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ZenithOptimedia launches global initiative to drive mobile growth

ZenithOptimedia has launched a major global programme to drive mobile communications and to ensure the platform is central to campaign planning for clients across the network.

Called Horizon, the programme has been devised in partnership with Google in an effort to address the disparity between time spent on mobile and adspend. Current US estimates put mobile's share of time spent across all media at 11.7% (eMarketer), but its share of adspend at just 2.5% (ZenithOptimedia). For Q2 2013, ZenithOptimedia is forecasting that global mobile adspend will increase by 67% in 2013, and the network believes that Horizon will enable its total investment in mobile to grow beyond this.

Through Horizon, ZenithOptimedia clients will gain access to a unique consultancy and communications service that will take them through a three-stage process: 1) evaluation of current mobile activities and optimization of the client's website 2) creation of a strategic plan and setting of mobile KPIs and 3) implementation and measurement.

As part of its commitment to Horizon, Google will be providing ZenithOptimedia with category and client insights, as well as training and strategic guidance on mobile opportunities. As Horizon is rolled out around the world, other specialist mobile companies will come on board to provide key products and services including: insight, measurement and Mcommerce solutions. Over the coming months, Horizon's process and services will be launched market by market around the ZenithOptimedia network. In this way, Horizon will act as a catalyst to increase mobile activity.

Frederic Joseph, CEO, EMEA at Performics – and designated leader for global mobile initiatives at ZenithOptimedia - said: “It is critical that mobile is positioned higher up the communications agenda. We are doing this through Horizon. With this unique initiative, clients will get advance thinking, a range of specialist services, and a planning process that will enable them to take full of advantage of the opportunities that mobile now affords them. We are very grateful to Google, who have played a key part in the development of Horizon and will provide our clients with some really exciting services and products.

He continued: “We believe that this is the perfect timing for Horizon. The launch of Responsive Design technology means that it is now possible to build a website that can be viewed properly across all platforms, including mobile. And for the first time, with Google’s launch of enhanced campaigns, it is now possible to reach people across all devices easily with one single campaign. These two developments will make it easier and more cost effective for clients to realise the benefits of mobile.”

Carlo D’Asaro Biondo, VP, Sales and Operations, Southern & Eastern Europe, Middle East, and Africa at Google said: "The speed and scale at which the consumer mobile space is evolving requires advertisers & agencies to have strong mobile strategies in place. Our move into enhanced campaigns supports this ‘mobile first’ approach by making it easier for advertisers to reach consumers, whether they are on their mobile phone, tablet or desktop. As such we are delighted to align with ZenithOptimedia on crafting and refining client mobile strategies. They have been a great partner and we’re excited about the opportunities that lie ahead in jointly operating to make the most out of the web for our customers and their consumers.”

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, ASUS, Aviva, BBC Worldwide, British Airways, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.