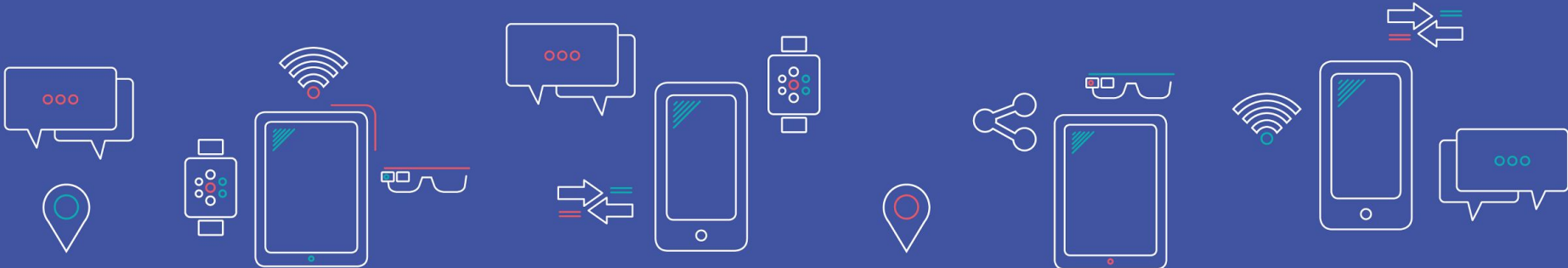
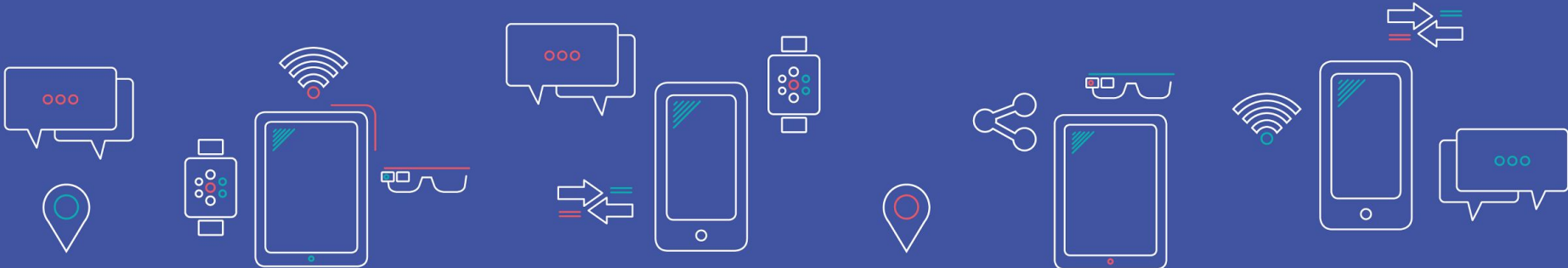


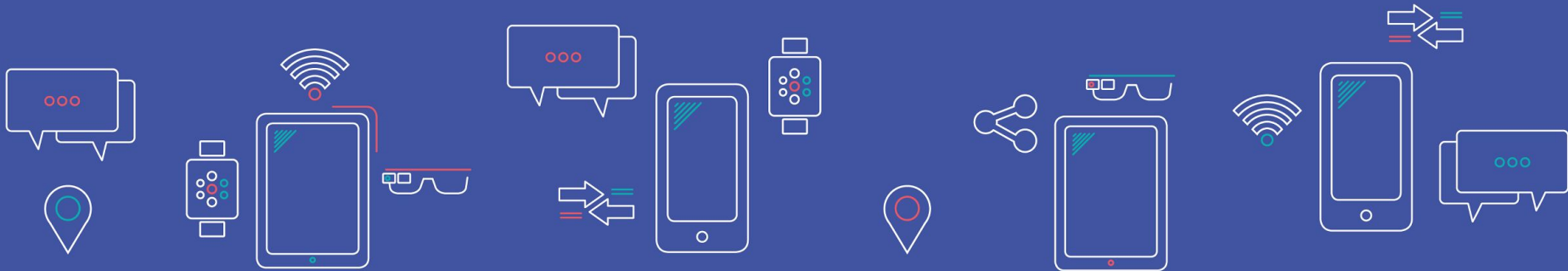
# Welcome



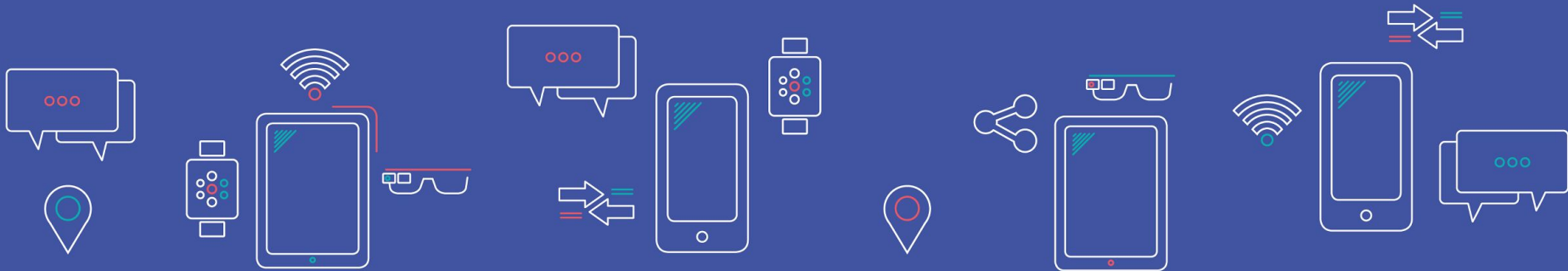
# Questions



# Are you a *mobile-first* company?



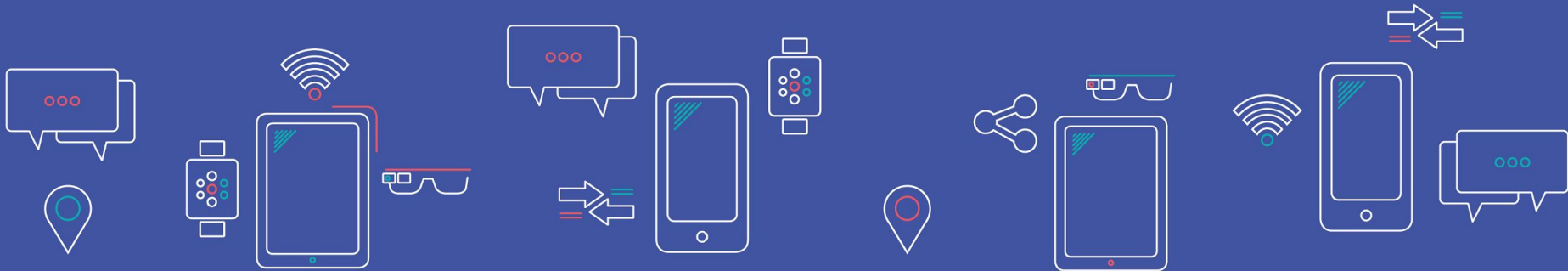
# Are you a *customer-first* company?



Do you put yourself in your customer's shoes every week using your *mobile*?



# Do you attach files to e-mails?

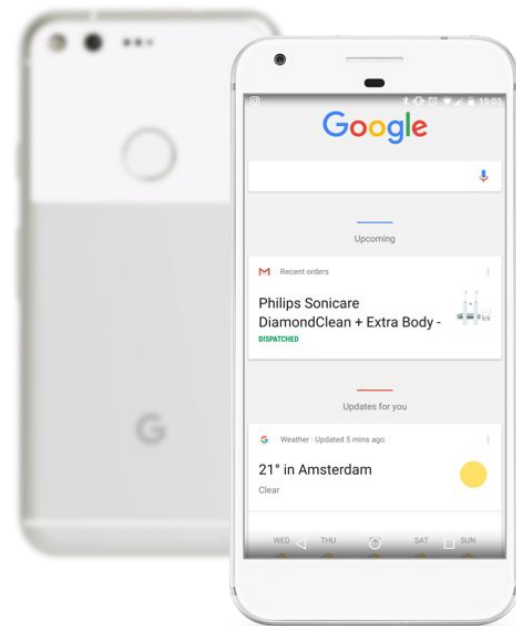


Beyond the specifics you will learn in Mobile Academy, the only long-term sustainable strategy is to always *learn* things faster than the world changes around you and translate that to meaningful *innovation*



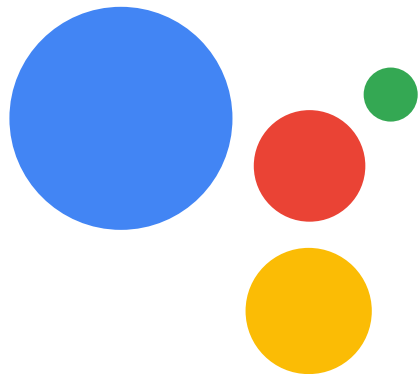


1993



2017

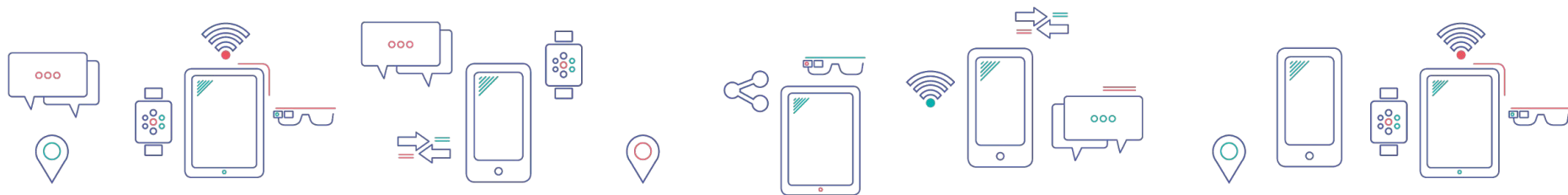




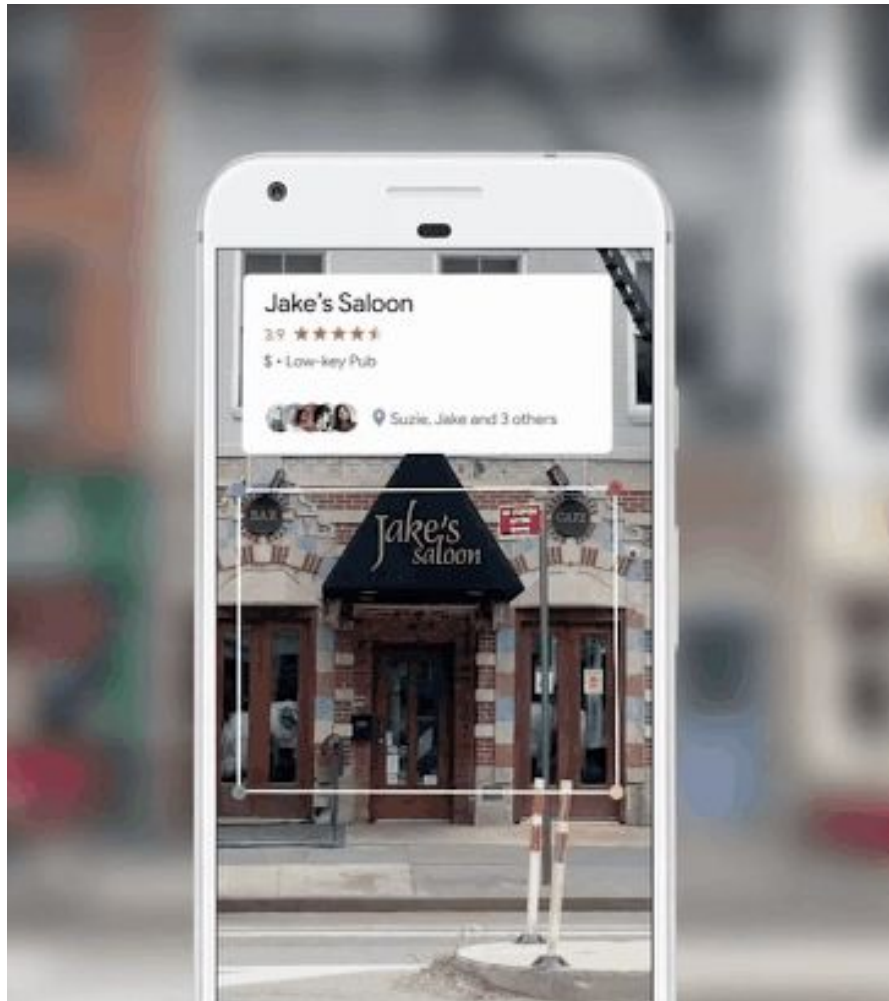
Hi Magnus, how can I help?



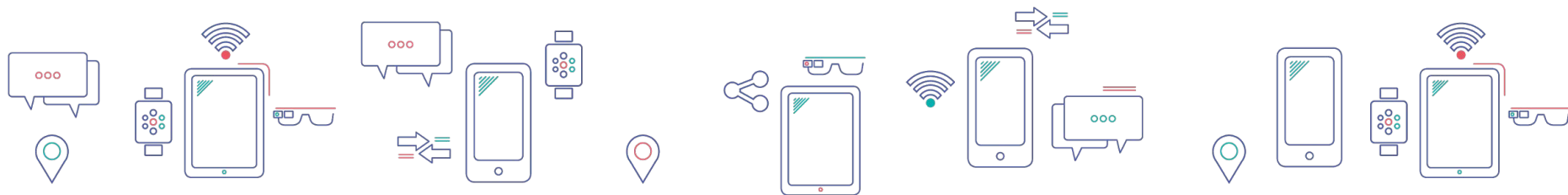
OK Google, my bike lock code is 1234







# Mobile Academy 17



# 2017-Mobile Academy Program

## Module 1

### Mobile Wake Up

Sep 5

Sep 6

## Module 2

### Mobile Masterclass

Oct 3 & 4

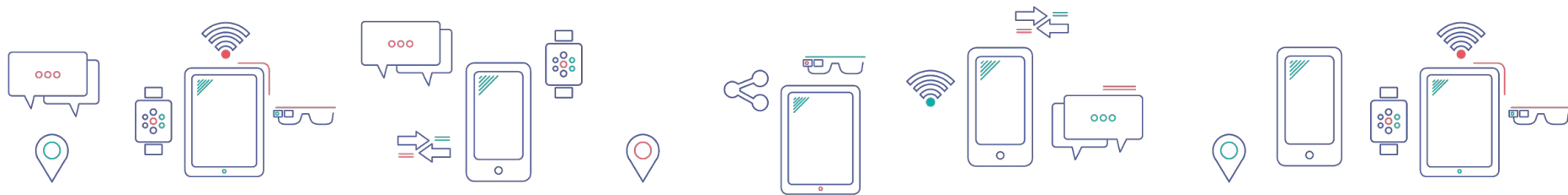
Oct 5 & 6

## Module 3

### Mobile: Build for the future

Oct 23

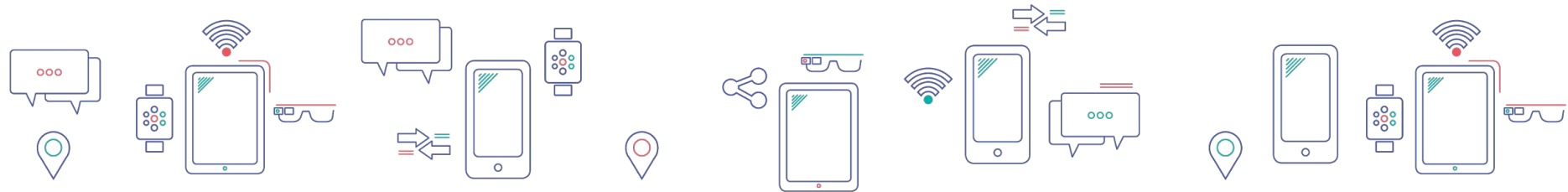
Oct 24



# Let's get interactive!

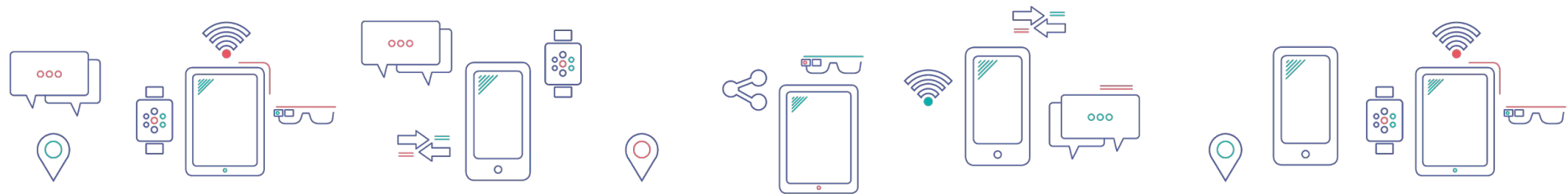
Go to: [www.macademy17.com](http://www.macademy17.com)

Code: Class

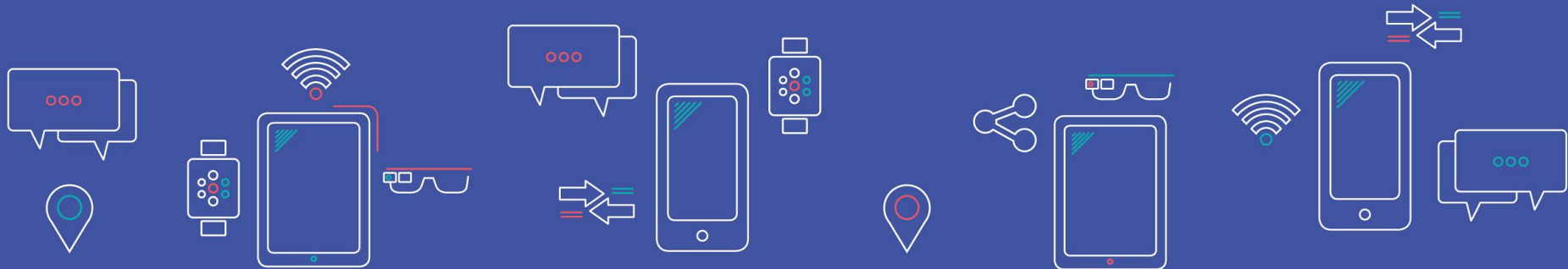


MOBILE TOOL USAGE 1)

SHOW WORD CLOUD RESULTS USING SENDSTEPS  
JOHAN TO HAVE PARTICIPANTS INTRODUCE THEMSELVES ASKING QUESTIONS ABOUT WHO  
SAID WHAT TO TRIGGER INTERACTION



# (Mobile) Marketing in the Digital Age





Google

How do you open a parachute?



BE RELEVANT

BE CONVENIENT

BE FAST

# BE RELEVANT

Restaurants



Buy running shoes



Google

Best house heating



# Stitch Fix



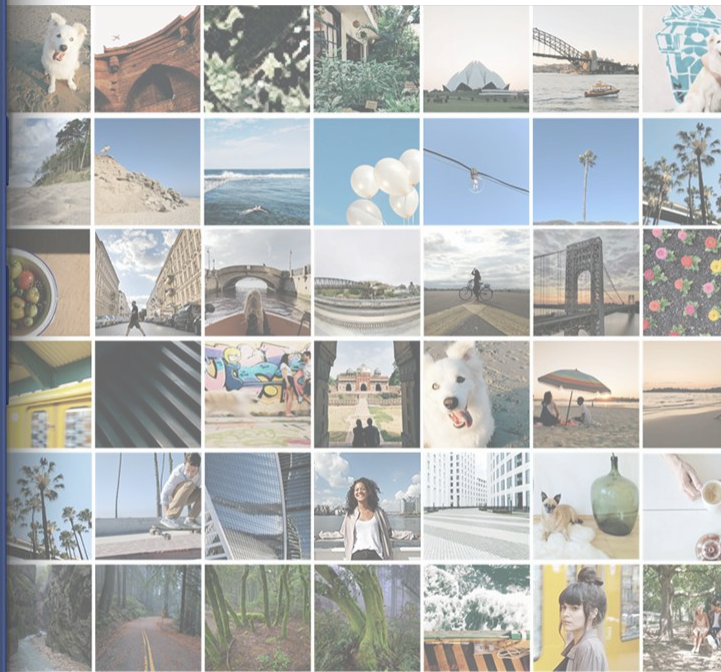
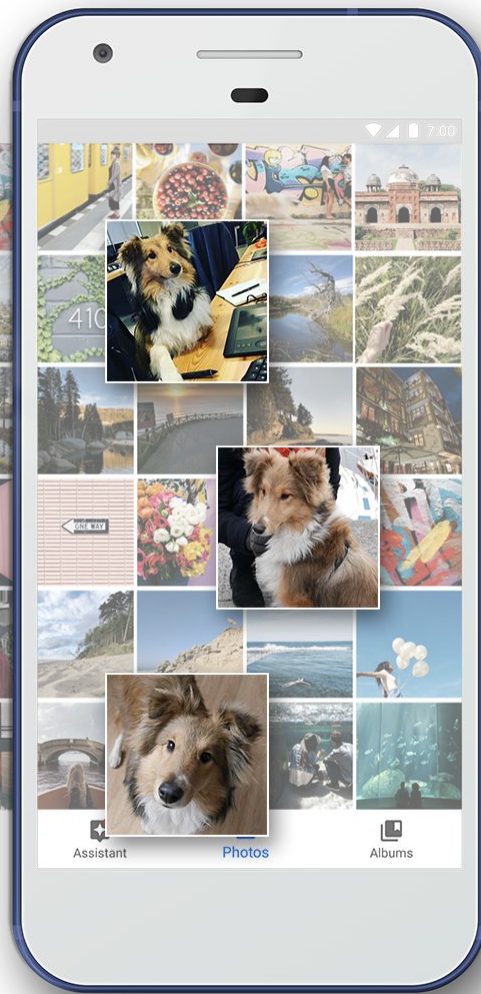
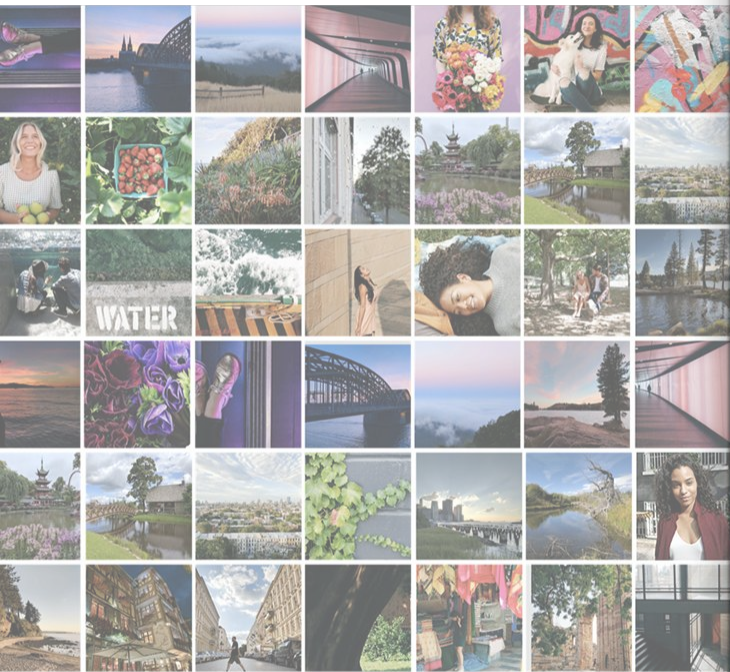
**ERIC COLSON**  
CHIEF ALGORITHMS OFFICER



Eric loves the austere beauty of data and analytics. He could easily go too far if practicality didn't rein him in now and again. Hails from the SF Bay Area.



# BE CONVENIENT



prime wardrobe



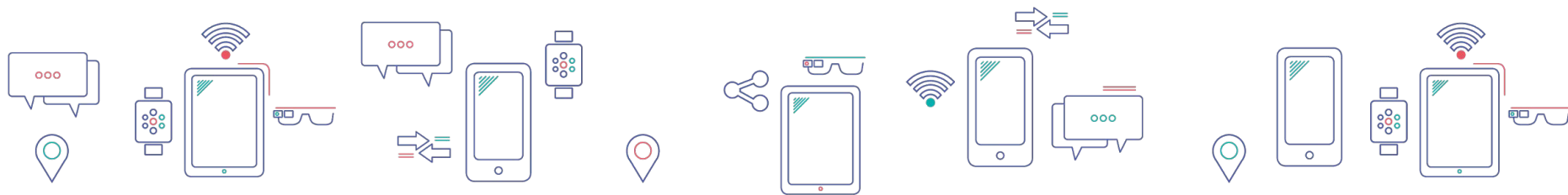
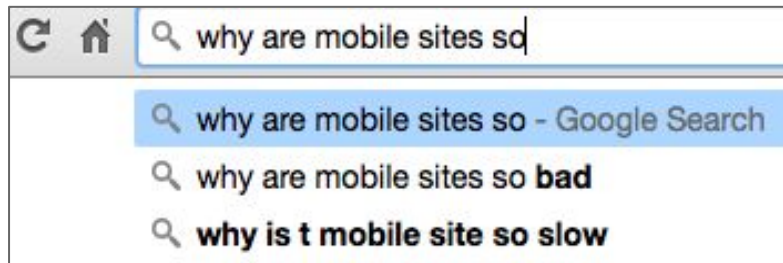
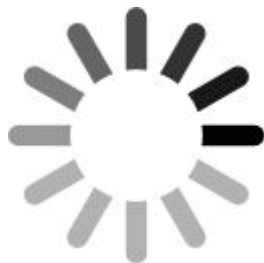
Try Before  
You Buy



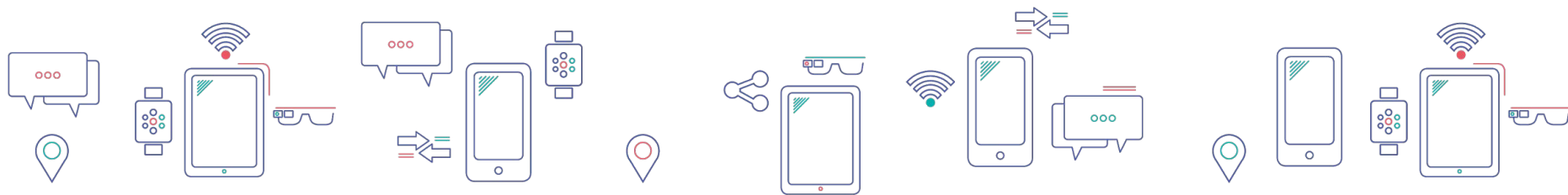
Google

BE FAST

A cheetah is captured in mid-stride, running across a dry, grassy savanna. The cheetah's body is angled towards the right, with its front legs extended forward and its back legs pushing off. The background is a soft-focus expanse of golden-brown grass and shrubs, suggesting a natural habitat. The overall lighting is warm and golden, typical of late afternoon or early morning. The text "BE FAST" is overlaid in the center of the image in a clean, white, sans-serif font.



# 3 SECONDS







# The challenge

Google



## Relevant

*What would it take to make things personal at scale?*



## Convenient

*What would it take to make things friction-free?*



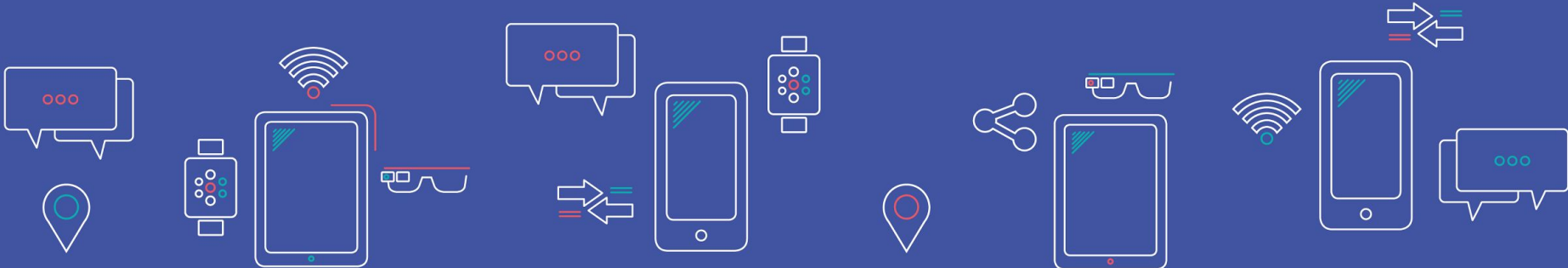
## Fast

*What would it take to make things instant?*

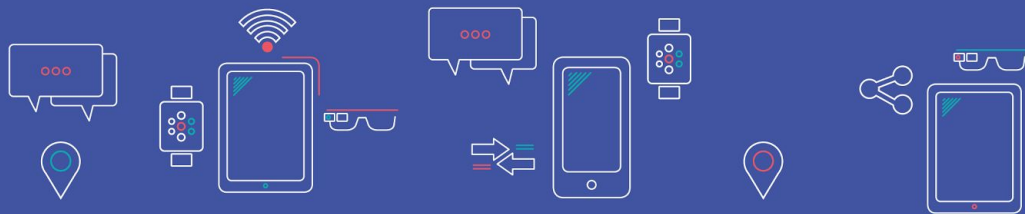
# Obsess!



# Mobile Wake Up



Loading Time Machine  
Final Destination  
Search Challenge  
Experience Machine  
Test my site





# Ready?

**Loading Time Machine** (Bike)

**Final Destination** (Aquarium)

**Search Challenge** (VR)

**Experience Machine** (Rube Goldberg)

Test my site

## Go!

Google

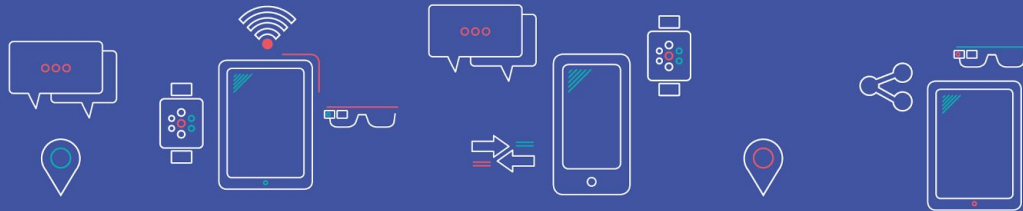
Telia

Apollo

Electrolux

Gina Tricot

Apoteket



# Ready?

Loading Time Machine (Bike)

Final Destination (Aquarium)

Search Challenge (VR)

Experience Machine (Rube Goldberg)

Test my site

# Go!

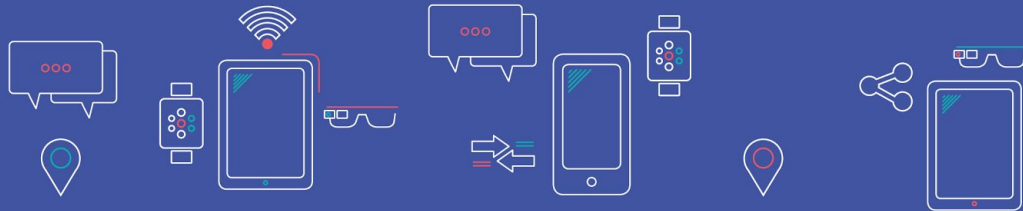
# Google

SBS Discovery

AJ Produkter

eEquity group no 1

eEquity group no 2





# Ready?

**Loading Time Machine** (Bike)

**Final Destination** (Aquarium)

**Search Challenge** (VR)

**Experience Machine** (Rube Goldberg)

Test my site

# Go!

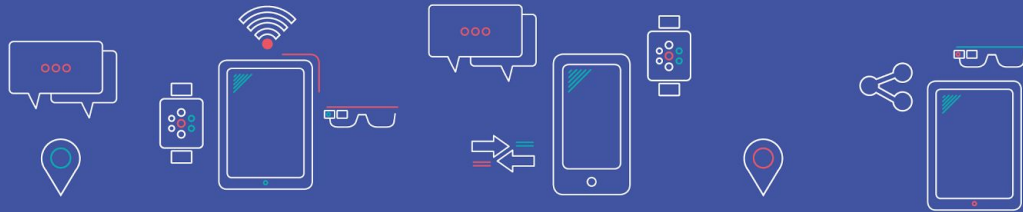
# Google

Group no 1

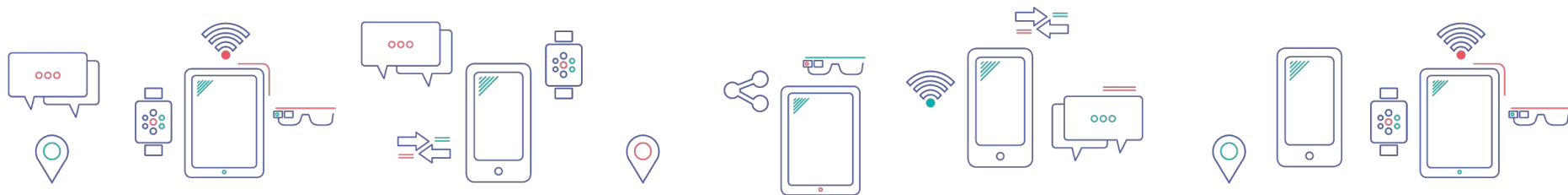
Group no 2

Group no 3

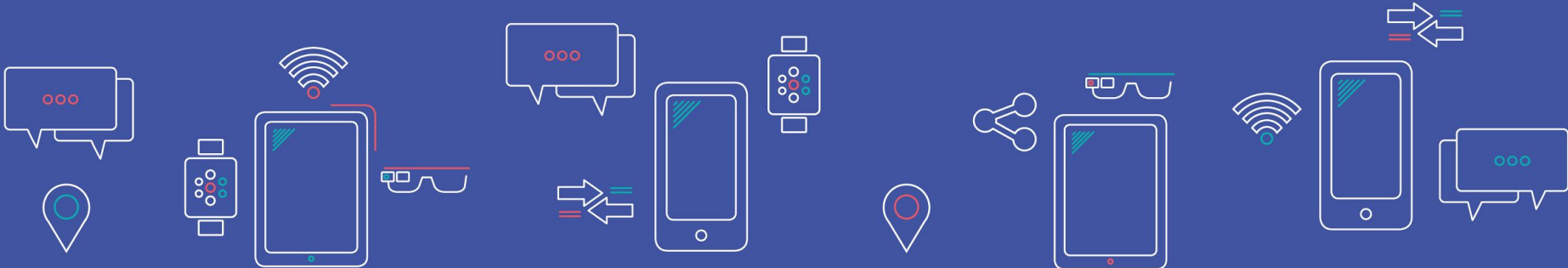
Group no 4



# Mobile Academy 17



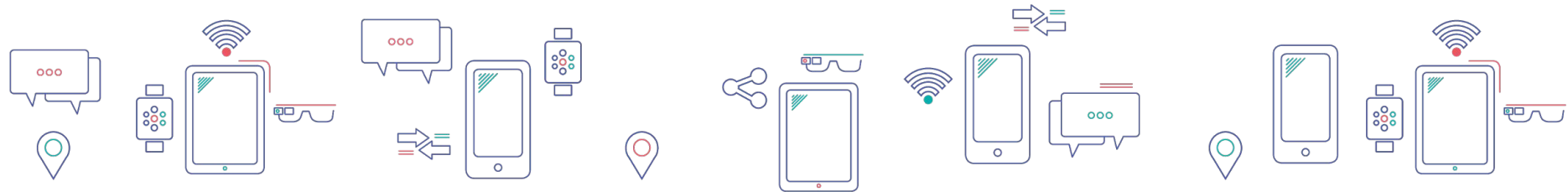
# Welcome back!



# Let's get interactive!

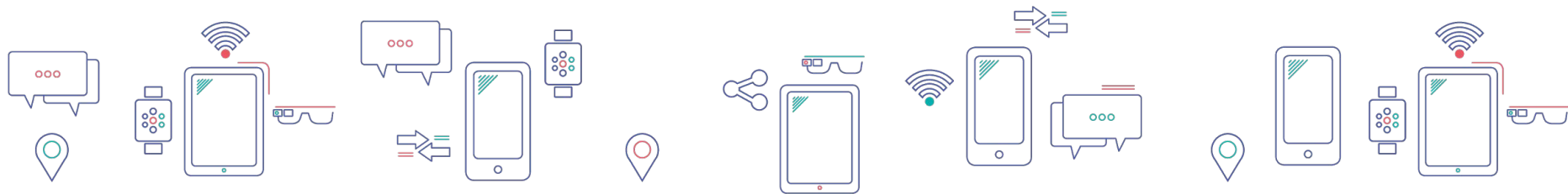
Go to: [www.macademy17.com](http://www.macademy17.com)

Code: Class

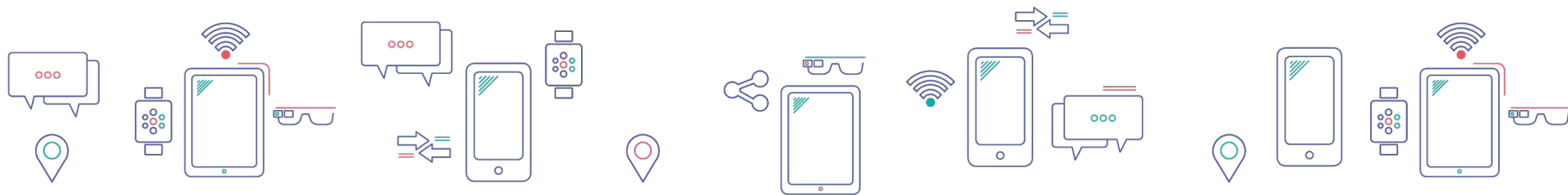


MOBILE TOOL USAGE 2)

SHOW THE RESULTS OF THE SENDSTEPS QUIZ



# Over to you!

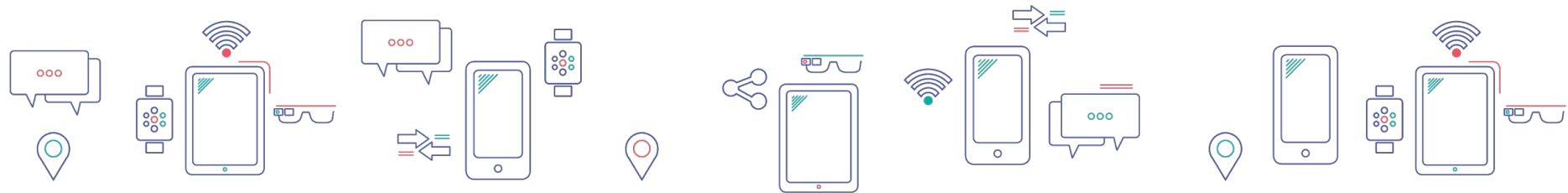


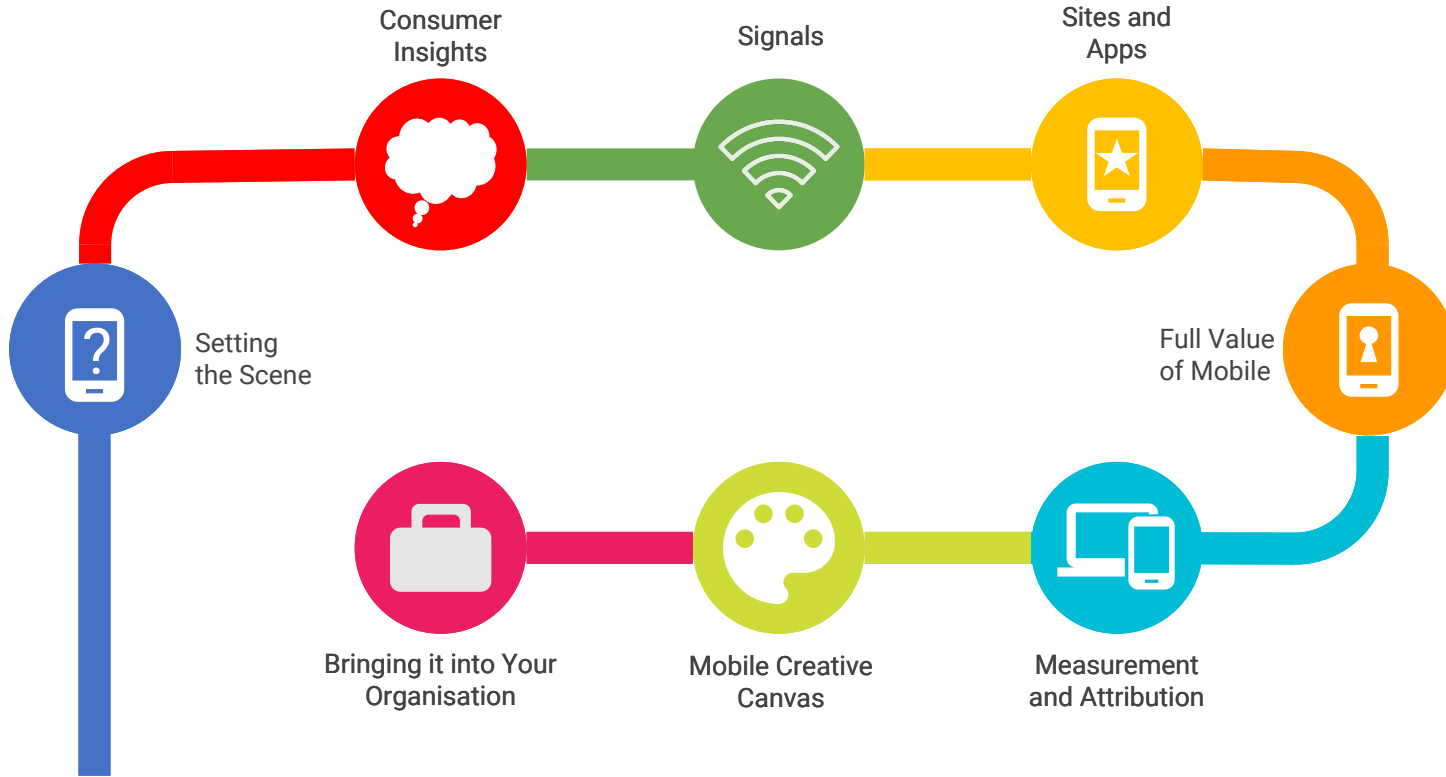
**Let's get interactive!**

Go to: [www.macademy17.com](http://www.macademy17.com)

Code: Class

Click on: Survey



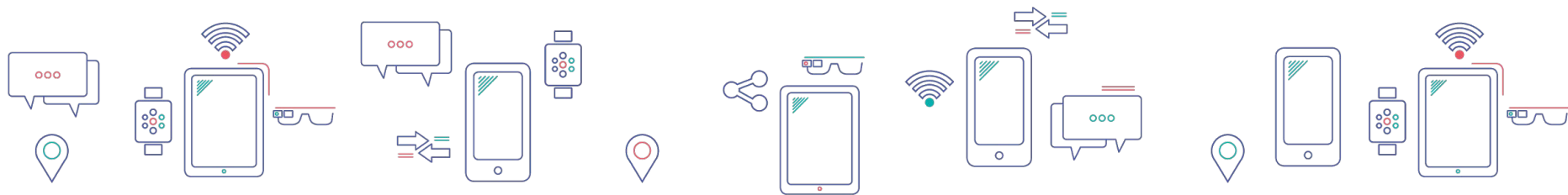
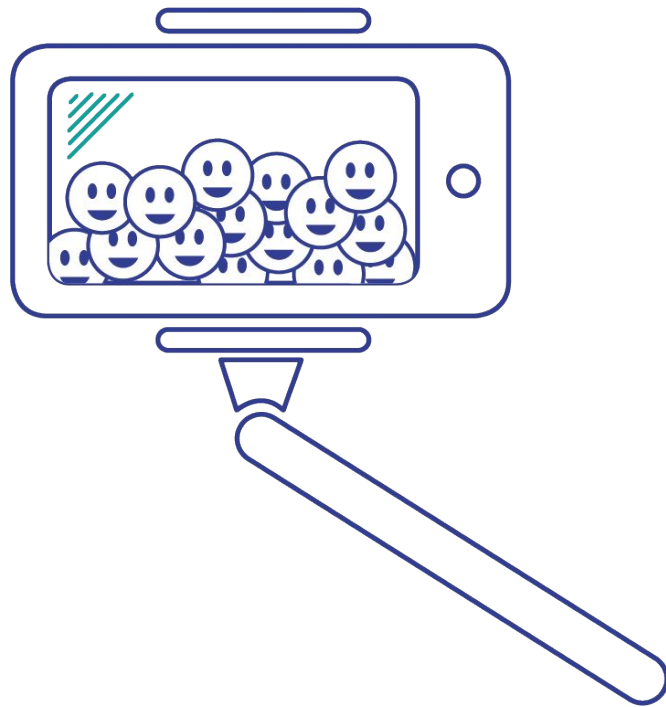


## MODULE 2

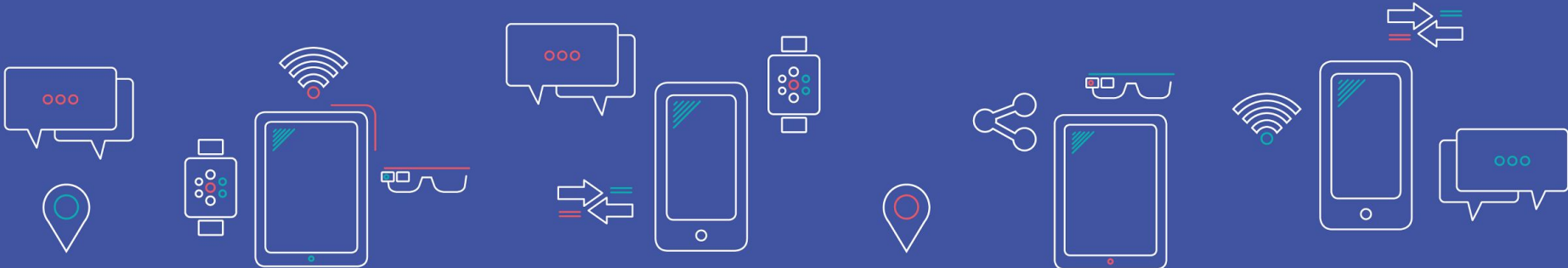
Brought to you by Google Digital Academy, this two-day workshop will showcase how to use the full value of mobile beyond single device conversions.

This masterclass will enable you to make informed choices about building mobile assets and utilizing signals to find customers on important moments. You will learn how to use creative opportunities, but also how to establish a best-in-class cross-screen and cross-channel measurement strategy.





# We see you at the Mobile Masterclass!



# Mobile Academy 17

