



on mobile

By Nicolas Corrochano
client services director



The Web is dead.

WIRED, August 2010

WIRED

PROPORTION OF TOTAL US INTERNET TRAFFIC



Long live the Internet.

Two decades after its inception, the World Wide Web has been eclipsed by Skype, Netflix, peer-to-peer, and a quarter-million other apps.

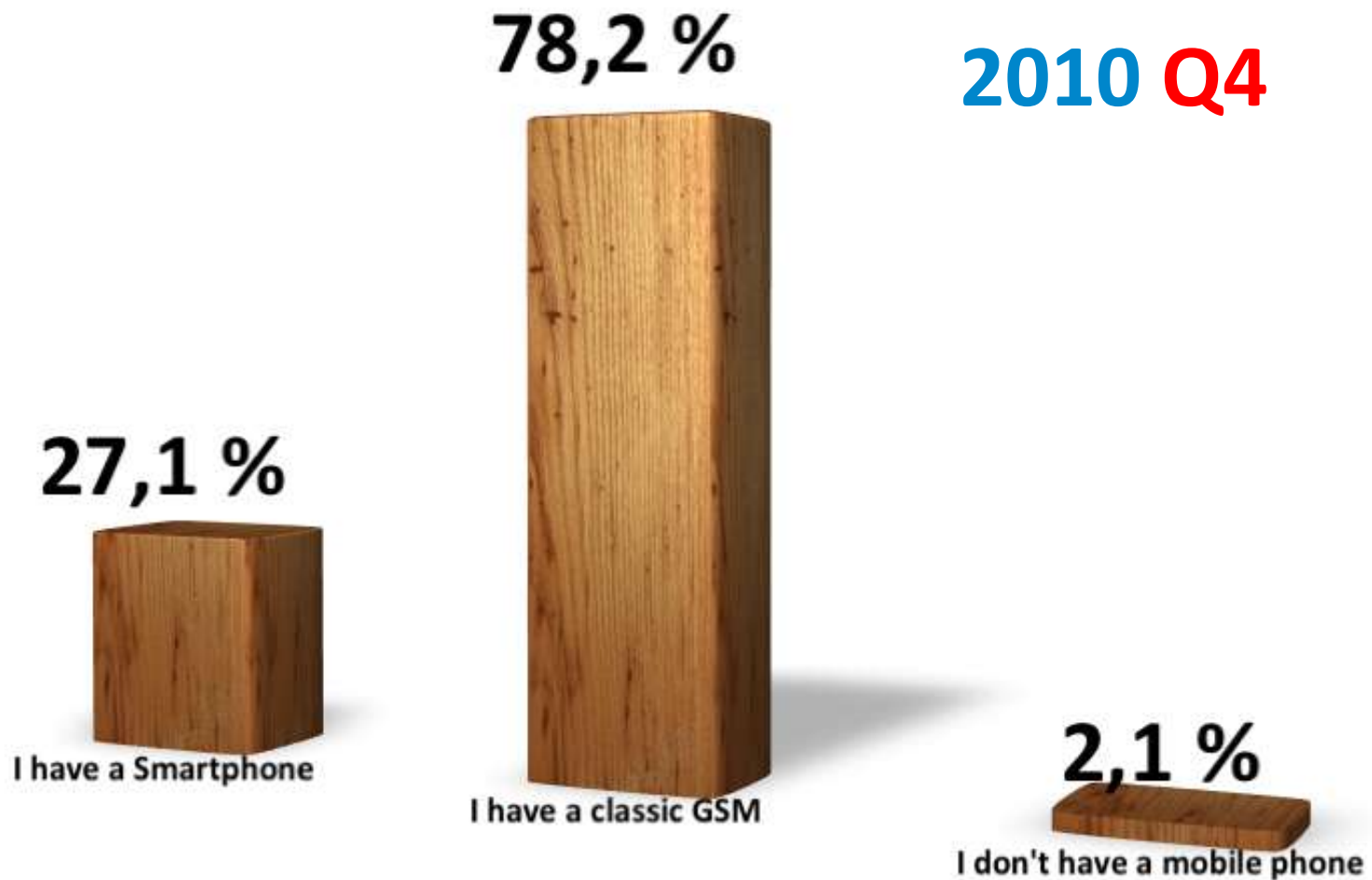
➔ **Blame Us**
BY CHRIS ANDERSON

➔ **Blame Them**
BY MICHAEL WOLFF





The content gets portable

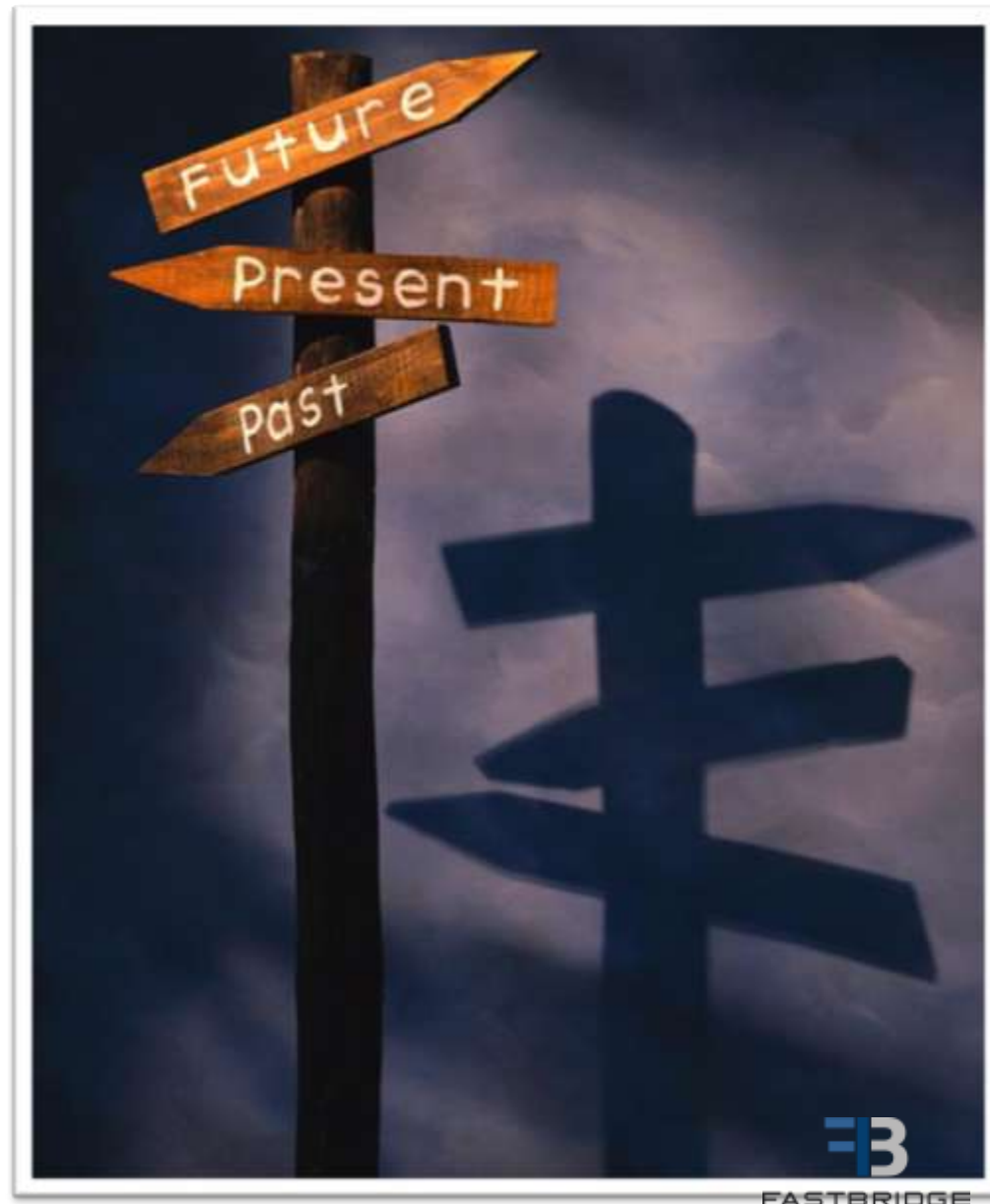


By the
23 of April 2010
we already knew
that

46 % of Belgian knew
about the iPad

80.000 were planning
to buy when released

~~**Geeks**~~ only



The bank of the Future



Click bonus

réinventons /
le compte à vue en ligne

compte à vue en ligne
click bonus

les avantages click bonus comment ça marche ? plus d'info sur AXA ? regardez le film

une banque qui vous paie
c'est le monde à l'envers

- Gagnez un des **30 PC portables** et recevez un **chèque-cadeau Give a Do**
Toutes les conditions et formalités se trouvent ici.
- **GRATUIT**: un compte à vue en ligne, carte de banque et accès au homebanking 7j/7 et 24h/24
- **5.CENTS** versés sur votre compte pour chaque paiement ou transaction

Vous n'êtes pas encore convaincu ? Cliquez ici pour de plus amples informations.

ouvrez ici votre compte à vue en ligne
GRATUIT
et gagnez un PC portable*

entre 18 et 25 ans ?
recevez un chèque-cadeau Give a Do

puis-je encore demander conseil à mon banquier ?
et autres questions fréquemment posées

© 2010 AXA | 011.22.22.22 | 011.22.22.22 | 011.22.22.22 | 011.22.22.22 | 011.22.22.22 | 011.22.22.22 | 011.22.22.22 | 011.22.22.22 | 011.22.22.22

AXA
on the web

It's a free account, you get money for each transaction and for opening the account

The product's **innovating quality**
must be declined into an
innovating
media strategy

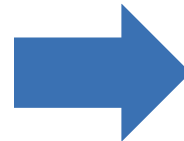


Disruptif

3 layers



Mobile + iPad



Image



ROI (CPC/CPA)

We recommended
to be where



It was hapenning!



25 /34 yo
sc 1-3





The adcluster is currently too crowded

The screenshot shows the Yahoo! Shopping homepage with several annotations:

- Store Navigation That Look Like Ads:** Points to the category navigation menu on the left.
- Actual Ad:** Points to a "Save up to 40% on featured deals every week" banner.
- Another Ad:** Points to a "YAHOO! SHOPPING Back-to-School Guide" article.
- Yay Ads!:** Points to a "Capital One" banner at the bottom.
- Not logged in Yahoo! Wasted Space:** Points to the "Sign In" prompt in the bottom right.
- Finally! Woot's Part 1! Oops it's way below the fold, oh well.** Points to a "DEAL OF THE DAY" banner at the bottom.

Decreasing

- CTR
- Brand awareness
- Conversions
- ROI



**We matched 2
 innovating solutions**

(NL + FR)

Schedule



From 20/06 to 30/08



From 01/07 to 31/08



From 01/08 to 15/08



From 01/07 to 31/08



&

Mobile site

From 21/06 to 31/07



From 01/07 to 31/12





High quality PR



Storytelling

Getting out of a crowded adcluster





Increased
conversions
on 3rd layer



Success case

- Using the mobile to **get away** from a crowded adcluster
- Integration means content
- “**Buzzing**” about the brand and its product
- Yes, but will it always be the case ?

The ad is better Integrated for better support





axa iphone

Search

AXA brings print ads to life

DuvalGuillaume

173 videos

Subscribe



Innovative products deserves innovative launches

⏮
⏪
0:30 / 1:19
360p
CC
📄
↻
🔍

👍 Like
👏
+ Add to
▼
Share
Embed
🚩
199,561
📈

DuvalGuillaume | September 23, 2010 | 216 likes, 4 dislikes

AXA is Belgium's first insurance company to launch an iPhone app. Their free ...





**LIFE WAS
MUCH EASIER
WHEN Apple
AND Blackberry
WERE JUST
FRUITS**

- A mobile strategy comes **in support** of other digital media you choose for a campaign
- The mobile **is not** the ultimate answer in digital advertising for all issues
- The message is **adapted** to the consulting device