



THE 8 LUMPS OF 2012

October 2011



Introduction - LUMPS

1. Ubiquitous connectivity
2. Mobile becoming integral to the marketing mix
3. NFC – The phone becomes the wallet
4. Location, location, location
5. Rise and rise of social shopping
6. Big Data
7. Personalisation of the web
8. Digital advertising matures

L - Location

U - Ubiquitous

M - Mobile

P - Personal

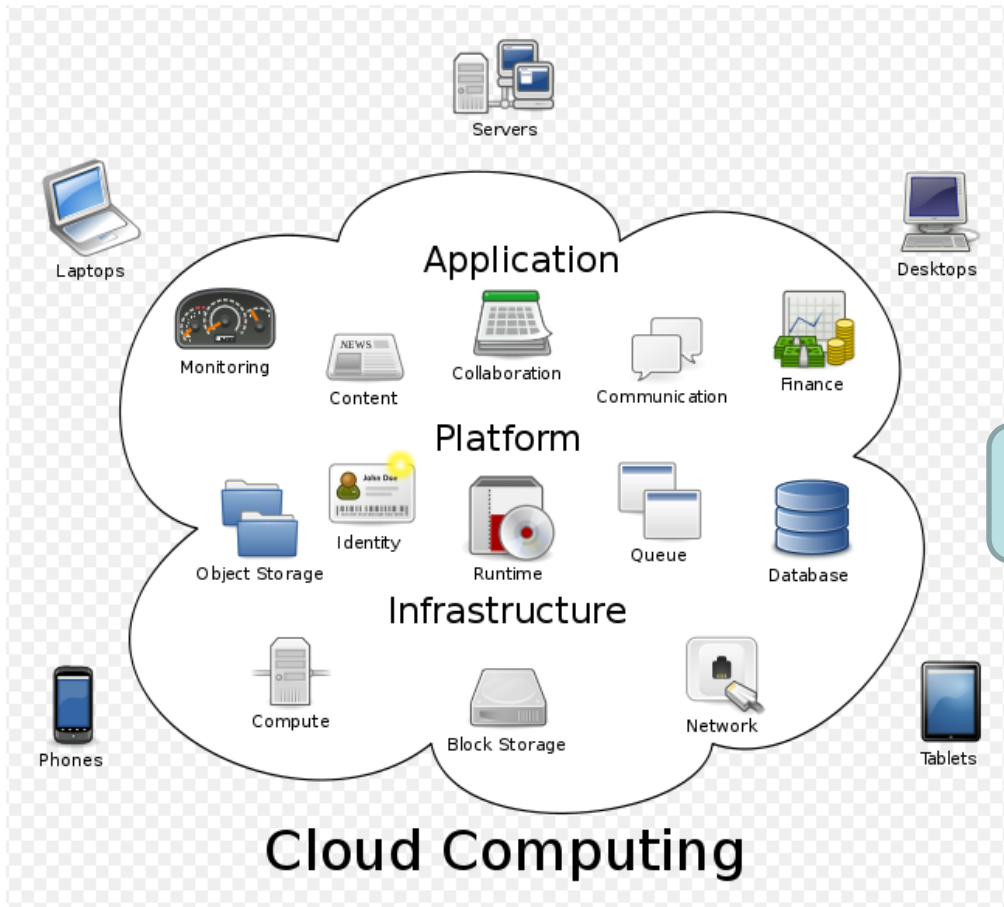
S - Social

1. Ubiquitous Connectivity

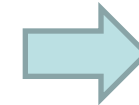


Experiences need to be developed and tracked across all devices

1. Ubiquitous Connectivity



MESSAGING



2. Mobile becoming integral

Mobile will be BAU on all campaigns



2. Mobile becoming integral



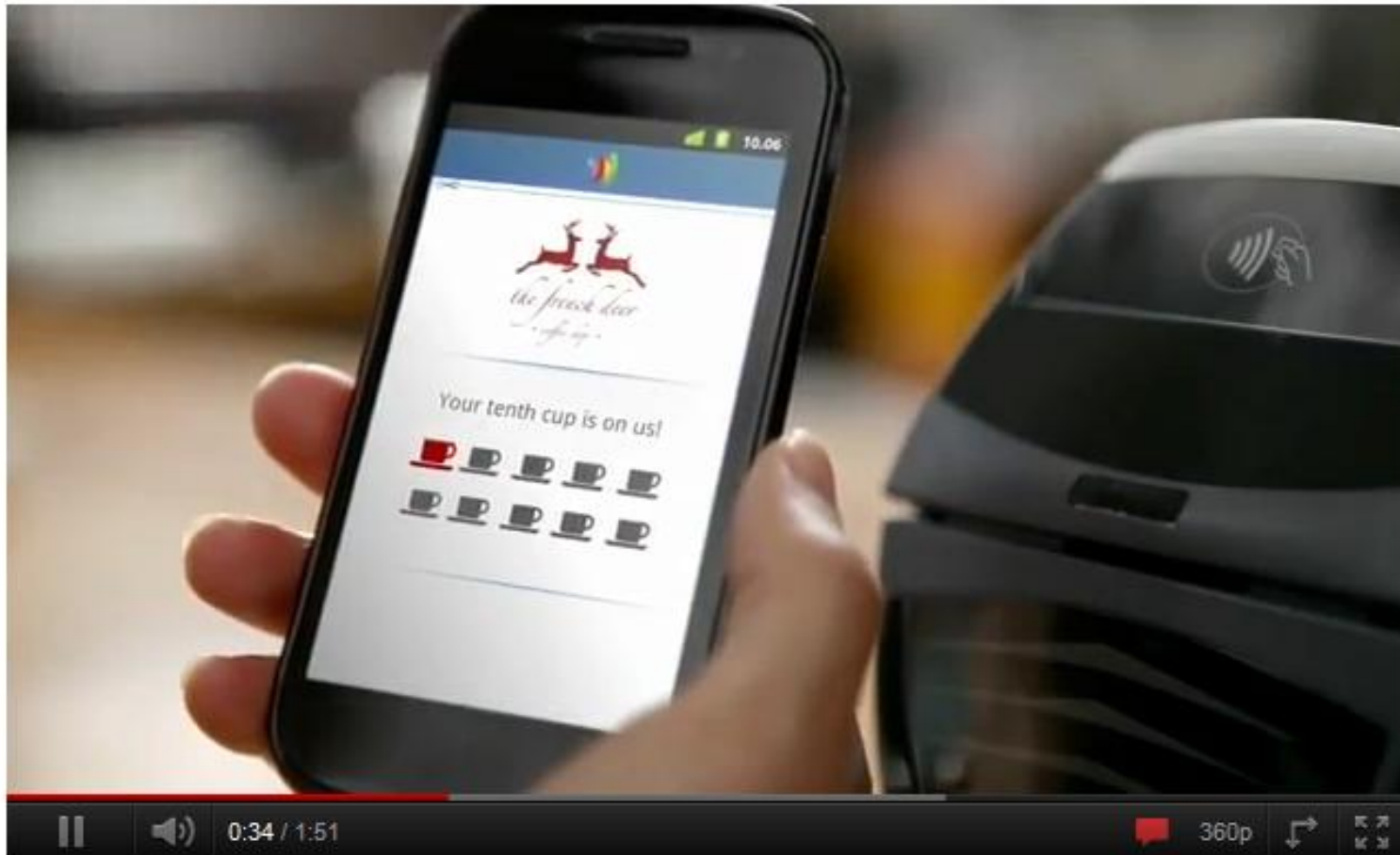
[McDonalds Pick n' Play!](#)

3. NFC – The phone becomes the wallet



Brands will experiment with NFC next year

3. NFC – The phone becomes the wallet



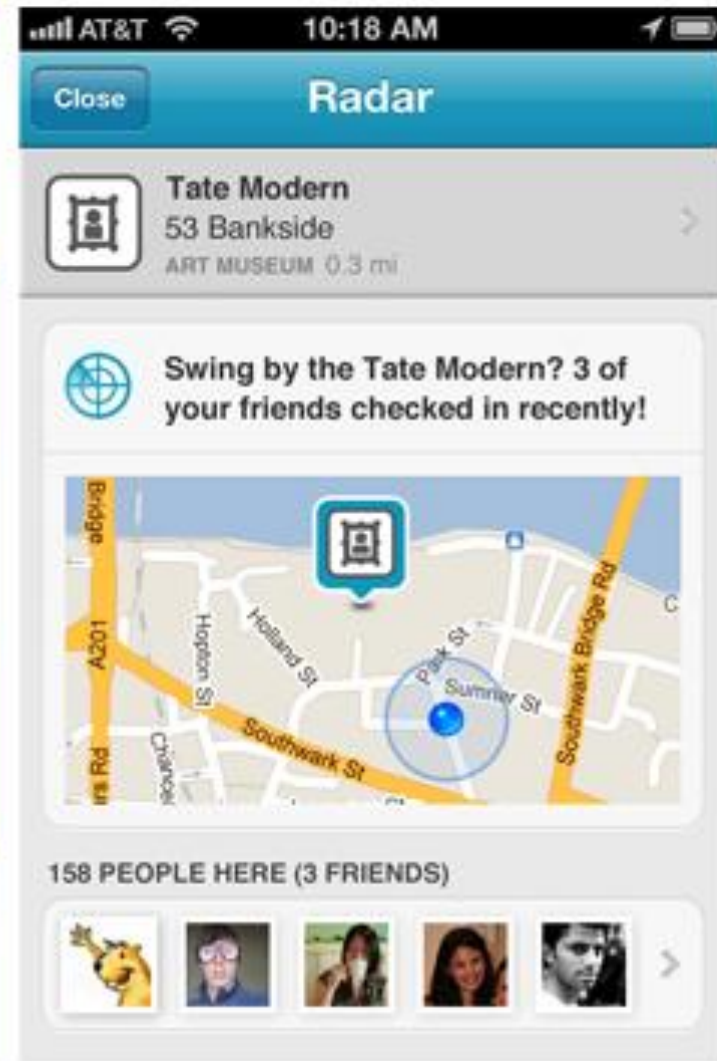
[Google Wallet](#)

4. Location, location, location

Brands will experiment with location based services



4. Location, location, location



[Foursquare Radar](#)

5. Rise and rise of social shopping



All products should offer consumers the opportunity to publically feedback

5. Rise and rise of social shopping

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Homepage > Campaigns > Money > CHOICE Big Bank Switch > CHOICE Big Bank Switch

CHOICE Big Bank Switch

Thanks for your interest in the CHOICE Big Bank Switch. Offers will be announced state by state to ensure demand can be managed and customer standards maintained.



For more information on the campaign, please visit onebigswitch.com.au

Article | Your say - 55 comments

Updated: 28 Sep 2011 | Author: Christopher Zinn | ★★★★★ : Member rating |

Recommend 94 | Share 94 | Tweet 18 | Share 116

01. Offers now open

One Big Switch (OBS) is ready to put mortgage offers to the 40,000 people who registered their interest in the [Big Bank Switch](#).

The offers will be announced state by state to ensure demand can be managed and customer standards maintained; all offers will include a genuine group discount.

Those who registered will receive emails and will need to weigh up whether the offers are right for them. They are encouraged to shop around using trusted websites and online tools, and to seek independent advice.



Inside this report:

- 01 Offers now open
- 02 FAQs
- 03 Your stories
- 04 Contact Big Bank Switch

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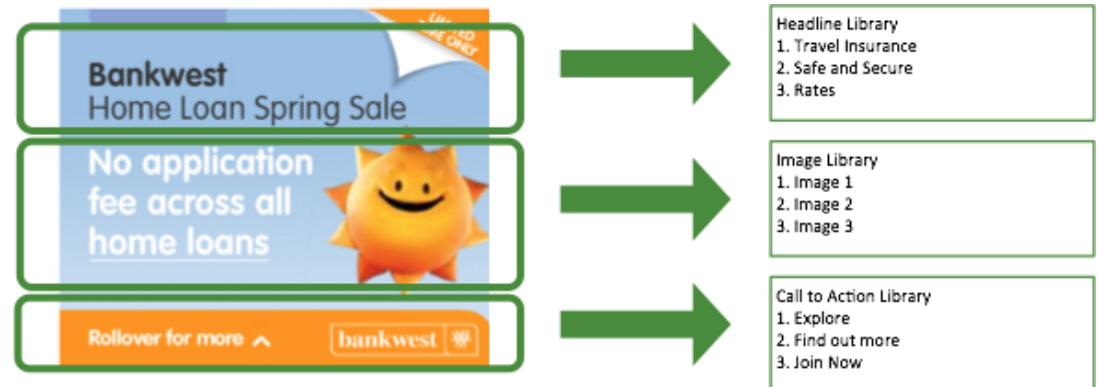
Choice Big Bank Switch

6. Big Data



Data driving the digital economy

6. Big Data



7. Personalisation of the web



One size does not fit all – brands need to develop dynamic landing pages and a matrix of creative based on who you are

7. Personalisation of the web



Minority Report – Personalised advertising

8. Digital advertising matures



Agencies will continue to push through new industry standards

8. Digital advertising matures



Agencies will continue to push through new industry standards

Summary of the trends

1. Experiences need to be developed and tracked across all devices
2. Mobile will be BAU on all campaigns
3. Brands will experiment with NFC next year
4. Brands will experiment with location based services
5. All products should offer consumers the opportunity to publically feedback
6. Data driving the digital economy
7. One size does not fit all – brands need to develop dynamic landing pages and a matrix of creative based on who you are
8. Agencies will continue to push through new industry standards

