

Mobility 2006 Awards



INNOVATION AWARD

Withheld

The Innovation Award has been withheld for a second year in a row to highlight how immature management practices really are; perhaps also providing insight into how major gaps exist regarding customer service.

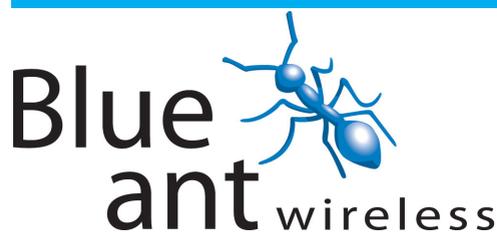
Push to Talk is still not interoperable in the Australian market - a sign of either arrogance or incompetence, perhaps a little of both. As far as consumers are concerned, PTT is still a flop. What's shameful about the situation is only relatively minor resources are required to fix the problem. What's really costing the industry is an inability for rivals to collaborate with the aim of creating value and providing customer satisfaction. They're actually putting the customer LAST.

Even though a year has passed it's the same criticism as in 2005, and now Telstra seems to be heading backwards, down an even more proprietary route!

Exorbitant mobile data rates are another issue across the industry - it's literally a joke and putting people off using capacity that costs hundreds of millions to roll out. A major change from the engineering push of technology 'for the sake of it' is necessary. The new paradigm should be; put the customer first - develop practical, everyday advantages that people will actually use.

MARKETING AWARD

BlueAnt Wireless



BlueAnt Wireless could be the subject of a 'brand building' case study. An Australian-owned firm identifying opportunities, sourcing, branding and supporting their own range of Bluetooth enhancements.

Being a lot more nimble than major international vendors often means that BlueAnt are first to market with new product concepts. Take Supertooth/Supertooth II for example. BlueAnt built this category, with at least six other vendors now vying for a slice of that pie. Or cordless speakers - watch the stereo Bluetooth space to see how it grows.

One of the best things about BlueAnt is they claim true ownership regarding the brand. From education, service and support - with examples including specially developed product emulators, customised manuals and a concerted effort in building the confidence of in-store sales staff.

What's been achieved isn't easy or inexpensive. But although only a few years 'young', some very firm foundations have been built for the BlueAnt brand.

BlueAnt Wireless really stands out, not only regarding advertising but true marketing; with a deep involvement in price, product, promotion and distribution.

PR FIRM OF THE YEAR

Dreamcoat



Dreamcoat is Kyocera Wireless' Public Relations (PR) firm. They deserve the award as PR Firm of the Year across the mobile industry due to their passion, attention to detail and follow up. Dreamcoat is one of the few PR firms who actually understand a publication's audience, delivering on editorial requirements rather than just cold calling. Dreamcoat staff act as though they are part of the client's organisation.

So many time wasters are employed in the PR industry, with some at stages acting as telemarketers - rather than building relationships and becoming an editorial asset.

Dreamcoat and Nokia's agency - Hausmann Communications are in a league of their own. In terms of being proactive, there is clear daylight between them and the rest of the firms we deal with.

Quite frankly, a lot of 'lipstick PR' takes place across the industry. Many PR staff are like glorified secretaries, a number of whom lack follow-up and attention-to-detail, which clients 'think' takes place. Most senior management in our industry have no idea regarding the amount of money that is wasted and how under represented their organisations really are.