first ethos

Exploiting the new media of mobile

No other communications medium gives consumers access to your brand on demand, whenever and wherever they want. For companies that are aware of the explosive use of the mobile phone across virtually all consumer demographics, but don't yet know how to extend their brand to the world of mobile in a compelling way, First Ethos helps you develop and deploy a bespoke mobile application that enables your customers to engage with your brand, products and services at will.

Unlike other agencies, we are dedicated to the mobile space and offer a complete service with an enviable track record of creating, designing and launching some of the most useful, fun and secure, mobile experiences around.

The challenges

Identifying sources of value: Unlike other media, the mobile is a purely opt-in format. Consumers must choose to be marketed to and competition is fierce for this highly prized real estate. Unlike the Web, there are a limited number of applications and/or services that consumers will permit on their mobile.

Consumer adoption: The mobile is seen as a very personal device and so barriers to entry remain high. A mobile application or service must be perceived to be truly compelling for a consumer to agree to have it on their handset. As well as the value proposition, consumers will insist on ease of use and low network operator costs before concluding that the application is of value and agreeing to use it.

The mobile technology landscape is complex: There are numerous handsets with different operating systems and communications capabilities (SMS, MMS, GPRS, 3G, Java, WAP and Bluetooth). In addition, mobile operators insist on deploying their own

proprietary settings to handsets for accessing their network. Given this complex landscape, you will need to choose the right combination of technologies to deliver the optimum customer experience.

Our methodology

First we help you to identify your unique source of value and how customers will want to interact with your brand on their mobiles. We work with you to create a branded application or service that will reach the largest number of people. We enable you to deploy the application across the air, without having to worry about network settings and handset compatibility. We lead you through these challenges, from the initial fact finding and design workshops, through prototyping and user experience feedback. We set-up the necessary technology infrastructure and manage the deployment and any billing. In summary, we make it work, we make it valued and we make it compelling.

Managed investment

Because of our step-by-step methodology, we enable you to reduce risk, manage investment and stage your investment in this channel.

Why us?

We understand the complex mobile environment and have spent years creating unique services to ensure you deliver the optimum experience.

Our solutions have been launched with major brands and events such as Wimbledon and the LTA, Sony Ericsson and Nokia, Premiership football and mobile banking. Our solutions have been deployed throughout the world, in industries ranging from construction, to gaming, from financial services to sport.

Creating Compelling Mobile Experiences

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