

MICRO-MOMENTS

Why our biggest opportunity is the smallest moments

Jerald Lee

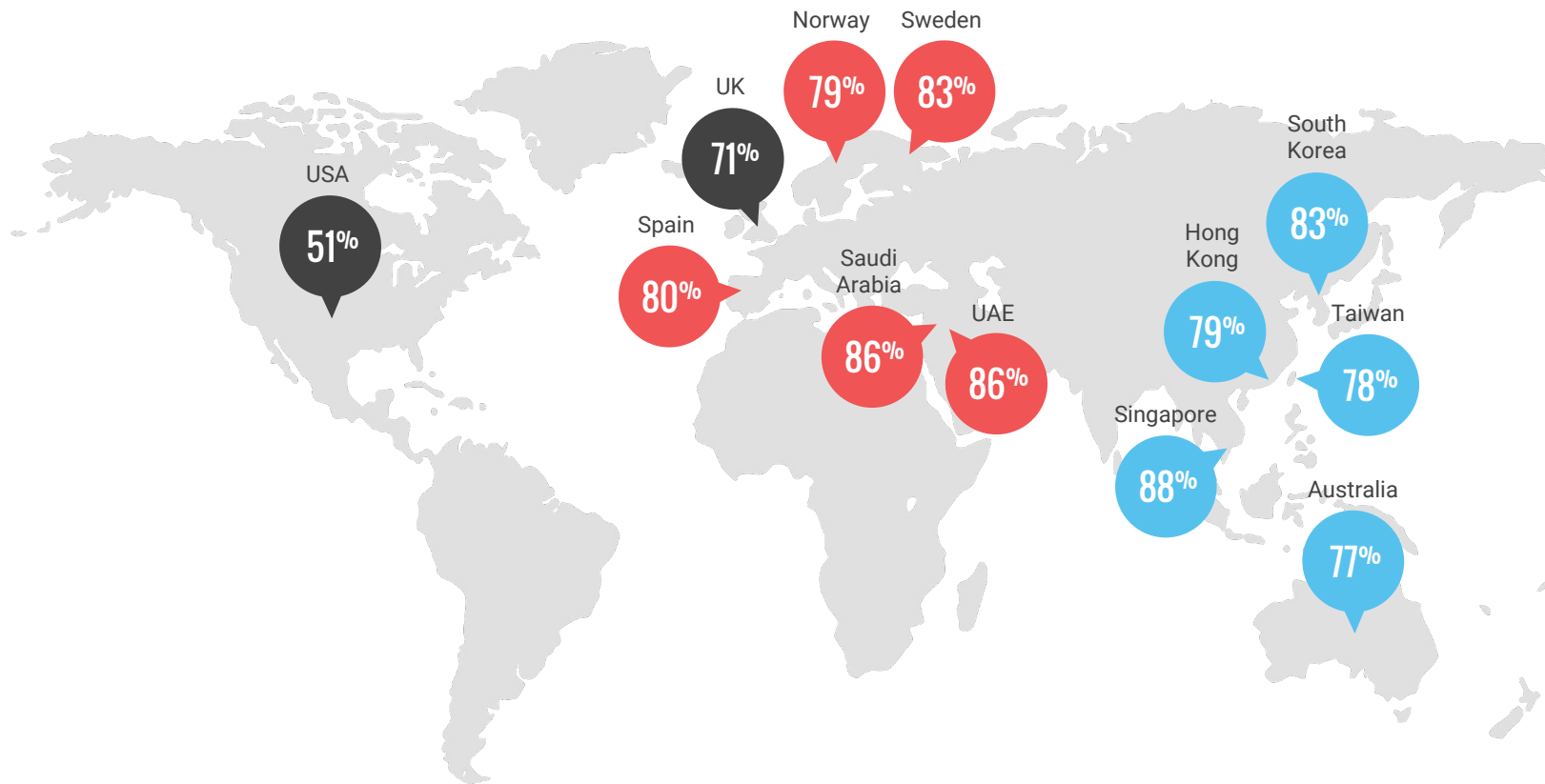
Sales Manager - Google Asia Pacific



ASIA THE MOBILE FIRST WORLD

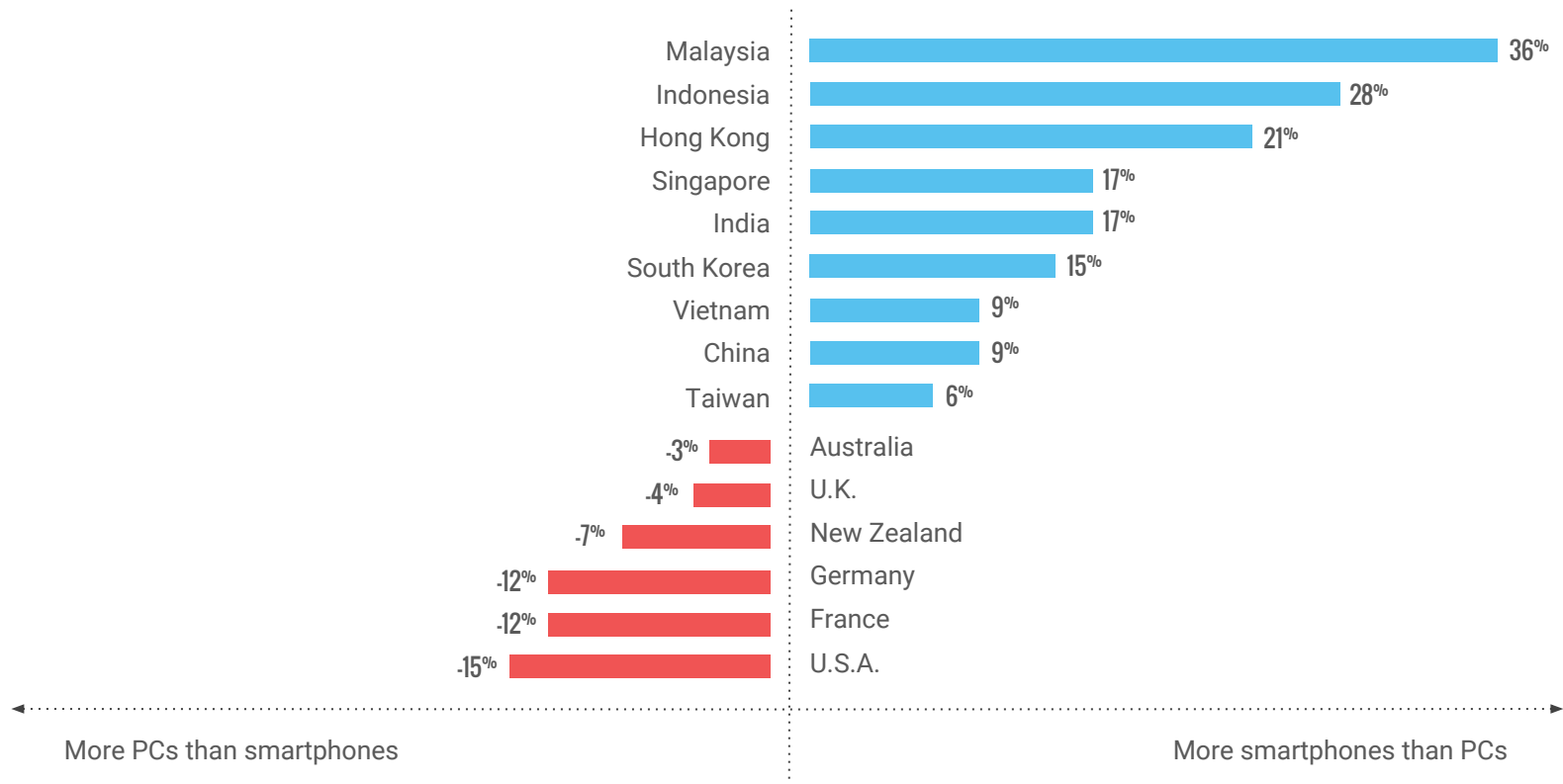
Smartphone Penetration

Top Ten Markets (plus USA and UK)



The Smartphone Gap

The percent of people with smartphones, minus the percent of people with PCs

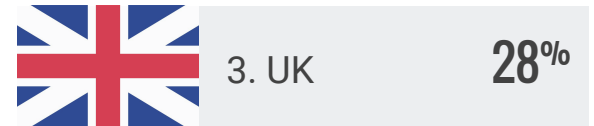
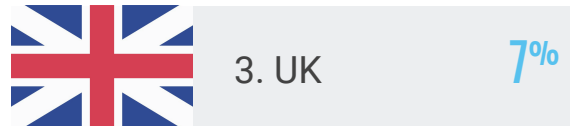
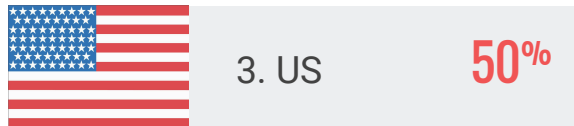
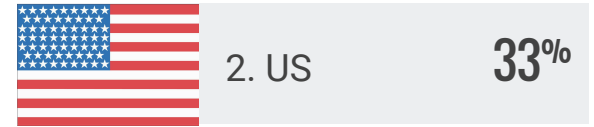
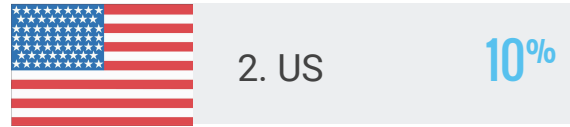
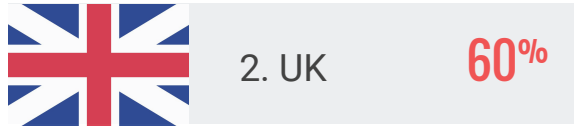
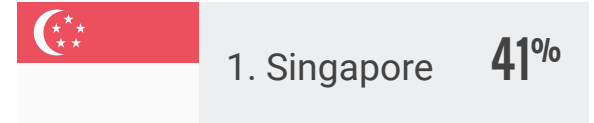
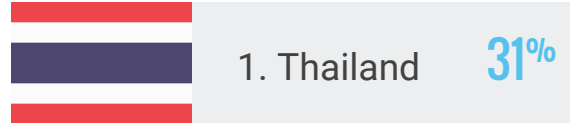
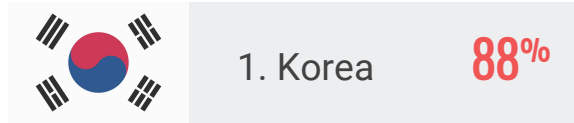


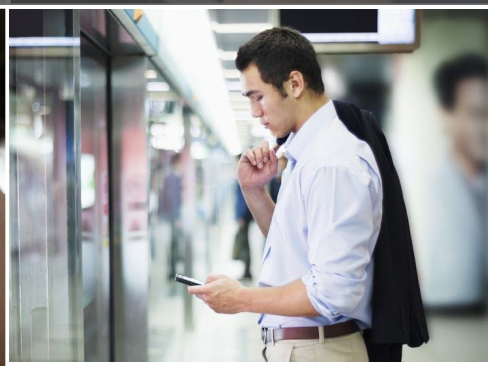
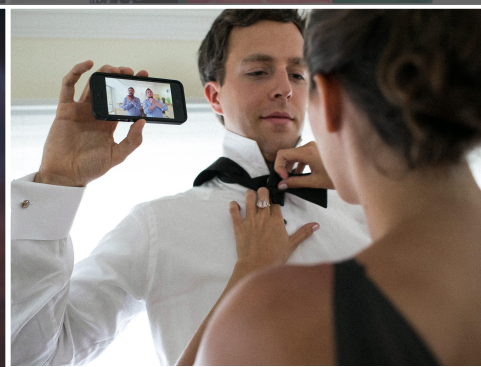
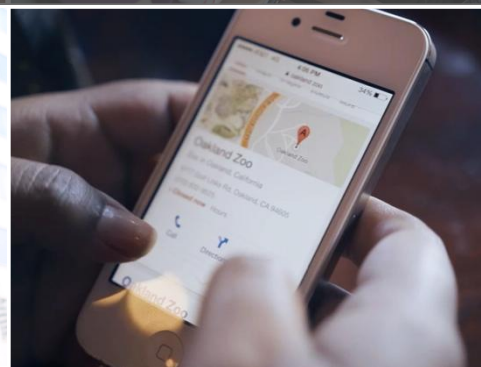
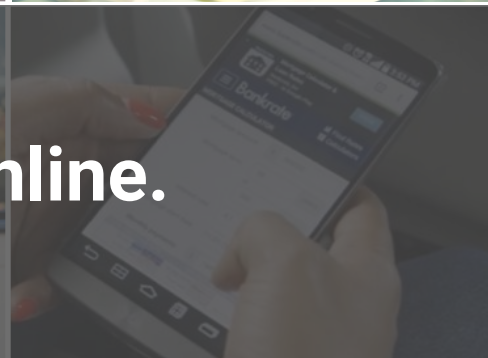
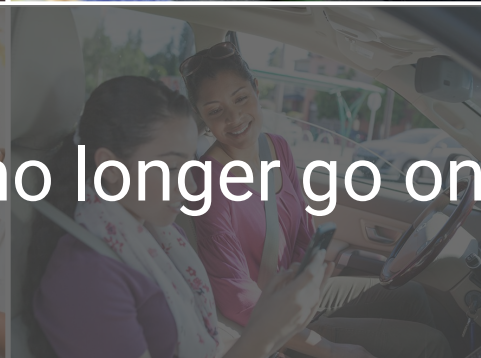
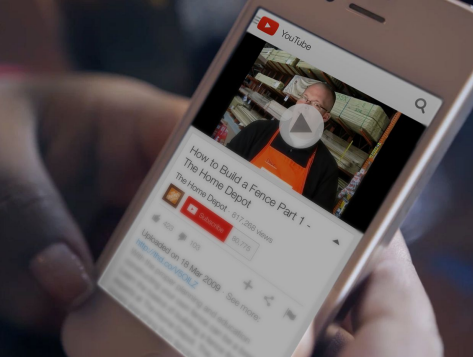
In Asia, people are searching, shopping, going places on their phones

% of smartphone owners who
search on their phones

% of smartphone owners who
shop on their phones

% of smartphone owners
using maps on their phones





150x
per day



Buy festival tote
for the beach
next weekend
11:15pm



Wake up and
check today's
weather
6:50am



At lunch, play
Scrabble while
waiting in line
1:33pm



Use maps to get
directions to get to
the nearest cafe
1:13pm



Use flashlight app to
find dropped earring
11:09pm



On the bus,
text with a friend 8:
42am



Browse summer
styles on YouTube
7:15pm



At bus stop, listen
to new music playlist
8:30am



On bus, check email
for sales this weekend
5:29pm



At work, book
movie tickets
11:36am

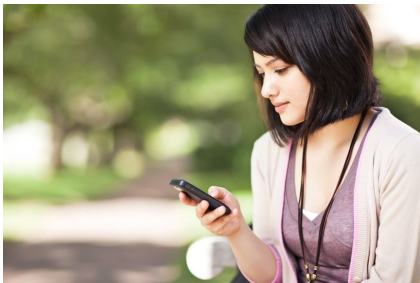


Micro-Moments

MICRO-MOMENTS

THE NEW BATTLEGROUND FOR BRANDS





I-WANT-TO-KNOW MOMENTS

58%

of mobile searches in Malaysia are a result of coming across something interesting and wanting to know more

84%

of mobile searches in Singapore lead to further action



I-WANT-TO-GO MOMENTS

70%

of Thai online users turn to their smartphones when they need information about a local business compared to 43% in the U.S.

2x

increase in "near me" search interest in India in the past year



I-WANT-TO-DO MOMENTS

56%

of online users in Philippines watch online videos to learn something new, compared to 21% in the U.S.

20M +

hours of how-to content have been watched in Australia on YouTube so far this year



I-WANT-TO-BUY MOMENTS

51%

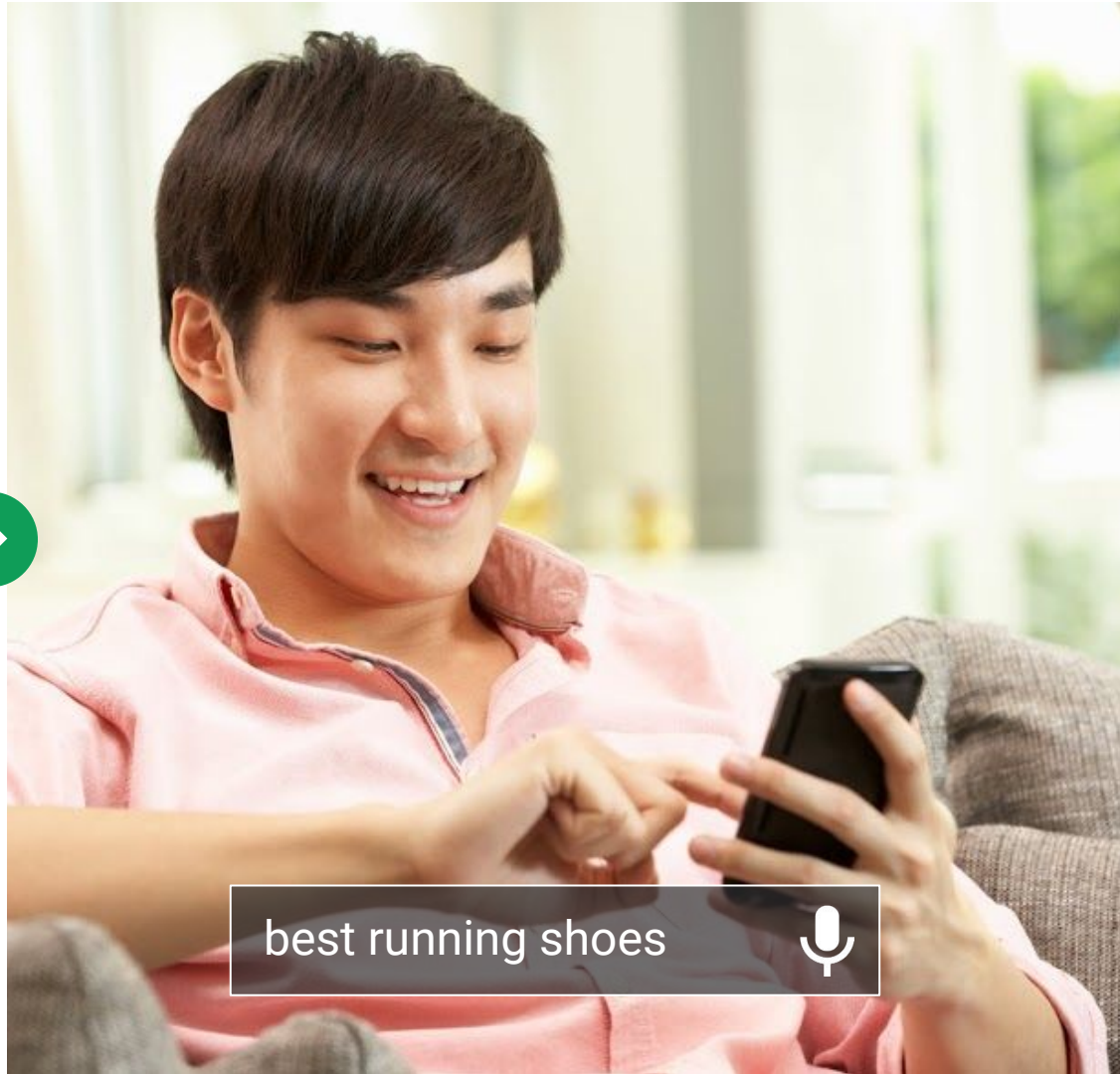
of online consumers in South Korea compare products on a smartphone prior to a purchase, compared to 36% in the U.S.

67%

of online consumers in Indonesia use their smartphone to make a purchase, compared to 10% in the U.S.

Meet Ryan

Ryan keeps talking about wanting to get back in shape. A friend's text motivates him, and he turns to his phone to get started.



best running shoes



I-NEED-TO-GET-IN-SHAPE MOMENT

AUDIENCE

Ryan, 39

INTENT

Ryan needs to get in shape...
starting now

CONTEXT



11:42am, on his
couch

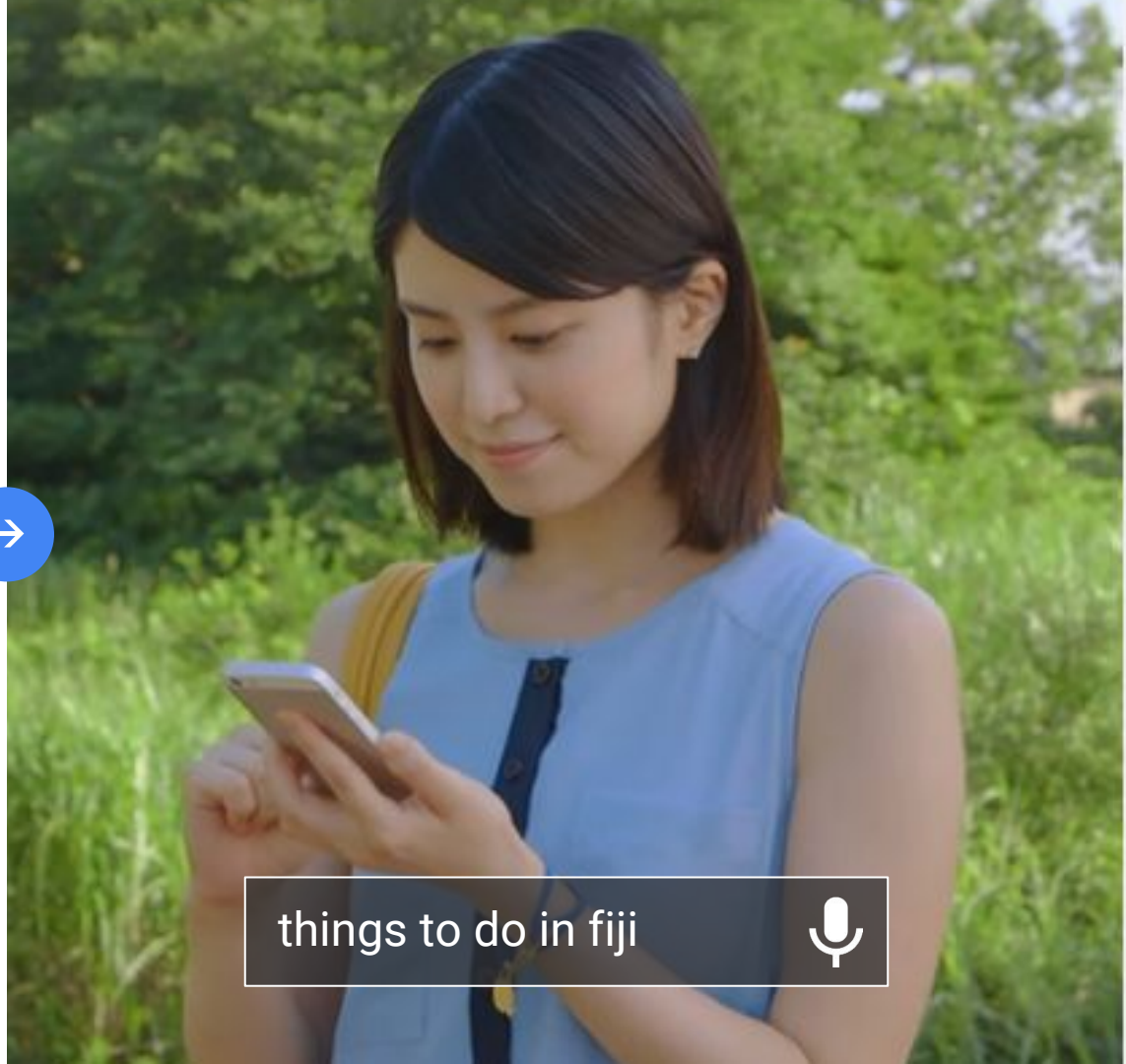
MARKETING IMPLICATION

I-WANT-TO BUY

Help people discover your brand in-the-moment by
delivering the right ad messages and useful product
information

Meet Mai

Mai is dreaming of her next big trip and wants to know if Fiji will be a good fit for both her and her husband.



things to do in fiji



DREAMING-OF-VACATION MOMENT

AUDIENCE

Mai, 28

INTENT

Mai wants to know if she can
make her dream trip a reality

CONTEXT



6:21pm, on the train
home from work

MARKETING IMPLICATION

I-WANT-TO KNOW

Give consumers the information they need, when
they need it, to earn their trust and eventual purchase

Meet Me

A rainy day at home with 2 bored kids stuck inside left me looking for a quick activity to keep the peace.



indoor kids activity



TIME-TO-GET-CRAFTY MOMENT

AUDIENCE

Me

INTENT

I needed to entertain 2
bored kids

CONTEXT



10:27am, in my
living room

MARKETING IMPLICATION

I-WANT-TO DO

Be present during early moments where your consumers are asking for help - those are opportunities to start a conversation and build a relationship.

BE THERE. BE USEFUL.



ath

IDENTIFY YOUR MICRO-MOMENTS





DELIVER ON NEEDS
IN THE MOMENT

Ali  **xpress**



MEASURE EVERY MOMENT
THAT MATTERS



THANK YOU

