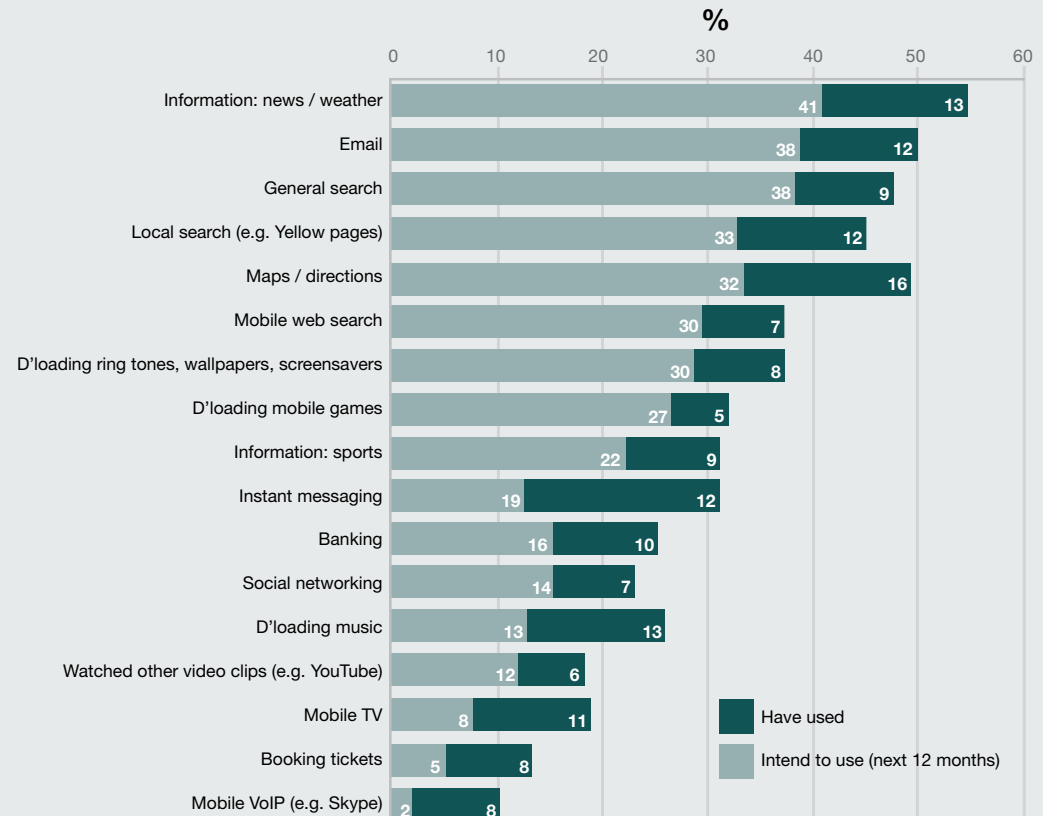
## Household ownership of internet capable mobile devices

Among Australian internet users, 43% own an internet capable mobile device.

In terms of brands and models of these new generation phones owned, over one-third indicated this device to be a Nokia (38%). Following Nokia is the Apple iPhone (13%), the popularity and reputation of which has allowed access and trial of various mobile activities, particularly mobile internet, to the broader population. Blackberry ownership (11%) is still popular, particularly among the working world.

Of those that do not currently own an internet capable mobile device, 10% intend to own one in the next 12 months. Of the brands they would consider, the iPhone is the most popular with over half indicating they would consider this brand within the next 12 months (58%). Nokia is next in terms of consideration (44%) followed by Blackberry (43%). <

# MOBILE INTERNET ACTIVITIES: USED AND INTENDED



Source: Nielsen Online; Sample: Australian internet population who use a mobile phone





# MOBILE'S TIME OF REDEMPTION

MOBILE COUPONS AND QUICK RESPONSE CODES ARE SET TO TAKE OFF AS ADVERTISERS LOOK FOR CHEAPER AND TRENDIER CALLS TO ACTION IN TOUGHER ECONOMIC TIMES, WRITES LIA TIMSON.

The growth of mobile internet access and services thanks to the iPhone and other 3G handsets has pushed savvy marketers to test more mobile ad campaigns and interactive sales promotions.

The two-dimensional Quick Response (QR) Code, until now exclusive to Telstra, is set for a marketing boost of its own when other carriers begin promoting their QR-enabled phones. These use the camera to read and understand the square boxes appearing on outdoor posters and print media.

QR Codes summarise complex promotional information and make phones open a webpage automatically. It is estimated there are two million QR-ready handsets in use in Australia. The free pre-installed reading software first developed in Japan is widely used in Asia and is gathering popularity in the UK and US. But it is yet to become the norm for digital campaigns here.

Sony Ericsson used QR Codes last year in conjunction with Telstra and Sneaky Sound System to promote its W760 Walkman. Jacob's Creek included it in an integrated campaign earlier this year and Lion Nathan has integrated it into a fully interactive campaign for its web series "6 beers of separation".

"We're expecting it to ramp up when Vodafone and Optus start to promote it," says Bill Obermeier, former brand & marketing chief at Telstra, now chairman of Publicis-owned digital marketing consultancy Myne.

"We're predicting there will be a lot more uptake, with 10% to 15% of all phones enabled by the end of the year," he says.

Mobile coupons will also take off,

says Myne partner Simon Morgan. First touted as a great way to deliver concert and cinema tickets, the barcoded coupons have been largely forgotten by advertisers who struggled with implementing reliable means to track them at point of sale.

People are beginning to make more considered decisions than what ringtone to download.

But Morgan says if the enquiries he's been getting from agencies and advertisers in the last few months are any indication, coupons will become a much more popular direct marketing tool this year.

"We've been doing a lot of research on the coupons and methods [of redemption]. The barrier to marketers using them has not been consumer acceptance; it's been the training of staff at point of sale."

Morgan says coupons work best when brands control the redemption point as is the case with national store and cinema chains. But FMCG marketers would still find it challenging to convince supermarkets and general retailers to accept such promotional tools.

Morgan says the cost of including a QR Code or coupon in a

mobile campaign is negligible. The important thing is to have a linkable mobile internet page that matches the desired user experience, and have an integrated back-end database to collate analytics.

Richard Mergler, chief executive of mobile technology provider MIA, says consumers weren't ready for coupons when first introduced.

"The mobile generation is less than 10 years old. Now that they are older, they are beginning to make more considered decisions than just what ringtone to download, and mobiles are their device of choice."

Coupled with data speeds rising, data costs dropping and a proliferation of cool mobile applications, this means consumers will be more willing to use mobile-driven response mechanisms, he says.

Other mobile applications are also gaining track, with NAB recently launching an ATM locator that allows people to find the nearest ATM to where they stand.

Dr Marisa Maio Mackay, research director at m.Net, agrees QR Codes and coupons are emerging applications as mobile searches drive internet usage.

"What we are seeing is people searching in a quick and effective manner. They use the mobile phone for specific quick information, as opposed to PC searches where they want lots of information," Dr Mackay says.

This bodes well for tools that allow users to go directly to the content they need. But she warns advertisers to use the medium appropriately.

"The mobile phone is not a place to create a new brand, but to tap into existing behaviour. It is a powerful channel, but just another tool to communicate with users." <



Sony Ericsson [top] and Lion Nathan [above] are two marketers that have added QR Codes to their advertising.

Case  
study

# INDIANA JONES AND THE TEMPLE OF BLUETOOTH

PARAMOUNT PICTURES BOOSTED TICKET SALES BY INTRODUCING A NEW GENERATION OF CINEMAGOERS TO ITS ICONIC INDIANA JONES, INCREDIBLE HULK AND IRON MAN CHARACTERS, USING BLUETOOTH TO DISTRIBUTE FREE MOBILE CONTENT. **MATT PORTER** REPORTS.

Paramount Pictures was banking on the success of three action adventure blockbusters scheduled for release last Autumn – *Iron Man*, *Indiana Jones and the Kingdom of the Crystal Skull* and *The Incredible Hulk*.

Although the subjects of these films are iconic and familiar for older cinemagoers, much of Paramount's target market for the films – 13 to 24-year-olds with a male skew – were too young to know the characters. Paramount wanted to ensure high ticket sales by introducing the characters to this younger audience.

Paramount hired Sydney-based agency Aura Interactive to create a promotional campaign that integrated mobile advertising with out-of-home across 22 major shopping centres and Hoyts cinemas. While the film distributor had previously used Bluetooth to promote its movie titles, in this case Paramount wanted to use the technology to broaden the reach and scale of its promotions and provide measurement of its out-of-home media activity.

Aura chief executive Adam Dunne says the campaign was a good example of the value of depth rather than breadth of engagement in the mobile space.

"It wasn't just all about the amount of eyeballs captured by the campaign. It was the level of meaningful engagement that we were able to achieve with each consumer reached," he says.

The 60-day campaign included the development of a library of customised mobile content about the films, including short video previews, animations, screensavers, voicetones, ringtones, mobile vouchers and calendar reminders that could be delivered via

Bluetooth to mobile phones.

The key plank of the campaign was avoiding the high data charge rates applied by the mobile carriers that make downloading rich content – such as HD-quality video trailers – prohibitive for average mobile users.

It wasn't just all about the amount of eyeballs captured by the campaign.

Aura achieved this by linking into the BlueZone networks of each of the Hoyts and shopping centre locations to deliver promotional movie content free-of-charge to the mobile phones of mainstream users identified as the target market – 13 to 24-year-olds with a male skew. Based on a rate of 2.2c/kb, more than \$56 worth of content was made available for free to each consumer.

"It was great being able to work with films with broad appeal and enable users to download the rich content for free," Dunne says. "The target audience wants to know 'what's in it for me?' and they want to know we're not capturing information about them via their mobiles for future reference, which we weren't."

The mobile campaign was used in conjunction with 340 x 42-inch

interactive touch screens installed in the 22 shopping centres and 60 promotional display stands inside the Hoyts foyers.

The nature of the live network meant that Paramount could track unique and repeat interactions across the network and follow the detection/interaction paths of consumers from shopping centres into Hoyts cinemas. The BlueZones also allowed advertisers to track which specific locations were delivering the best results.

Dunne claims the campaign hit each of its objectives:

- To get the high quality movie-related promotional content directly into the hands of the target audience.
- To engage with this audience in a positive and memorable way.
- To create awareness of the movie release dates and, most importantly, drive ticket sales through to the box office.

The campaign established an immediate and strong connection between the target audience and the product on offer – the films – with ease of access via mobile phones, Dunne said.

Overall the campaign interacted with more than one million mobile devices, delivering more than 117,000 downloads to consumers. The interactive out-of-home media campaign reached more than 5.5 million people.

Box office ticket sales for the three films hit \$54 million, with *Indiana Jones* box office sales passing the \$29 million mark and *Iron Man* selling more than \$20 million of tickets.

The campaign won the global award for Best Use of Mobile Marketing – Promotion at the 2008 Global Mobile Marketing Association Awards. <



BlueZones [top] allowed consumers to download free mobile content, and in the process get to know characters like Indiana Jones [above].

# 2009: THE YEAR MOBILE FINALLY TAKES OFF?

ACCOUNTABILITY AND RETURN ON INVESTMENT ARE IMPORTANT SELLING POINTS AS MOBILE MARKETING LOOKS TO ASSERT ITSELF DURING THE DOWNTURN. MICHELLE ELLIOTT REPORTS.

Mobile marketing first appeared in the late 1990s and for at least the past half decade, pundits have been lining up to declare each year as the year of mobile marketing.

However, 2009 shapes as the year the medium may finally be ready to deliver on its promise. Mobile is poised to achieve this by positioning itself as a cost-effective and accountable channel in a very difficult environment, claims Mark Shaw, commercial director of mobile ad network MediaSmart.

"We are a tech-savvy population, early adaptors of innovation. Consumers don't treat the handset as a device – it's a resource, a personal medium that's your diary, your music store, your best friend," Shaw declares.

"Telstra's 3G network now has 4.4 million customers and savvy marketers are grabbing the opportunity to employ the channel's size and engagement power. The mobile medium has gone through enormous growth, for anyone to suggest this isn't a force to be reckoned with – they've got to be kidding themselves."

With a focus on ROI, measurability, cost efficiency and accountability in 2009, major advertisers are beginning to seriously commit to the mobile channel, he says.

"The average conversion rate for mobile advertising is about 20%, which is about 10 times higher than online, and targeting of consumers far exceeds online capabilities."

He points to a recent campaign for McDonald's that demonstrated the medium's capabilities.

"The results for McDonald's Chicken Choice show the mobile channel was the most cost-effective medium used in the campaign," he claims. "The cost per competition entry for mobile was at least 50% less than any other medium used.



**McDonald's use of mobile in a promotion proved at least 50% more cost effective in attracting competition entries than other media.**

"But what is taking mobile to the next step is the ability to integrate. It's a strong complementary medium with enormous opportunity around innovation.

Shaw continues: "Strong results are being achieved across a range of sectors – from automotive and banking to fast food, consumer goods and alcoholic beverages. It's relevant to all demographics.

"Growth will continue to come from the other half of the market that haven't yet ventured into

Mobile has unique capabilities – it's always on and reaches a diverse audience at any time.

mobile marketing," Shaw expects.

Blue chip brands are already signing on for mobile campaigns. In the past 12 months, MediaSmart has run more than 100 mobile campaigns for clients including McDonald's, Lexus, Roadshow, Fosters, CommBank, Qantas, IBM, Malibu and Connex.

NAB recently signed a long-term deal to advertise on BigPond Mobile's homepage, with a range of campaigns planned for the year.

According to Shaw, the appeal of mobile is not just as an advertising medium, but also a channel to enhance customer service and the customer experience. NAB has also joined Foster's and Toyota taking up mobile sponsorship deals for the 2009 AFL and NRL seasons, helping to reach and interact with male sporting fans.

"Mobile has unique capabilities – it's always on, it has the ability to reach a diverse audience of consumers at any given time, and engagement opportunities exist across all markets."

Shaw predicts: "The next wave of mobile functionality will only add to the strength of mobile." <