

UNLOCKING THE POWER OF RCS

HOW GLOBAL BRANDS EMBRACE
RCS AS THE GAME-CHANGER
THE INDUSTRY HAS BEEN WAITING FOR

GSMA RCS Live – Webinar, May 27th 2020

Kerstin Trikalitis
CEO, Out There Media

1. The Market
2. What is it and How It Works
3. Key Benefits – Why Brands Love RCS
4. Groundbreaking Results (Disney and McDonalds Case Studies)
5. 5 Key Success Factors
6. Key Takeaways
7. Coming soon.... The RCS Brand Report “RCS – The Game Changer the Industry has been waiting for”

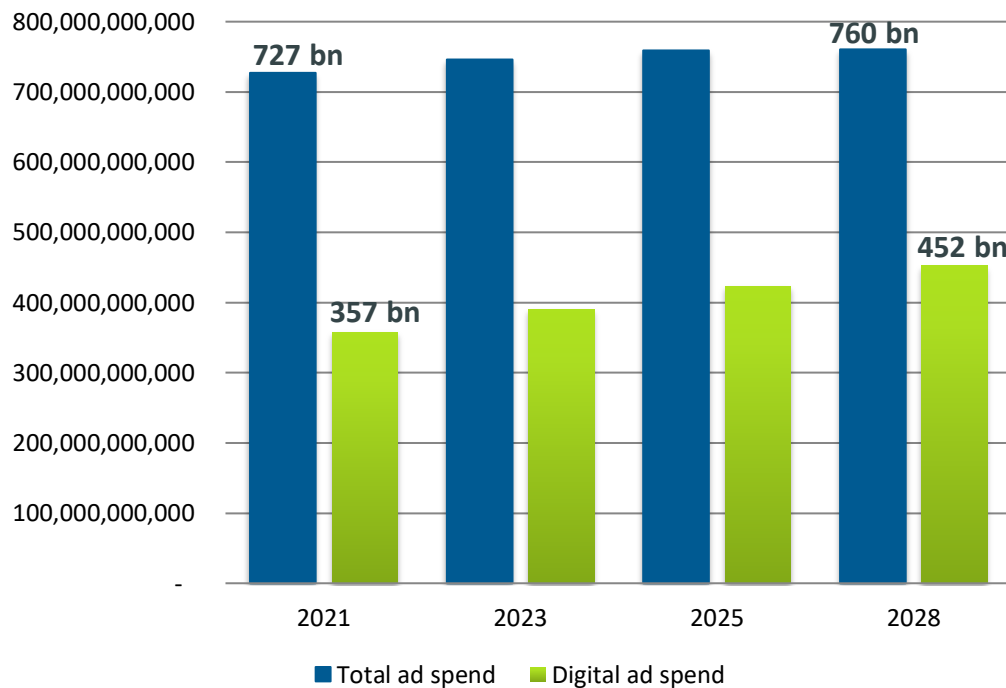
1. THE MARKET

A USD 60 BILLION OPPORTUNITY

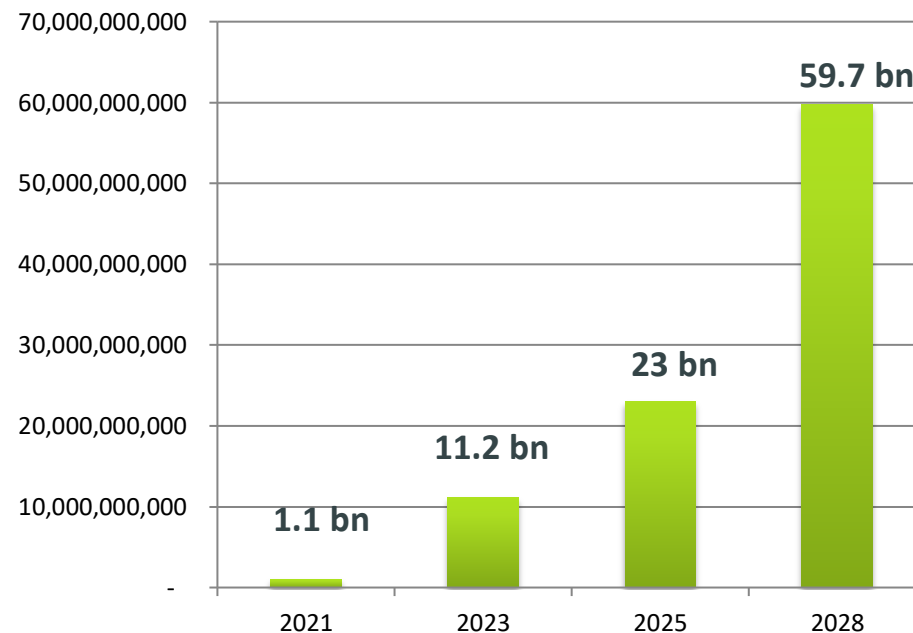
CAGR (digital spend) + 8%

CAGR + 115%

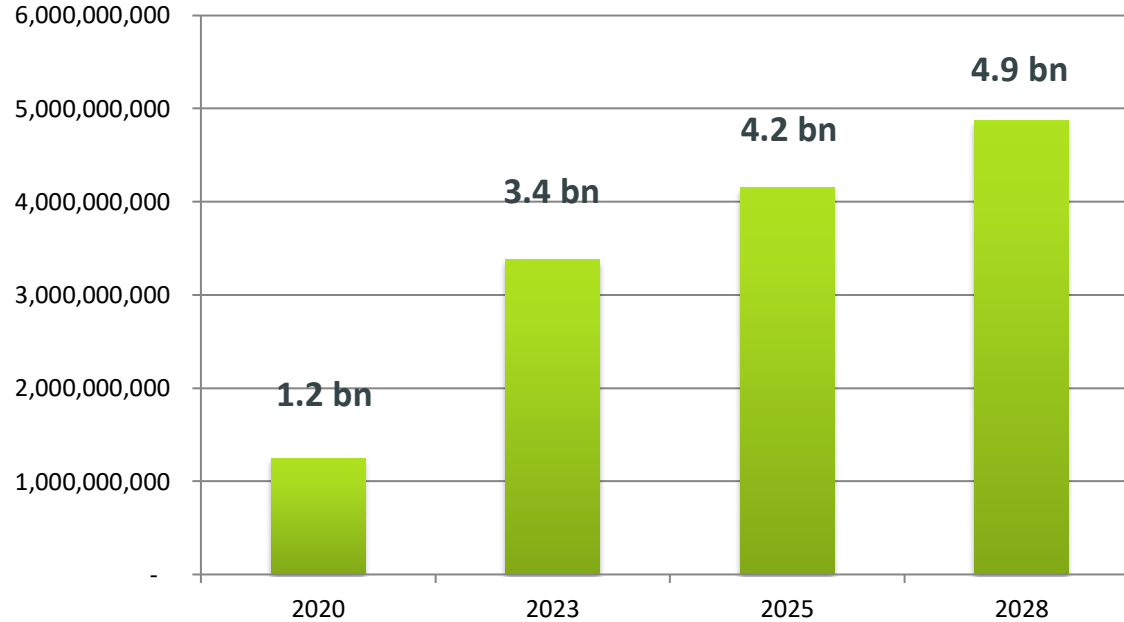
Total ad spend/digital ad spend (\$)



RCS spend (\$)

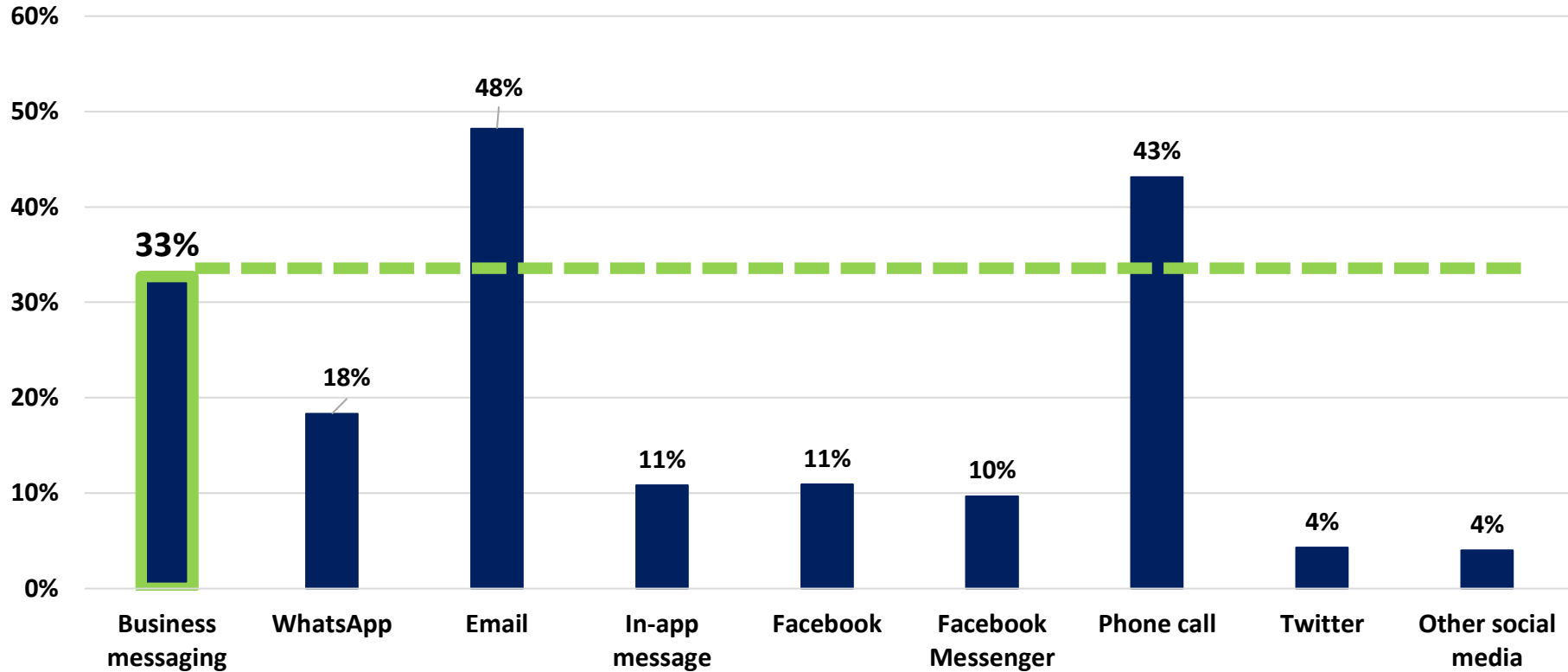


RCS User Growth



By 2028: The single biggest medium in the world

RCS SET TO BECOME A TOP 3 COMMUNICATION CHANNEL FOR BRANDS



2. WHAT IT IS AND HOW IT WORKS

RCS stands for Rich Communication Services

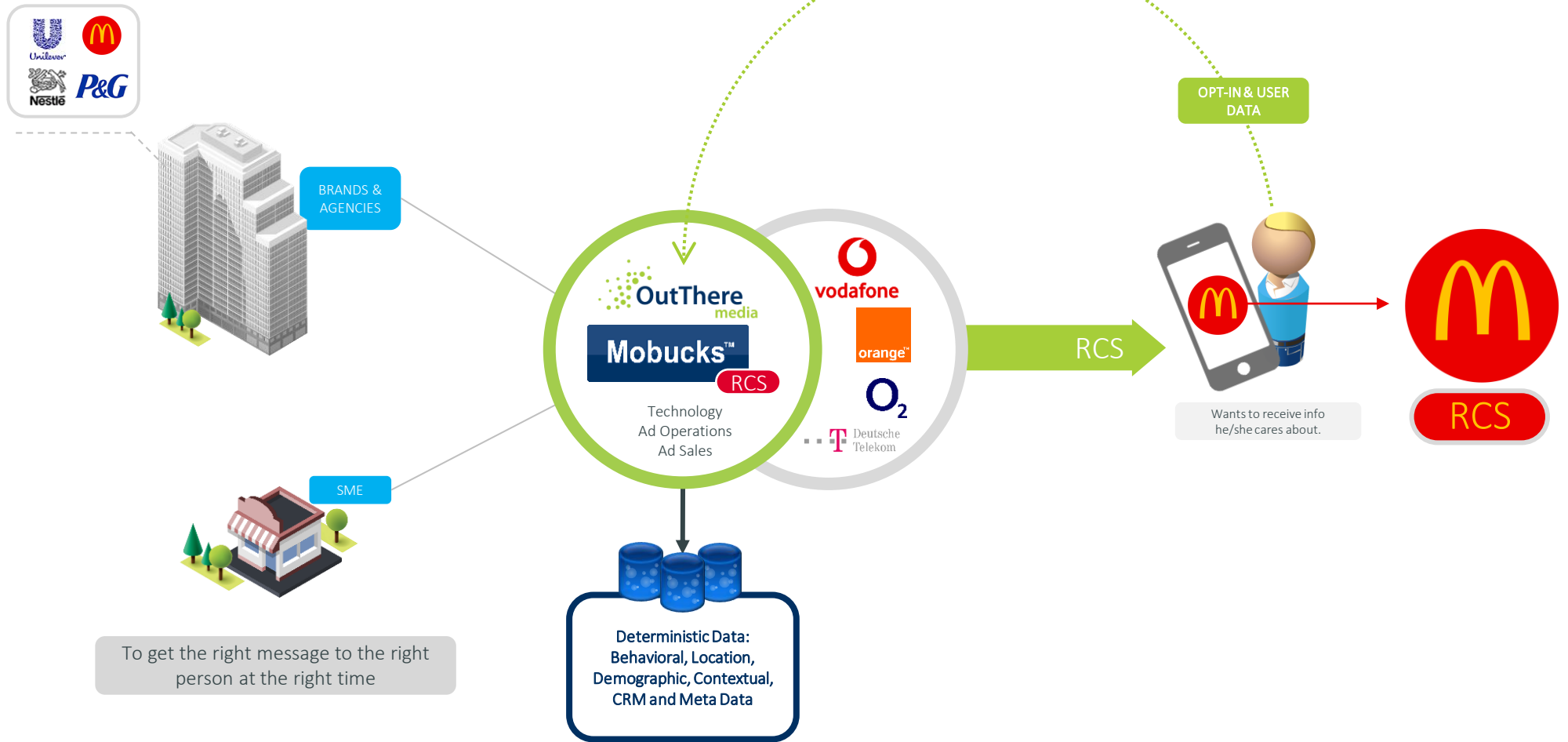
and is the **new standard of messaging owned by the mobile operators** in the world

providing a **native, trusted environment that turns messaging into an interactive, actionable, feature-rich** experience, including

rich media, high-resolution images, videos, chatbots, file transfer, payment, location sharing and much more.

RCS brings the rich functionality of messaging apps like iMessage, Facebook Messenger and WhatsApp **directly to the native messaging app built into your phone.**

HOW IT WORKS – THE RCS ECOSYSTEM



3. KEY BENEFITS - WHY BRANDS LOVE RCS

THE KEY BENEFITS OF RCS

Customized Branding

Name, logo, colour

Verified Sender

Senders are verified. Added encryption in motion for message delivery over IP

Rich, Dynamic Content

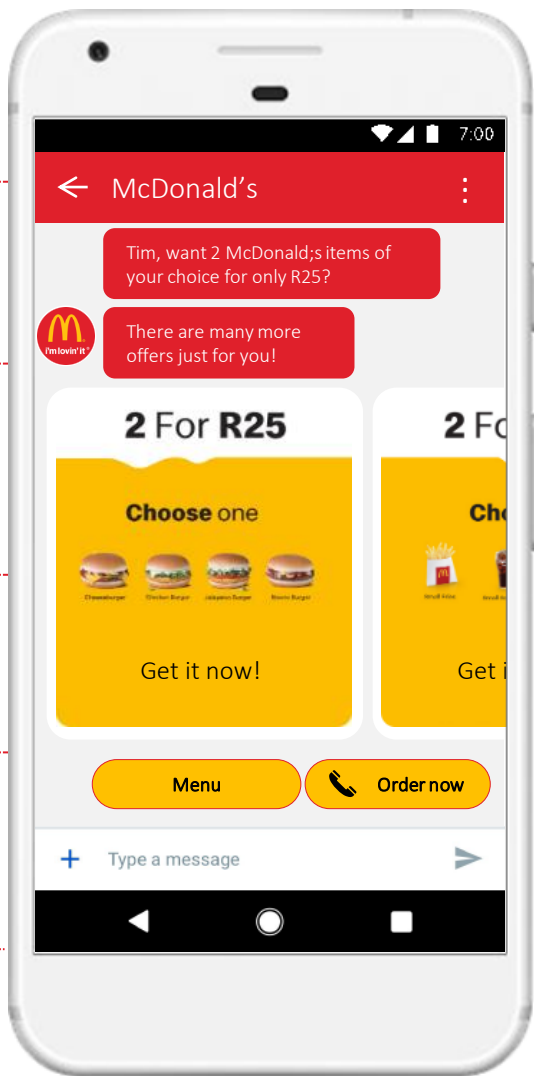
Dynamic fields for personalized approach

True Metrics

Client based DLRs, read receipt for brands

Ubiquity

Use RCS everywhere in the world, as long as your phone has coverage



Suggested Interactions

URL, maps, calendar dialler, customized reply buttons

Real Conversations

between you and your customers

Rich Media

Videos, Maps, GIFs any colour

Message Themes

Customize the chats colour theme along with your brand guidelines

100% Brand Safety

RCS provides for 100% brand safety within the trusted environment of the mobile operator

4. GROUNDBREAKING RESULTS

Case Studies with

Disney and McDonald's
via Vodafone and Vodacom

DISNEY “THE LION KING” RCS CAMPAIGN CASE VIDEO

by Out There Media and Vodafone

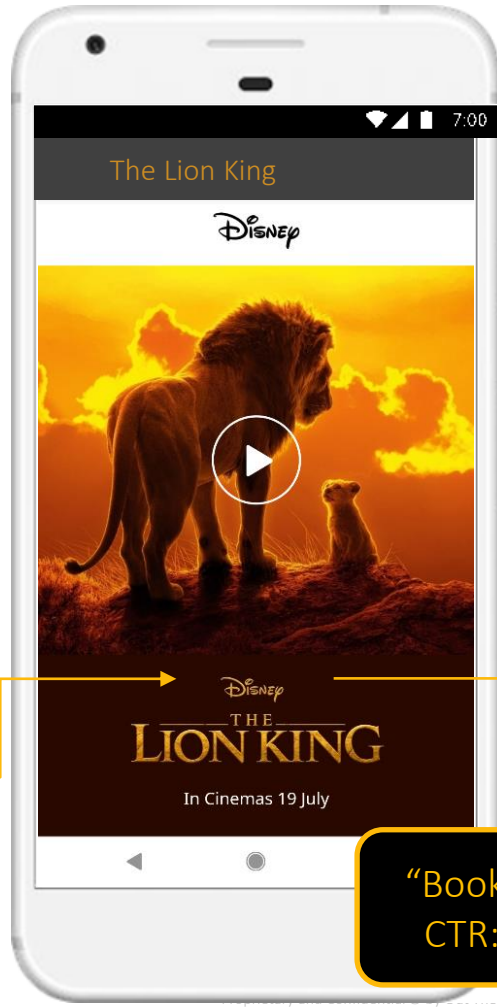
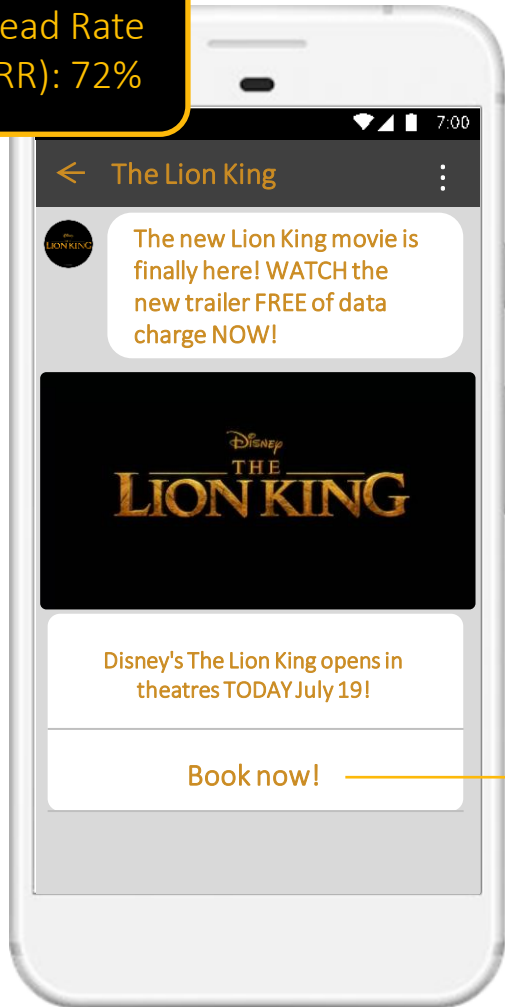
The following campaign case video is brought to you by
Out There Media - Vodafone - Vodacom



Video starts
on click

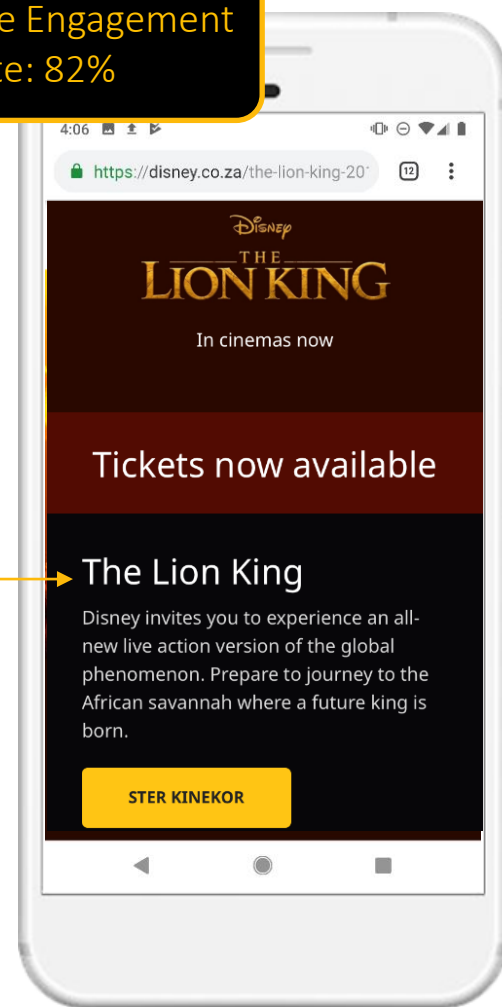
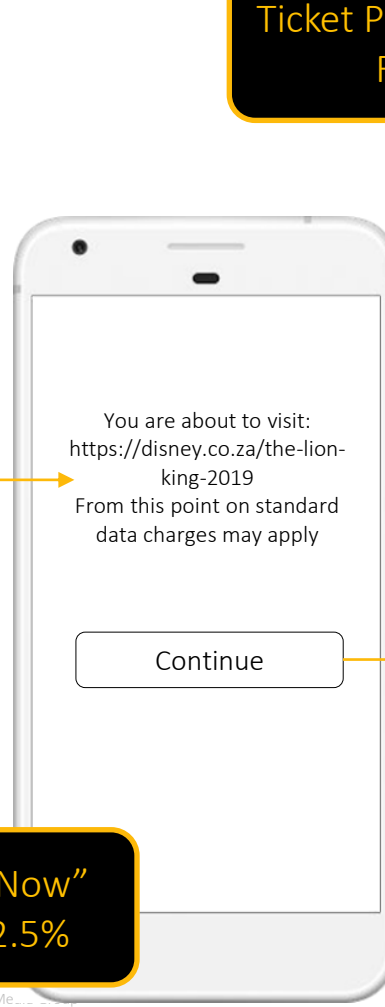
DISNEY "THE LION KING" CAMPAIGN CASE VIDEO

Read Rate
(RR): 72%



"Book Now"
CTR: 2.5%

Ticket Page Engagement
Rate: 82%



McDONALD'S CAMPAIGN CASE VIDEO

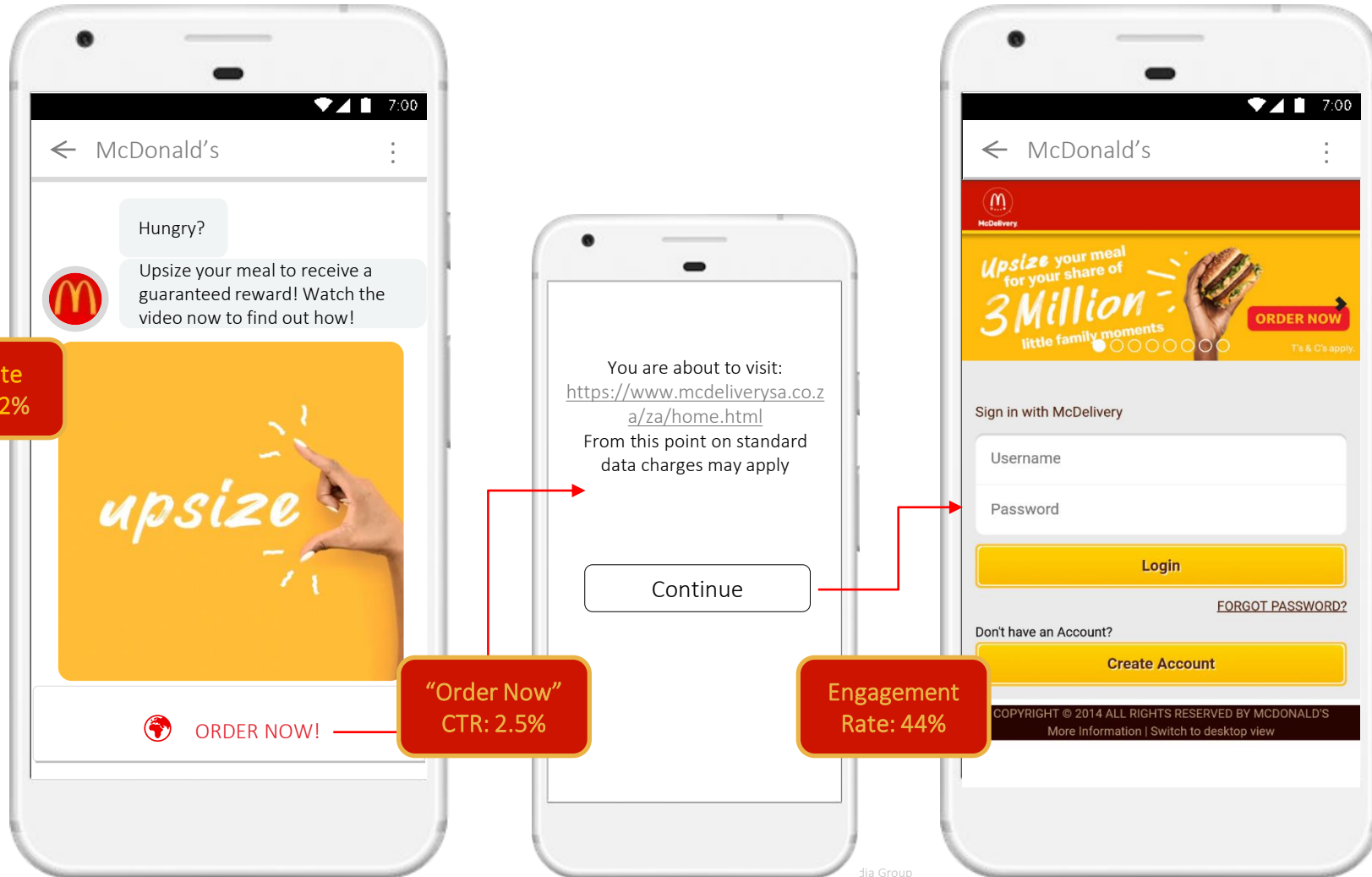
by Out There Media and Vodafone

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



Video starts
on click

McDONALD'S "REWARDS" RCS CAMPAIGN



5. THE 5 KEY SUCCESS FACTORS

1. Be relevant! Targeting!
2. Transparency and metrics - trusted operator environment with reliable data / reports and 100% brand safety
3. Add value via rich experiences: mobile payment, chatbots, video, maps etc
4. Use it, don't abuse it! Opt-ins, no spam!
5. **For operators that do not have RCS enabled yet:** Enable RCS by end of 2020 and become a substantial player in the digital advertising space!

6. KEY TAKEAWAYS

KEY TAKEAWAYS: RCS – THE GAME CHANGER THE INDUSTRY HAS BEEN WAITING FOR

- 1. Massive revenue opportunity for RCS:**
 - To reach **US\$60 billion** in advertising spend by 2028, equalling approximately **20% of total digital ad spend** today
- 2. Outstanding results:**
 - 730x better performance than digital ad industry comparables.
Case Studies show: 73% read rate, 82% engagement rate
- 3. Combines the best of two worlds:**
 - Reach and targeting with richness and interactivity
- 4. Scale:**
 - Potential to convert 5 billion messaging users globally to RCS over the next years – this will make RCS the single biggest medium in the world
- 5. Brand Safety:**
 - Advertising within a 100% secure and trusted environment
- 6. 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
- 7. The way forward for brands and agencies:**
 - The way forward to enter into a **one-on-one dialogue with your audience at scale** – combining the universality of messaging with personalization and interactivity in a rich media environment

7. THE RCS BRAND REPORT

“RCS – THE GAME CHANGER THE
INDUSTRY HAS BEEN WAITING FOR”

BY MOBILESQUARED & OUT THERE MEDIA

Coming soon! On June 17th



CONTACT US:

RCS@OUT-THERE-MEDIA.COM