

# ANDROID OPERATING SYSTEM



**The myTouch 4G Movement**

**By: Eric Cicero**

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# SITUATION ANALYSIS - BACKGROUND

- In 2005, Google acquired Android Inc., which was a small company based in Palo Alto, California.
- First Google Phone (HTC Dream) was released in October, 2008, with Android 1.0, containing about 35 apps.
- On October 26, 2009, Android 2.0 was released for the Motorola Droid and The Nexus One phones.
- Android 2.2 is released with new features like Chrome's V8 JavaScript engine, increased Microsoft Exchange support, integrated USB tethering and Wi-Fi hotspot functionality, support for App2SD (for installing products to the expandable memory), and finally, Flash 10.1 support to play videos.
- On August 10, 2010, Android became the most popular operating system among people who bought smart phones within the past six months, holding 32% of the overall market share in the US.
- On November 3, 2010, the T-mobile myTouch 4G was released to all major stores.



# SITUATION ANALYSIS CONT.

- While Android now operates on 32% of the smartphone's bought by consumers in US in the past 6 months, we are still 3<sup>rd</sup> overall with total users of smartphones, behind iPhone OS and RIM BlackBerry OS.
- Android is a relatively new Operating System, which explains our overall sales stats.
- The Android myTouch 4G has faced heavy competition from the Apple iPhone 4G and the BlackBerry Torch.
- We want to be the number one owned and desired Operating System in the US overall.
- While we have the majority smartphone OS market share within the past 6 months, we still are 3<sup>rd</sup> overall in OS users. We want to increase Android OS usage by promoting Android's newest and most advanced phone: the T-Mobile myTouch.



## SCOPE OF ASSIGNMENT

- We will continually increase Android OS usage by promoting one of Android's newest and most advanced phones, the T-Mobile myTouch 4G.
- The myTouch will be the new "poster child" for the face of Android, much like the Droid phone was when Android was first released.
- This will set out to make Android OS as the number one Operating System used by US smartphone users, giving Android the majority of the market for Operating Systems.



# OBJECTIVES

- We will generate awareness for the T-Mobile myTouch through mobile promotional events and street teams in all major cities within the next 2 months, attending trade shows like CES, along with TV spots on all major networks and Out of Home (OOH) advertising.
- We will keep Android OS's numbers up from the last 6 months to the next 6 months by offering more free apps for the myTouch 4G and show features like "Face Time" video chat with product sampling in retail stores.
- We will position Android as the number one Operating System provider in the US by Q3, 2012, through user reviews of the myTouch (which will also increase smartphone user's desire for Android OS) and cutting edge technology.
- Create a buzz for the myTouch 4G among female users, by emphasizing it's creative abilities with the current creative advertising campaign running through next June.



# TARGET AUDIENCE

- “Featurephone owners planning to get a smartphone are less likely to have made up their mind about the OS they will choose: 25 percent were “not sure” what their next desired OS might be compared to 13 percent of smartphone owners. Those over 55 were markedly less certain than younger mobile users, with 27.8 saying they weren’t sure what kind of device they wanted next, compared to 12.2 percent of those 18 to 24.” (The Nielsen Company)
- We want to target those users who are easier to sway, hence we will target featurephone male users (who tend to chose Android more than females) who are planning to get a smartphone, and who are over the age of 55, because they were more unsure about what smartphone to chose than the younger users.
- We also want to target females because of the trend in them preferring an iPhone over and Android phone.



# STRATEGIES



my  
Touch 4G

- We will continue the current creative campaign for the T-Mobile myTouch 4G, using feminine colors and empowered women actors for print and TV commercials.
- For targeting our 55 and up age group, we have a very clean and simple campaign that markets the “user friendly” element of the myTouch 4G, and how it is “a smooth transition to smartphones” in Newspapers, Magazines and TV commercials.



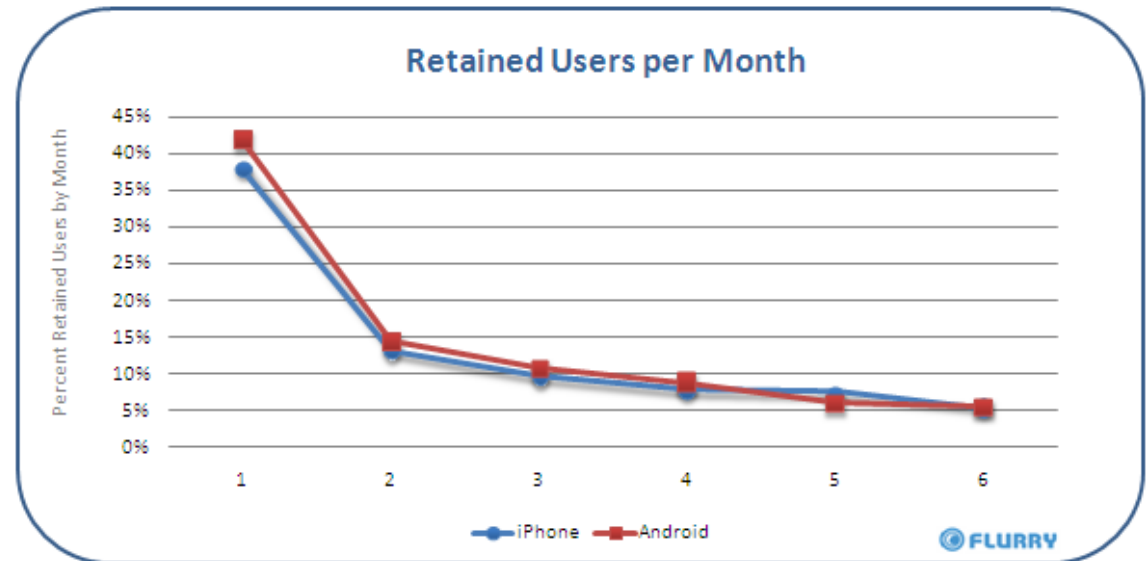
# KEY MESSAGES

- The Android OS for myTouch 4G is more powerful than the iPhone OS for the 4G phone, so users who have more knowledge of smartphones will be inclined to buy the better technology, rather than “jump on the iPhone bandwagon”.
- The T-mobile myTouch has the same features as the iPhone like Video Chat, HD Camcorder, and the “Genius Button”, so users know they aren’t missing anything. (T-Mobile.com)
- The myTouch 4G can video chat in areas without Wi-Fi, unlike the iPhone 4G.
- Android has the highest number of free apps (over 100,000 apps with 57% free to download) more than Apple(28% apps free) or BlackBerry(26% apps are free). Users will be encouraged to pay the price for the T-Mobile myTouch 4G smartphone because they get so many freebies, and will have less chance of getting buyer’s remorse.
- The myTouch is more user friendly, so featurephone users who are switching to smartphones will feel more comfortable about making the jump to the T-Mobile myTouch 4G rather than the iPhone 4G or BlackBerry Torch.
- Android has the power of 4G speeds, unlike the iPhone 4G and BlackBerry Torch.
- Android will soon be the leader and trailblazer in smartphone Operating Systems in the US, so users will feel confident that in choosing Android OS, they will be the leaders in smartphone technology and breakthroughs.

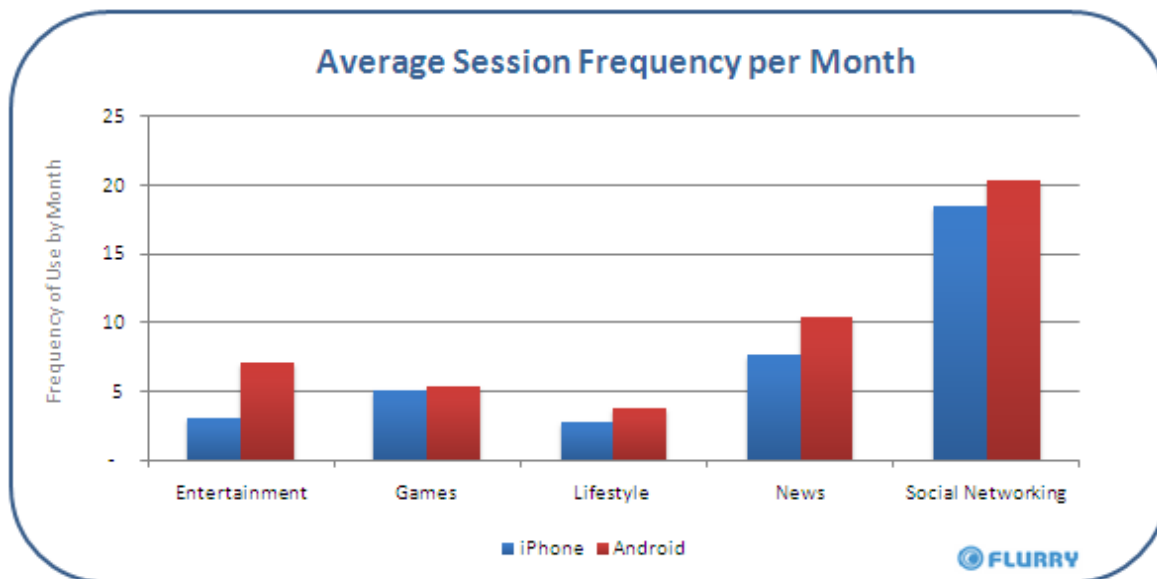


# RESEARCH – COMPETITIVE ANALYSIS

Retained users per month is nearly identical between Android OS and iPhone OS.



Source: Flurry Analytics; Retention = user from any time that also used app within last seven days



Source: Flurry Analytics

The users of the Android OS and iPhone OS both use their phones most frequently for social networking purposes.



# RESEARCH – COMPETITIVE ANALYSIS CONT.

- “Finally, we observe that more developers are creating both Android and iPhone versions for the same application. For this analysis, roughly 20% of the sample we pulled included versions of the same application on each platform.”
- “We conclude that mobile applications have reached a new stage of maturity, where apps perform similarly across platforms. Our ultimate conclusion is that the content trumps the platform.”
- Based on this research, we learn that developing quality applications is very important for the success of the Android OS.
- We can also conclude that users are not very loyal to *any* smartphone, probably because they want to stay current with all the latest smartphone technology, no matter what company offers it.
- We also learn that we must market Android’s apps more strongly, and that we must emphasize that we have more than iPhone and BlackBerry.

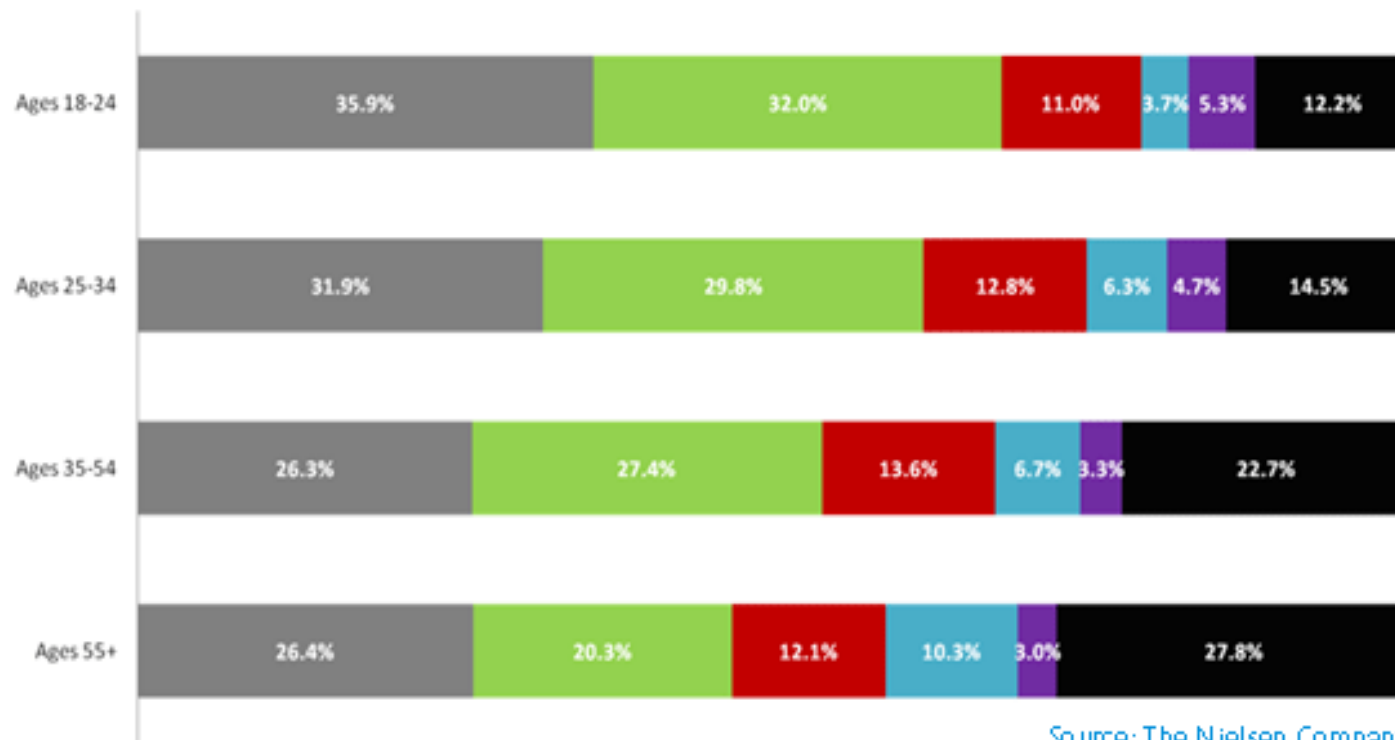


# RESEARCH - SURVEY

## Next Desired Smartphone Operating System by Age

Aug-Oct 2010, Likely Smartphone Upgrades, Mobile Insights, U.S. (n=9200)

■ Apple iOS ■ Android ■ RIM BlackBerry ■ Windows Mobile ■ Other ■ Not Sure



Source: The Nielsen Company



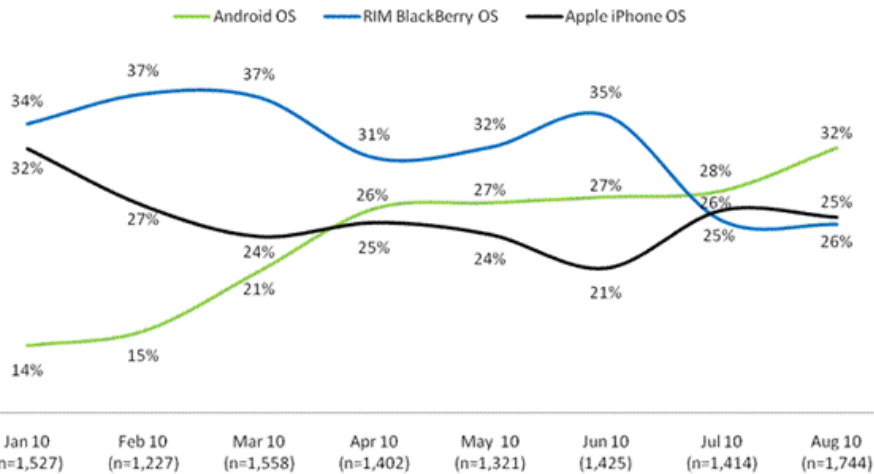
## RESEARCH – SURVEY CONT.

- Current smartphone users showed preference to the iPhone OS (35%) and 28% said they wanted an Android OS. (The Nielsen Company)
- Apple's iPhone and devices with the Android operating system were the “most desired” among likely smartphone upgraders, with Apple showing a slight lead among those age 55+ , 18 to 24, and 25 to 34. (The Nielsen Company)
- Women planning to get a smartphone are more likely to want an iPhone as their next device, with slightly more males preferring Android. (The Nielsen Company)
- Based on this research, we learn that we have a weak following with the female audience and need to market to their needs and desires in a smartphone. We also learn that the 55+ age group are the most undecided about which smartphone to use, so they could be an easy target audience to market.



# RESEARCH – INDUSTRY TRENDS

**Top 3 Operating System Share - Recent Acquirers**  
Acquired Smartphone within 6 Months, Jan '10 - Aug '10, National

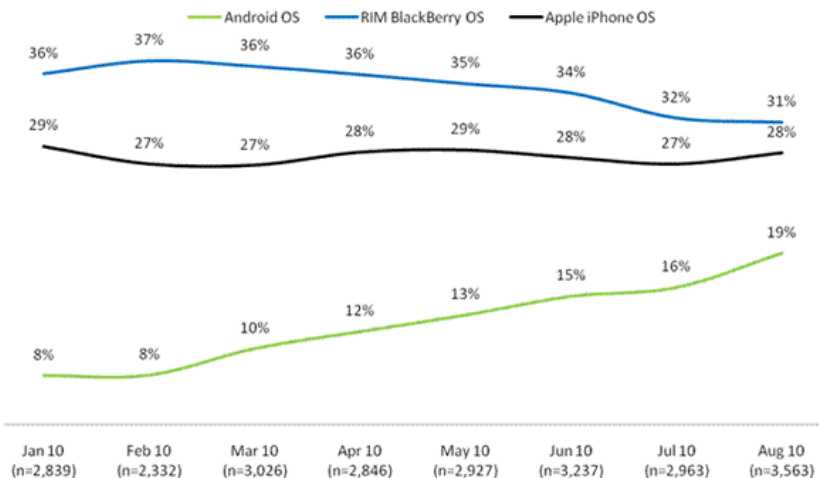


Source: The Nielsen Company

Android OS has the highest sales in the US from Jan '10 – Aug '10 than any other operating system, with 32% of the market.

While Android OS has the top sales within the last 6 months, we are still 3<sup>rd</sup> in overall in US smartphone users.

**Top 3 Operating System Share**  
Smartphone Owners, Jan '10 - Aug '10, National



Source: The Nielsen Company



## RESEARCH – INDUSTRY TRENDS

- From this data, we can conclude that Android's value has skyrocketed in the past 6 months, more than any other operating system. This tells us that our technological advances within the past 6 months have been unprecedented.
- While this is true, Android OS is still 3<sup>rd</sup> overall under Apple and Blackberry, which tells us that we are still a very young company, competing with two corporate giants who have more stakeholders.



# TACTICS – PRODUCT REVIEWS

- We will do research on Wired Magazine's editor to find out what specific beats and past reports they have covered.
- We will find out when Wired is having a "Product Feature" article and email them with information about the Android's revolutionary T-Mobile myTouch 4G.
- We will send them the myTouch along with other components like our wireless headset.
- We will send a follow up email to make sure they had the opportunity to use the myTouch.
- From this we will get a feature article in Wired Magazine emphasizing the myTouch's superior features.



## TACTICS – TRADE SHOW

- We will bring the T-Mobile myTouch 4G to the Consumer Electronics Show (CES) in 2011, which is open to the public.
- This will mainly target our older audience of ages 55 and up.
- We will get the pre-registered media list, and contact them before the show with news about the myTouch 4G features like video chat without Wi-Fi, HD camera, 4G speeds and Hotspot technology.
- We email the entire media list with a press kit, and bring more to the show.
- We will have an executive speaker from Android at the booth giving presentations on all of the myTouch's features, as well as how easy it is to use for a smartphone.
- We will apply for the CES “Best in Show” 2011 award.



## TACTICS – ENEWSLETTERS

- We will have three separate weekly email newsletters.
- First, we will send our consumer newsletter to all recent customers, giving them information about new apps, upgrades, special discounts and troubleshooting help.
- Second, we will send our employee newsletter to all Android developers, keeping them up to date on up-and-coming smartphone features and competitor insights.
- Third, we will send our press newsletter to all the editors on our press list, giving them updates on myTouch technology, special events and industry info.
- We will send out a new newsletter weekly and will follow up with “opt-out” options or more news updates.



## TACTICS – MOBILE EVENT

- We will have a street team of T-Mobile myTouch 4G experts at Android booths all around major cities like Chicago, New York, Los Angeles, and Dallas.
- People will be able to go to the booth and play with the myTouch 4G. They will get to try out the features like video chatting and 4G mobile surfing.
- All booths will be located near T-Mobile stores.
- People will be left with myTouch 4G brochures with special rebates attached for free Android apps.



## TACTICS – MOBILE PROMOTION

- We will have a series of QR codes throughout all major US cities, that smartphone users with the barcode scanner app can scan.
- These QR codes will be featured on T-Mobile myTouch 4G ads, so users recognize the brand.
- Once scanned, the user will receive information about the myTouch 4G features, any discounts, and up to 3 free apps.
- The user will have to Facebook or Tweet about the promotion in order to get the free apps.



## TACTICS – TWITTER MOMS

- We will have a group of “Twitter Moms” tweet about the T-Mobile myTouch 4G.
- They will tweet about the myTouch features like 4G wireless, Video chat without Wi-Fi, and HD Camcorder.
- The moms will ask users to Retweet specific stories for free downloadable apps.



## TACTICS - CONTEST

- We will hold a contest through Facebook aimed at our female audience.
- The contest is called the myTouch “It Takes a Woman’s Touch” contest.
- Women will submit pictures and videos from their smartphone camera, on a Facebook page about daily things that take a woman’s delicate touch.
- All submissions will be judged by a set of contest judges.
- The winner and 3 of her friends will be flown out to Los Angeles for a premier award show, all expenses paid.



# EVALUATION AND TIMELINE

Tactics	Timing	Measurement
Product Reviews	January 2011	200-300,000 impressions
Trade Show	January 6-9 <sup>th</sup> , 2011	10,000 impressions
Mobile Event	April 2011	100,000 impressions
Mobile Promotion	February 2011	5,000 impressions
Twitter Moms	December 2010	1 million impressions
Contest	June 2011	500,000 impressions



## NEXT STEPS

- In the next steps, we need the help of Android.
- We need to collect program feedback from everyone who has seen the presentation.
- We need to select the preferred program tactics. Only the ones that you feel will be most effective.
- Lastly, we need to build a timeline and draft the technological materials for the specific tactics.





Eric Cicero is an independent, freelance web designer out of Chicago. He is responsible for designing and marketing client's websites in order to increase the company's public awareness and eventually their sales.

- Cicero is also an online marketing intern for Second City. His responsibilities include: updating the SecondCity news items online; analyzing web traffic; creating and maintaining Google AdWord campaigns; and creating email campaigns.
- When Cicero is not at Second City, he is attending school as a Senior at Roosevelt University in Chicago, majoring in Integrated Marketing and Communications. He is from Chicago and he resides downtown.
- Cicero's hobbies include sports, graphic design, logo design, and creative writing. Cicero's goal is to one day own and operate his own web design company for a living.



# Thank You!

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