

# HARNESSING THE POWER OF RCS

RCS Business Messaging Lab, Cape Town, 11 November 2019

# WE BRING PEOPLE TO BRANDS

WE TRANSFORM ADVERTISING  
THROUGH TECHNOLOGY, DATA  
AND DEEP CONSUMER INSIGHT

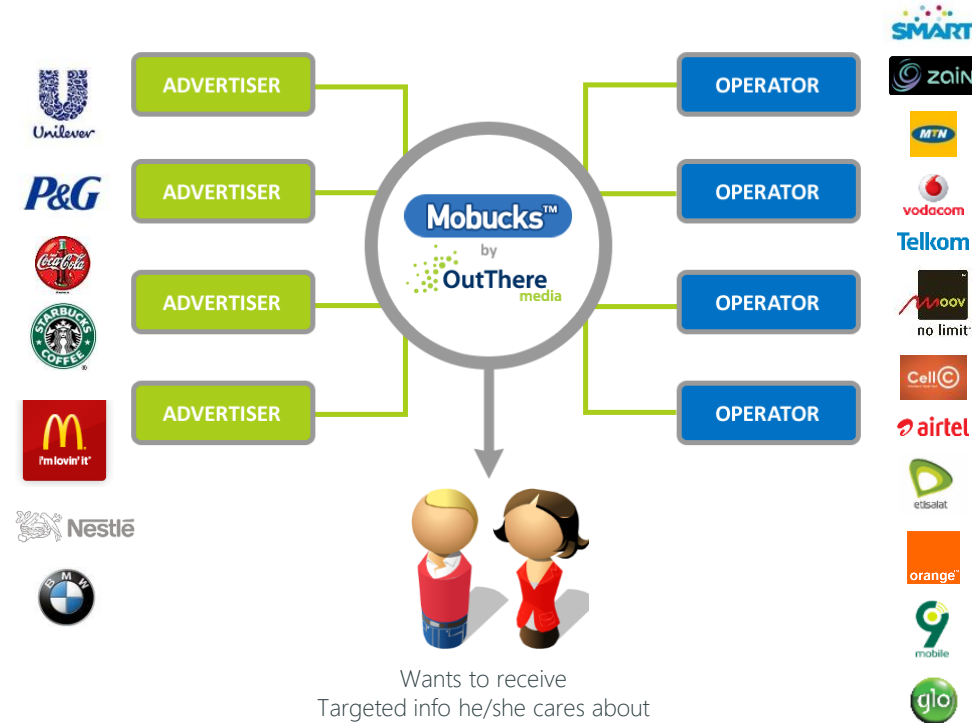


# MOBUCKS™ - CREATING VALUE FOR ALL STAKEHOLDERS

Harnessing unprecedented market intelligence to effectively target and engage consumers at scale for advertisers

OTM adds value to advertisers offering targeting at scale in combination with unique consumer insight through Mobucks™, operator partnerships & creative capabilities.

That's how Advertisers get the right message to the right person at the right time, converting audiences into loyal consumers.



OTM adds value to operators through its advertiser partnerships and Mobucks™, which enables them to organise, mine, analyse and monetise their data.

That's how OTM unlocks new revenue streams for operators while making their subscribers happy.

# WHY OUT THERE MEDIA

- One Stop Shop
- Unique Track Record and Longstanding Experience
- Mobucks™ - our superior and award-winning technology
- A blue-chip list of global clients and partners
- An attractive business model

# SELECTED CUSTOMERS

## BRANDS



## AGENCIES



## MOBILE OPERATOR PARTNERS



# LAUNCHING RCS IN SOUTH AFRICA

# GROUNDDBREAKING FIRST RESULTS

## ON RCS

## IN SOUTH AFRICA WITH

## DISNEY & McDONALDS

## VIA VODAFONE/VODACOM



# DISNEY "THE LION KING" RCS CAMPAIGN CASE VIDEO

by Out There Media, Vodafone and Vodacom

The following campaign case video is brought to you by  
**Out There Media - Vodafone - Vodacom**

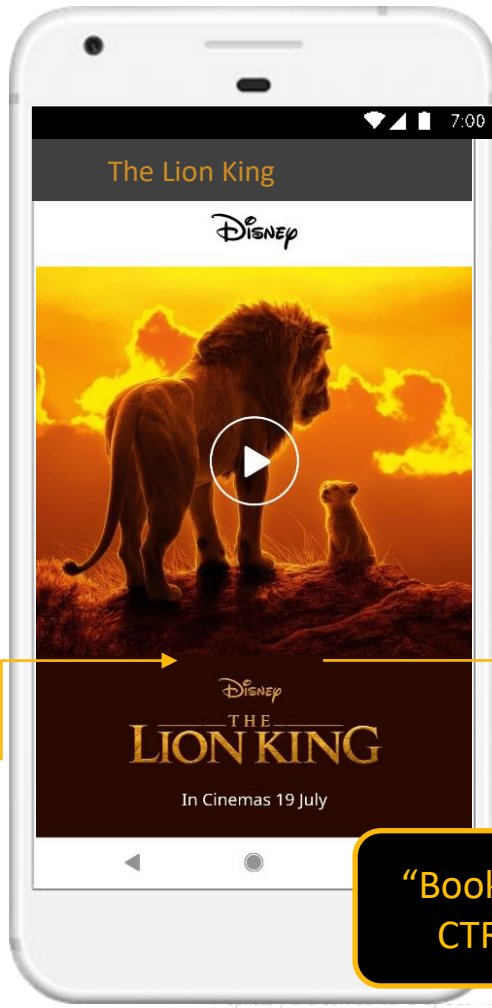
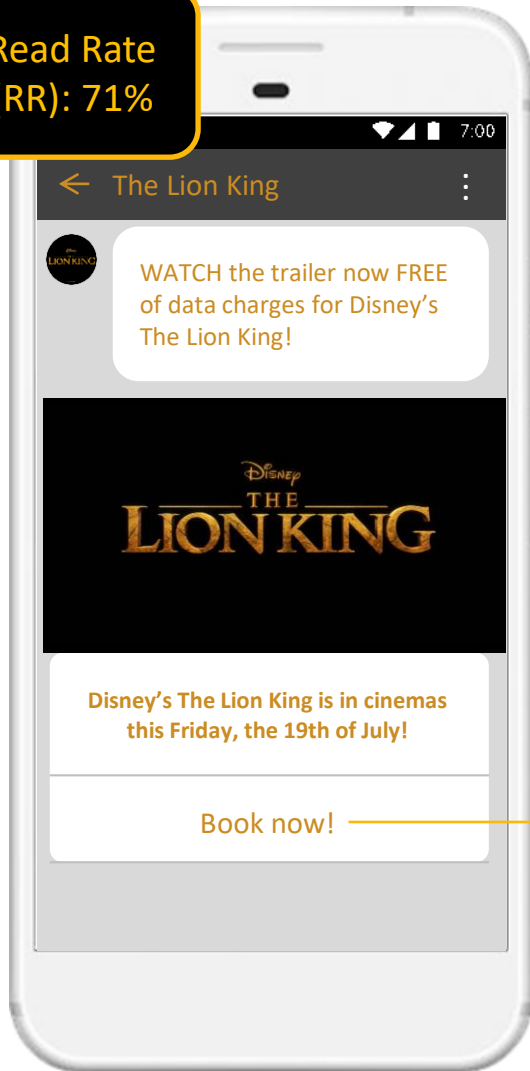


Video starts  
on click



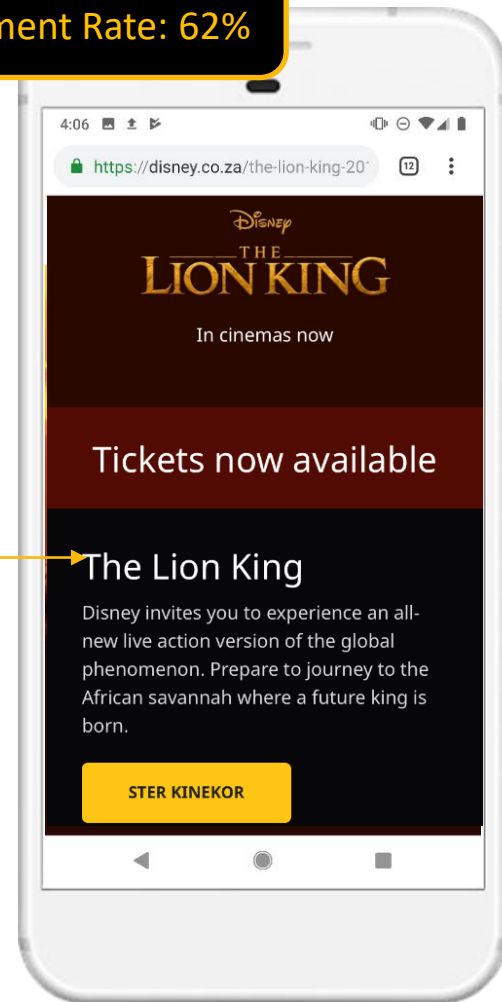
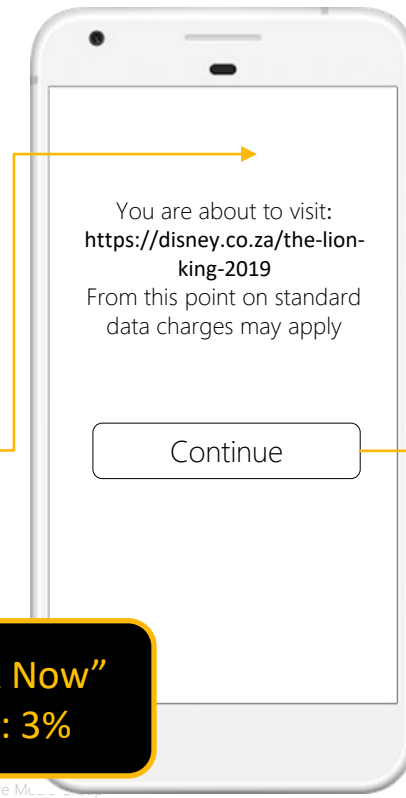
# DISNEY "THE LION KING" - BLAST 1 "COMING SOON"

Read Rate  
(RR): 71%



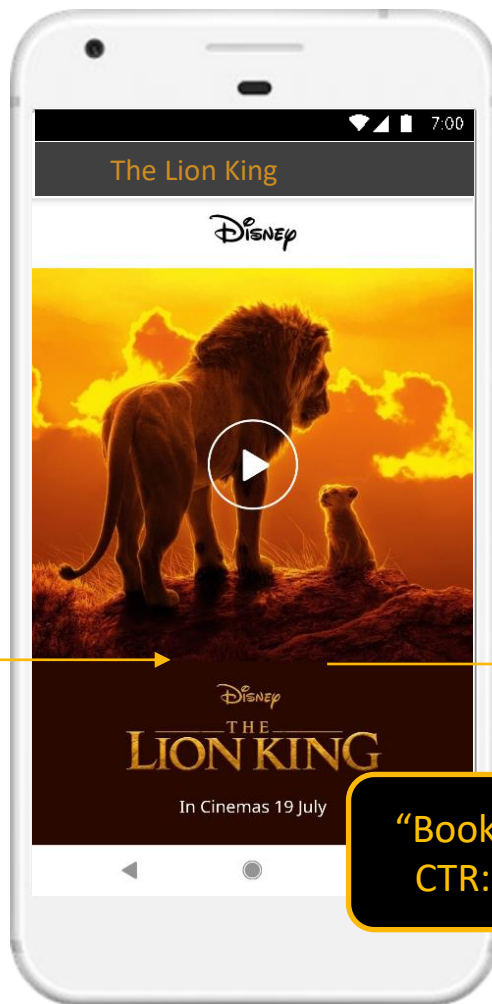
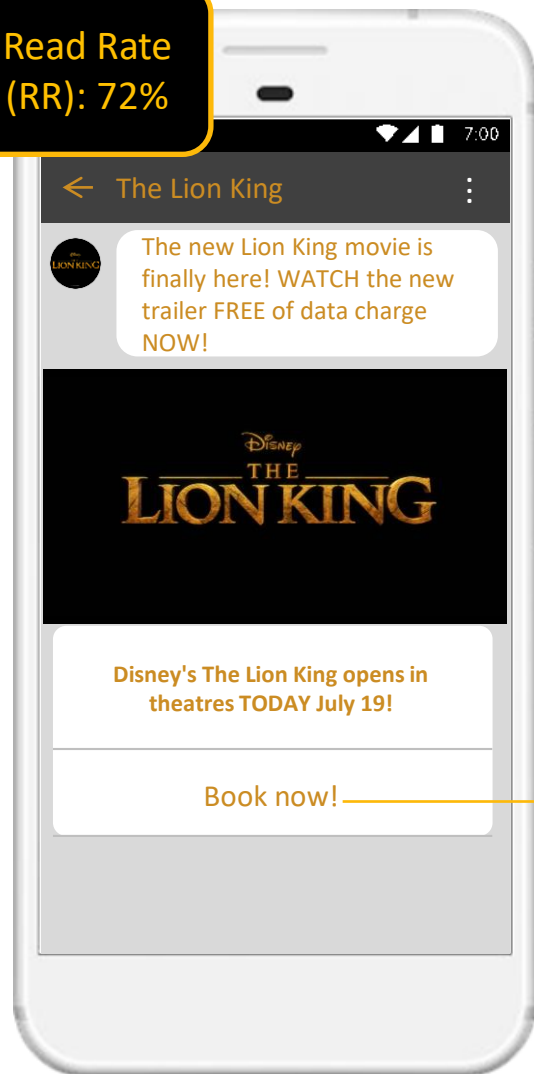
"Book Now"  
CTR: 3%

Ticket Page  
Engagement Rate: 62%

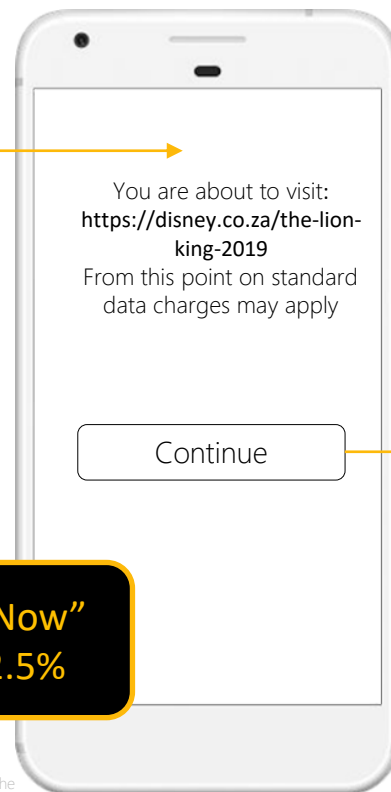


# DISNEY "THE LION KING" - BLAST 2 "IS HERE"

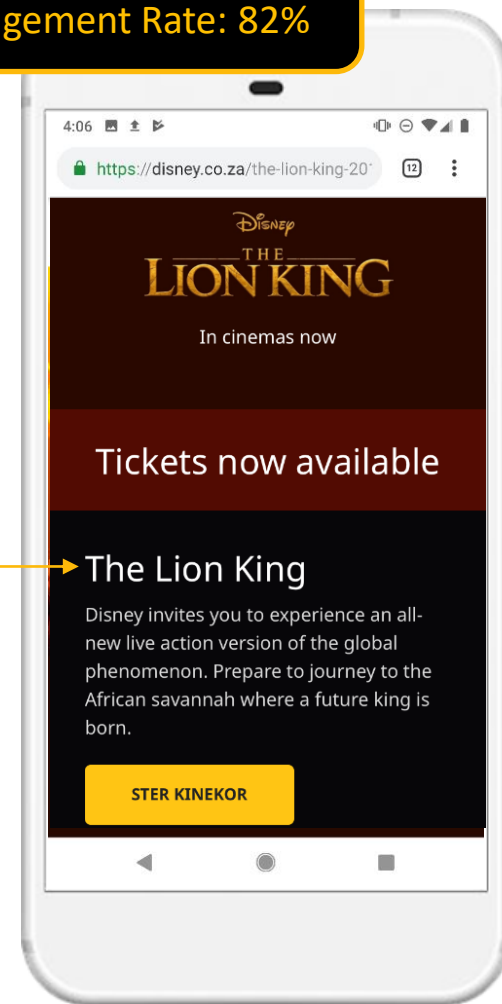
Read Rate  
(RR): 72%



"Book Now"  
CTR: 2.5%



Ticket Page  
Engagement Rate: 82%



# McDONALD'S RCS CAMPAIGN CASE VIDEO

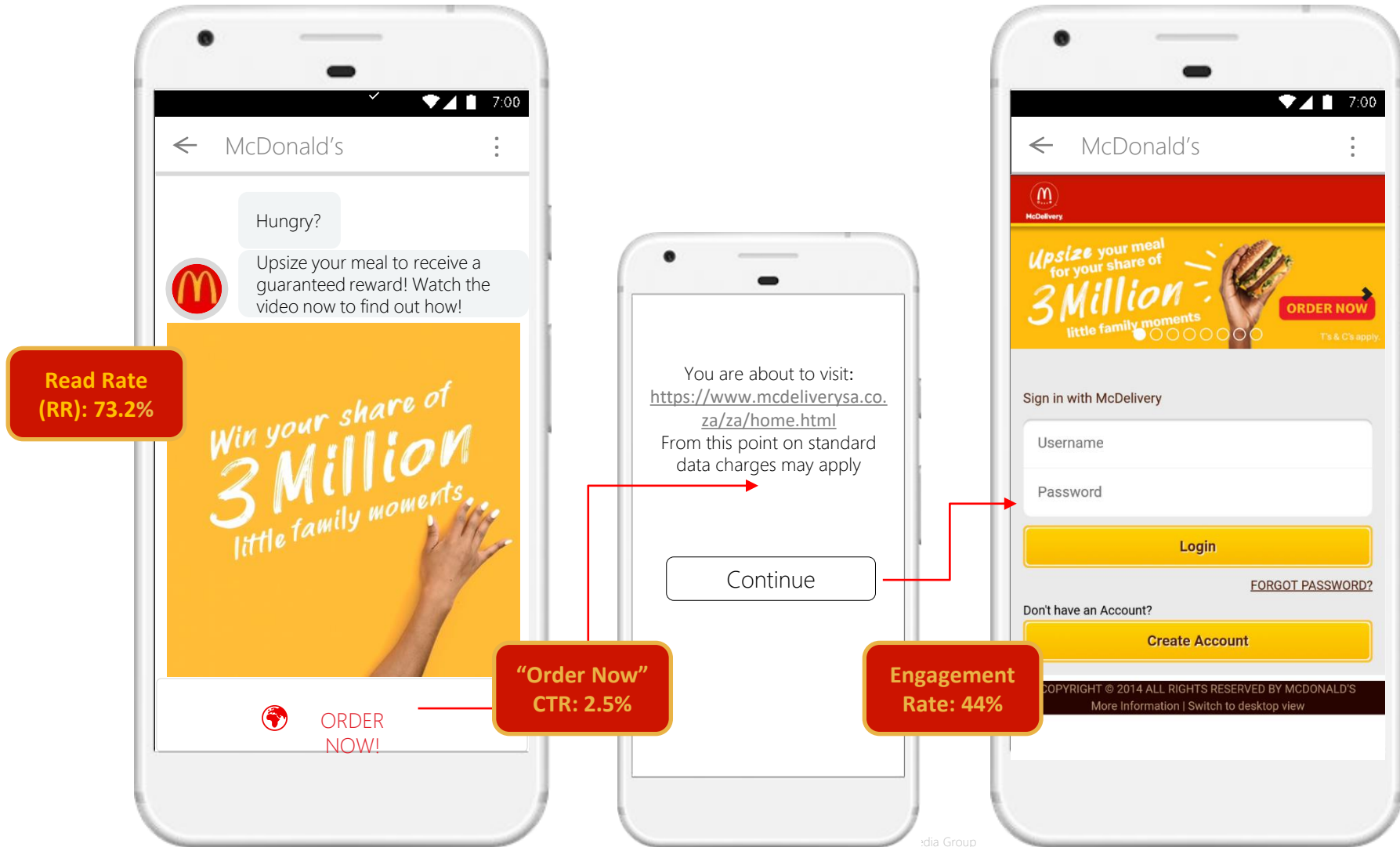
by Out There Media, Vodafone and Vodacom

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**Out There Media - Vodafone - Vodacom**



Video starts  
on click

# McDONALD'S "REWARDS" RCS CAMPAIGN



# RCS - THE GAME CHANGER THE INDUSTRY HAS BEEN WAITING FOR

- **Massive revenue opportunity for RCS:**
  - To reach US\$60 billion in advertising spend by 2023, equalling approximately 20% of total digital ad spend
- **Outstanding results:**
  - 730x better performance than digital ad industry comparables.  
In South Africa: 73% read rate, 82% engagement rate
- **Combines the best of two worlds:**
  - Reach and targeting with richness and interactivity
- **Scale:**
  - Potential to convert 5 billion messaging users globally to RCS – this will make RCS the single biggest rich medium in the world
- **Brand Safety:**
  - Advertising within a 100% secure and trusted environment
- **Great potential for mobile operators:**
  - New, significant revenue streams from advertising and the unique opportunity to become a substantial player in the digital ad space

# GROUNDBREAKING SUCCESS WITH RCS AT MWC LOS ANGELES





# WHAT INDUSTRY LEADERS SAY



*"I think you'll all agree, Out There Media has been showing here today how it should be done with regards to RCS. The recent developments in RCS will herald a magnificent return to fortunes for Telcos."*

Jill Cooper, Global Marketing Director, Future Networks, GSMA  
when speaking at Mobile World Congress in Los Angeles, October 2019



*"The Disney and McDonald's campaigns run by Out There Media, Vodafone and Vodacom demonstrate the first large scale RCS campaigns by big brands on the continent. The results were spectacular and highlight the potential of the channel and the value for mobile customers and brands alike. We look forward to continued success with further campaigns. RCS is the game changer the industry has been waiting for."*

Liz McCord, Principal Product Manager, Vodafone Group



*"The results to our Disney and McDonald's campaigns with Out There Media prove, beyond a shadow of a doubt, RCS is not only here to stay but is the next big force to be reckoned with. We look forward to rolling out this amazing experience across the rest of the Vodafone RCS footprint."*

Oscar Gallego, Head of Smart Communications, Vodafone Group  
when discussing OTM's McDonald's and Disney campaigns in South Africa



*"Out There Media's campaigns with Disney and McDonald's in South Africa are a clear sign that major brands are taking RCS seriously and are starting to see the potential of the channel. Advertising will allow the RCS ecosystem, and mobile operators in particular, to tap into the US\$616 billion global advertising spend."*

Nick Lane, Founder and Chief Industry Analyst, Mobilesquared



# THANK YOU

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