



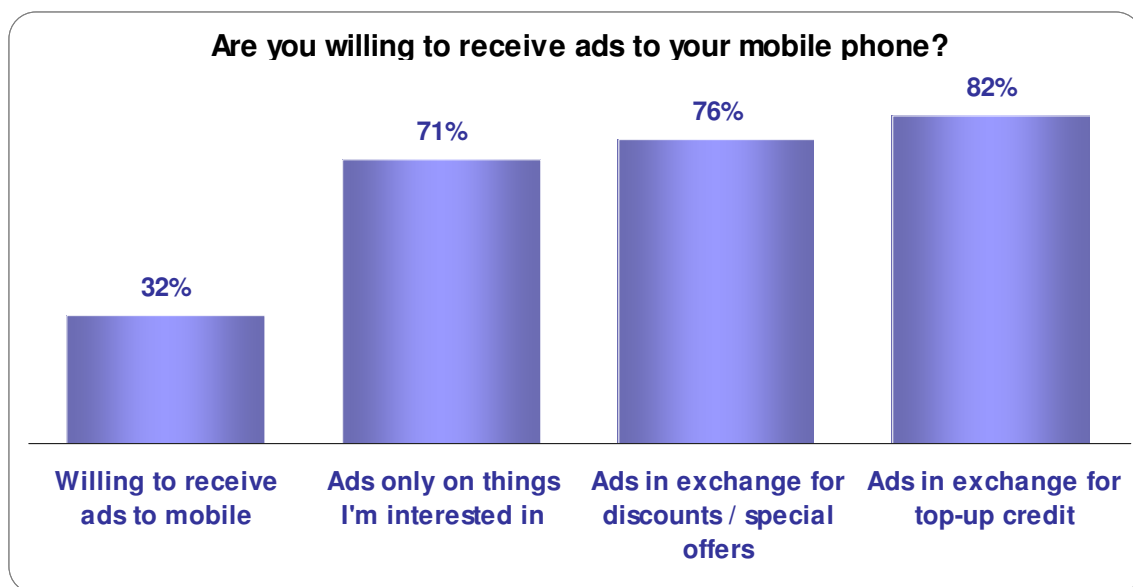
## **Targeted mobile advertising messages a hit with Britain's 11-20 year olds**

*Picture ads the preferred choice for 70% of respondents*

**London 3<sup>rd</sup> April 2007** Q Research today publishes the findings from its latest survey on what Britain's young people think about receiving advertising messages on their mobile phones. The research, published in the report 'Mobiles and Advertising', shows that targeting advertising messages to the individual recipient is the key to success with this often-elusive audience.

Only 32% of the 11-20 year olds surveyed told us they would be happy to receive advertising messages to their mobile phones. However, these numbers more than doubled when we asked them if they would like to receive advertising messages targeted to their particular interests - 71% agreed.

As the chart below shows, the three subsequent options for receiving advertising messages showed a significant swing from the initial unenthusiastic response. Of the two benefits we questioned them on, top up credit proved to be the most popular, particularly with pay-as-you-go customers, with almost nine out of ten willing to receive ads in exchange for phone credit.

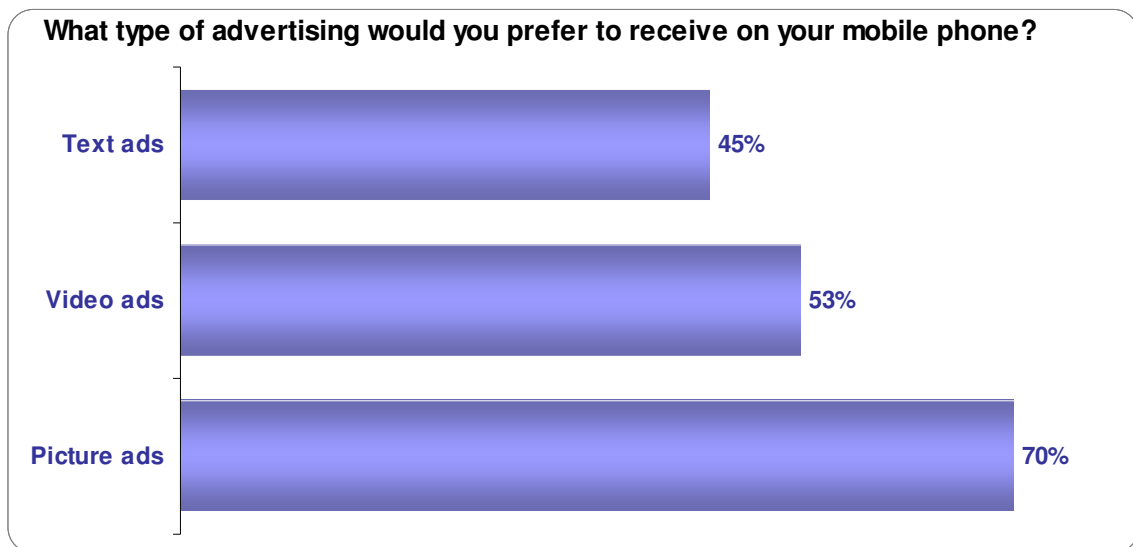


Source: Q Research Advertising & Mobiles Report

Dr Liz Nelson, Q Research's Executive Chairman, says: "This survey questioned respondents on a number of mobile advertising related topics, including preferred frequency for receiving ad messages, location-based advertising and benefits for receiving them. The responses show us that 11-20 year olds have strong feelings about the way advertisers should communicate with them via mobile phone, and that these are impacted by the respondent's gender, age, mobile phone network and ethnicity. And as one of the UK's leading high street banks announces this week it is using location-based advertising to its customers' mobiles, this research is very timely for advertisers."

### **A picture speaks a thousand words**

The results showed that young people would prefer picture advertising messages on their mobile phones, with both video and text ads less popular. The main reason for the unpopularity of video ads was concern about the price of receiving these files. Only boys under 16 chose video ads, with almost three-quarters saying they would like to receive them.



Julian Smith, Insight & Research Director at media agency MEC Interaction EMEA, commented, "This research is very welcome as it provides useful insight into the elusive youth audience. These users have an intimate relationship with the mobile phone, so push advertising messages need to be tightly targeted - more so than with any other channel - and it's vital to stick to the rules of right person, right place, right time, right offer."

Ends

**Note to editors**

The survey was sent to 1500 Q panellists aged 11 to 20 years in January 2007. The main objective of the research was to understand the attitudes and opinions young people in Britain have to receiving advertising messages on their mobile phones via SMS and MMS.

**About Q Research**

Q Research helps companies and organisations understand today's youth. To reach one of the hardest audiences to survey Q Research uses cutting edge technology to carry out research using mobile phones and the Internet. With the Q Panel, weekly omnibus and custom research, we help our clients engage and understand the youth audience. [www.q-blue.com](http://www.q-blue.com)

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