UFI ICT Mobile Submission
http://www.ufi.org/ictaward
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New York Comic Con
ReedPOP, Reed Exhibitions (RX-US)
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Mobile App: http://www.nyccmobile.com

==Purpose for Mobile program==
Pop culture fans are among the most technologically advanced users in the convention sphere. Their world is fast-paced, content-rich and bombarded with constant options on how to catalog and share news. In addition to our fans, our customer and industry partners wanted to maximize their exposure to the 100,000+ person crowds that our shows draw in.

To that end, New York Comic Con wanted to offer all of its attendees (fans, professionals, exhibitors, etc.) an excellent mobile product that would accomplish all of the following:

- Build on our existing mobile app to create the ultimate show experience by providing a user-friendly information hub
- Create a 360-degree marketing tool to help our users stay updated before, during and after NYCC
- Ensure that any mobile device can use our mobile app to increase downloads and usability
- Increase "green" efforts to move fans towards paperless options for collecting information about NYCC
- Help fans plan their individual experience pre-show; once at the show, become the fan's personal navigator to help them get the most out of the event
- Incorporate social sharing to encourage dialogue before, during and after the event
- Maintain the creative integrity of a comics and entertainment convention through look and feel *(sample shown at right)*
- Provide new media sponsorship opportunities for larger partners / popular brands as well as added exposure for panelists, exhibitors, artists and guests
- Incorporate real-time updates without having to re-submit app to Apple
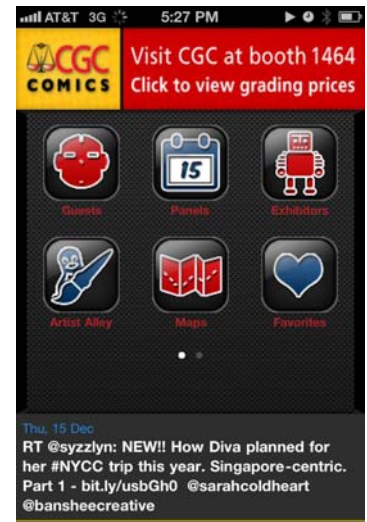
- Developed a native app for iPad, iPhone, Android, Blackberry and mobile web
  - o Consolidated website and printed show guide materials into simple format
  - o Provide general news, show events, guest appearances and social networking opportunities (ex. Twitter) leading up to the event
  - o Allowed fans to create a personalized experience using the saving features within native app – 'favorite' panels and guests, review the show maps
- Mobile Sweepstakes email - Reward early adopters of our mobile app program with exclusive contest run through the mobile app
  - o Grand Prizes included free tickets to the show
- Heavily promoted mobile in traditional marketing efforts
  - o Included mobile push section within emails
  - o Included a Mobile Directory ad with QR code for quick scanning on-site
  - o Posted instructions on how to run app pre-show
  - o Information booths & on-site staff demoed app, answered questions utilizing the app
- On-site signage included 'way-finding' integration – scan QR codes found on Mobile Meter boards throughout Javits Center, to help users plot their location on a map within the app *(example shown at right)*
- Provide real-time updates for surprise guest or event announcements
- Introduction of comprehensive mobile app reduced paper products 25% from 70k to 50k printed show guides
- Designed unique logo and icons

- In-App QR code scanning capabilities
- Push notification schedule
- Stand-alone iPad app (i.e. not an enlarged iPhone version)
- Exclusive sweepstakes through app
- Full integration with Conference / Exhibitor platform

==Results==

- Between August 23rd and October 26th, the NYCC 2011 App garnered **23,676** unique users; these users used the app **198,255** times.
  - iOS (iPhone, iPad, iPod): 14,867
  - Android: 7,842
  - Blackberry: 845
  - Mobile web: 132

- 23,676 users equated to **88%** increase in download usage from 2010 mobile app program
- Approx. 1350 downloaded app as a direct result of the Marketing Sweepstakes promotion
- Mobile integration enabled NYCC Sales to secure their first non-endemic Sponsorship (Sprint)
- Survey Feedback regarding Mobile (open ends and overall)
  - Fans liked the following items…
    - Great for exhibitor info
    - Schedule feature
    - Ability to check for last-minute changes to the panel or guest schedules
    - Sleek design
    - Ability to 'Favorite' guests/panels
    - Push notifications

  - Testimonials (extracted verbatim from survey)
    - "I don't use twitter, generally, but the twitter feed on the app was kind of neat"
    - "One of the volunteers looked on the app to find the Dragonball Z panel that was added last minute(only hour before)"
    - "Excellent app 4 an Excellent show! - Awesome, tells me, shows me where everything is."
    - "Awesome and informative!"
    - "Chat/Twitter feed at bottom alerted me to Boba Fett with accordion outside :)"
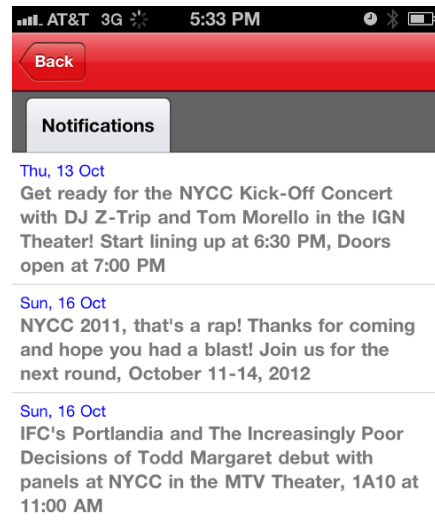
- Sponsored Banner Impressions
  - Girl With the Dragon Tattoo: 636,267
  - Certified Guarantee Company: 594,618
  - Sprint: 592,275
  - MTV Geek: 550,807
  - SPIKETV: 377,991
  - **Total Banner Impressions: 3,408,536**

- Top 5 'Favorite' Activities
  - MARVEL STUDIOS: Marvel's The Avengers: 1,086
  - AMC's The Walking Dead: 919
  - Batman: Arkham City: 715
  - Robot Chicken: 645
  - Mark Hamill Spotlight: 602
- Highest total number of downloads for a single Reed Exhibition event in 2011
- On-site usage rates from our successful mobile program became a key influencer in Javits Convention Center staff's decision to upgrade their data signal qualities for 2012
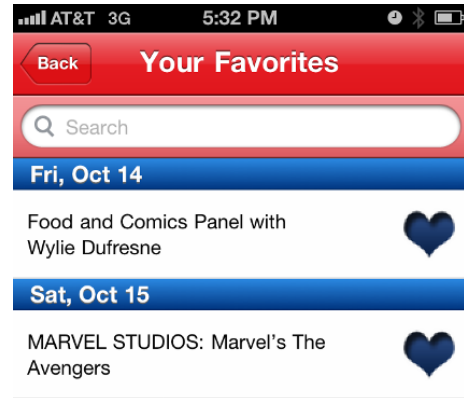
As of February 2012
- Total Sessions Started: **204,609 (3% increase since post-show October 2011)**
- Total Banner Impressions: **3,499,846 (3% increase since post-show October 2011)**

Thank you for your consideration.