CNBC TV18

Hindustan Unilever Limited

TV 18

L.I.M.E.
season 6

CASE STUDY
JBIMS • TECHNOLOGY • MOBILOX

To define the new positioning of Mobilox Innovation Pvt. Ltd. and to design the marketing and communication strategy.

About Mobilox:

Background:

Mobilox Innovations Private Limited (Mobilox), established in 2011, has been conceptualized as the first Mobile Solutions Company. Every marketer is aware that mobile has a wide reach in India, however not many know how to use this medium effectively. Mobilox understands the existing marketing and branding needs of enterprises and guides them to formulate and execute a mobile strategy.

While the excitement may be about apps aimed at consumers, Mobilox also sees a real huge opportunity in developing specialized apps designed to meet the specific needs of large and small enterprises. Enterprises, through mobile applications can support their workforce with apps that boost productivity and drive positive business results.

Problem Faced by Marketers:

Marketers in India are heavily dependant on agencies for their marketing needs. More than an extended marketing arm of the companies, these agencies have become a road block in introducing new innovations in the mobile space. Predominantly these agencies are traditional agencies which have been working with the clients since ages. However, when the client starts demanding digital or mobile solutions then they start depending on the same traditional agencies to provide them with solutions, which are technically not skilled to either scout for ideas or even evaluate new innovations.

The new digital and mobile space is not solely dependent on creative and rate card based media buying. This new media is extremely dynamic and to evaluate new ideas you need to have sound understanding of creatives, technology, real time buying algorithms and campaign optimization platforms.

Even if the marketer starts meeting new vendors, specifically for mobile, they are facing the following problems:

1. What is mobile marketing? Does it mean SMS and voice based marketing or mobile site or mobile app or augmented reality, mobile games, mobile banner ads etc.
2. Understanding which flavor or mobile marketing will be the most beneficial to them
3. What is the content consumption pattern of their customers on mobile
4. Creating mobile specific content which is highly relevant and engaging
5. Frequency of mobile contact
6. Collating mobile contact database
7. What measurements are used to evaluate the success of the campaign?
8. Converting campaigns into programs

Marketers need answers to all of the above queries and they need it to be answered by a single entity.

Mobilox Approach:

Enterprises

Increasingly looking to target and engage their client base/audience through a two-way channel.
The reach and capability of mobile provides the perfect medium to achieve this.
Enterprises also need 'mobile first' solutions for their internal computing needs.
They need handholding, ideation and execution capabilities to consummate campaigns on mobile which can complement the impact achieved through traditional media.

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Mobilox

A mobile solutions specialist which understands the enterprise's existing marketing, branding, operational needs and guides them to formulate and execute an individually tailored mobile strategy.
Mobilox has capability across the mobile tool box backed by analytics and proprietary solutions.

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Enterprises

Customers
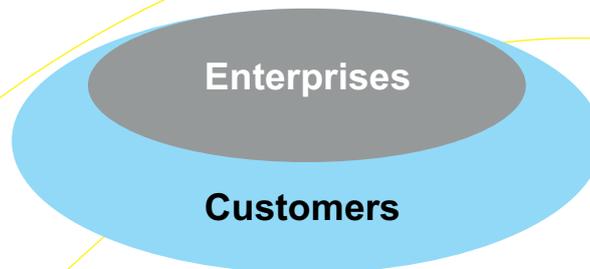
Mobilox Services:

Mobile Marketing Solutions

SMS/Shortcode/Voice
Deliver unique SMS/Shortcode/Voice to analytically targeted recipients to get higher response rates

Clients: Marico, Johnson & Johnson, Kiehl's, Punar Vivah

IVR/Missed Call
Innovative concepts such as missed-call voting lead to much higher engagement levels

Clients: Sony Mix, Adani Wilmar, Zee TV, DSP Black Rock, History Channel, Star Plus

Wap site/Mobile App
Bespoke development services
Clients: Colors, Allen Solly, Tata, Colgate Palmolive, Star Plus

Enterprise Mobility Solutions
Mobile Apps for functions like ERP, CRM, SCM, sales force automation, unified communication and billing

Clients: Kotak Mahindra Bank, RPG, Lupin, Go For, ICICI Prudential

Enterprise Mobility Products

Usher
A visitor management app which maintains a valuable visitor database across firms and also provides better security management

Pocket HR
A one stop app catering to all the needs to employees and the corporate HR – approval of leave applications, attendance records, salary break up, etc.

Platform Driven Marketing Solutions

Quick and cost effective tool targeted to capture the long tail:

For real estate developers to market their projects to potentials customers

For TV channels to showcase program guide and other features

Mobilox Clients:

Mobilox has worked with renowned brands and enterprise clients in short span of its existence.

Business Verticals:

Currently Mobilox has clients in the following verticals:

1. Media and Entertainment
2. Retail
3. Automobile
4. Banking
5. Insurance
6. Consumer Durables
7. FMCG
8. Pharma
9. Research
10. Real Estate

Awards:

Objective:

Mobilox currently faces an identity crisis with respect to what our clients think of it. Since we have been able to speak the language which the marketers understand and also that we give a lot of innovative ideas, they think of us as an agency. However when it comes to discussing the commercials we are competing against technology vendors who just specialize in coding without understanding the entire marketing strategy.

So in the overall sales cycle we end up competing against agencies as well are technology vendors.

Mobilox would like to seek help to define its core positioning as well as designing our marketing and communication strategy.

Specific Deliverables:

1. Key challenges which marketers are currently facing on mobile marketing
2. Competitive Landscape
3. SWOT Analysis of Mobilox vis a vis competition
4. Elevator pitch of Mobilox
5. Positioning which Mobilox should occupy
6. Marketing and Communication Plan and success matrix
   a. How would you target specific market segments
   b. What communication and content strategy will you adopt

Recommended Methodology:

You may choose the best way to gather data (either primary or secondary research) analyze them and present recommendations.