

Messaging Apps to Watch— and Maybe Use for Your Brands

Brian Weber

Ingrid Kibler

“It’s a multi-device, mobile-first world.”

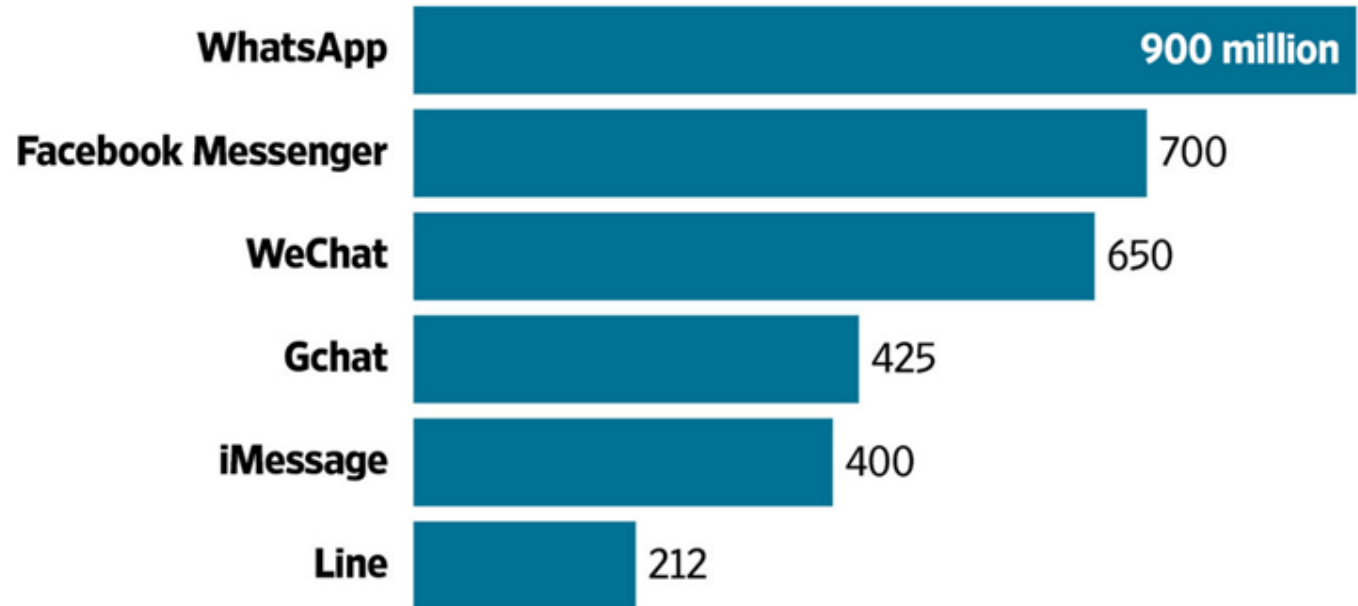
– Simrat Sawhney

Today, about 2.5 billion people are registered to use at least one messaging app, according to advisory firm Activate. By 2018, the firm expects that number to be 3.6 billion, 90% of the world’s Internet-enabled population.

The Numbers Are There

Message Mania

World-wide monthly active users for popular messaging apps



Sources: the companies; Activate (estimates for Gchat and iMessage)
THE WALL STREET JOURNAL.



WhatsApp

WhatsApp

- Owned by Facebook
- Recently added data encryption
- Cloud service based in the USA
- Mixes private and business communication
- Send images, audio files, video clips to customers
- B2C model will be designed for large corporate customers such as Bank of America ([BAC](#)), Wells Fargo ([WFC](#)), and JPMorgan Chase ([JPM](#))

Why are people using it?

- Cheaper than SMS
- Only requires WiFi
- Great for staying in touch with people worldwide

Colgate

Colgate India created a contest-based campaign where people were invited to send selfies of their smiles to a phone number displayed on the toothpaste packaging, through WhatsApp, to win a makeover by the celebrity brand ambassador's stylist.



SVEN

https://www.youtube.com/watch?v=ozFLRwzyO6Q&feature=player_embedded

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Facebook Messenger

Facebook Messenger

- **Over 1.5 billion users**
- **API access**
- **Business focus only to improve**

For Commerce

<https://www.youtube.com/watch?v=DYIEo6PxnnyM>

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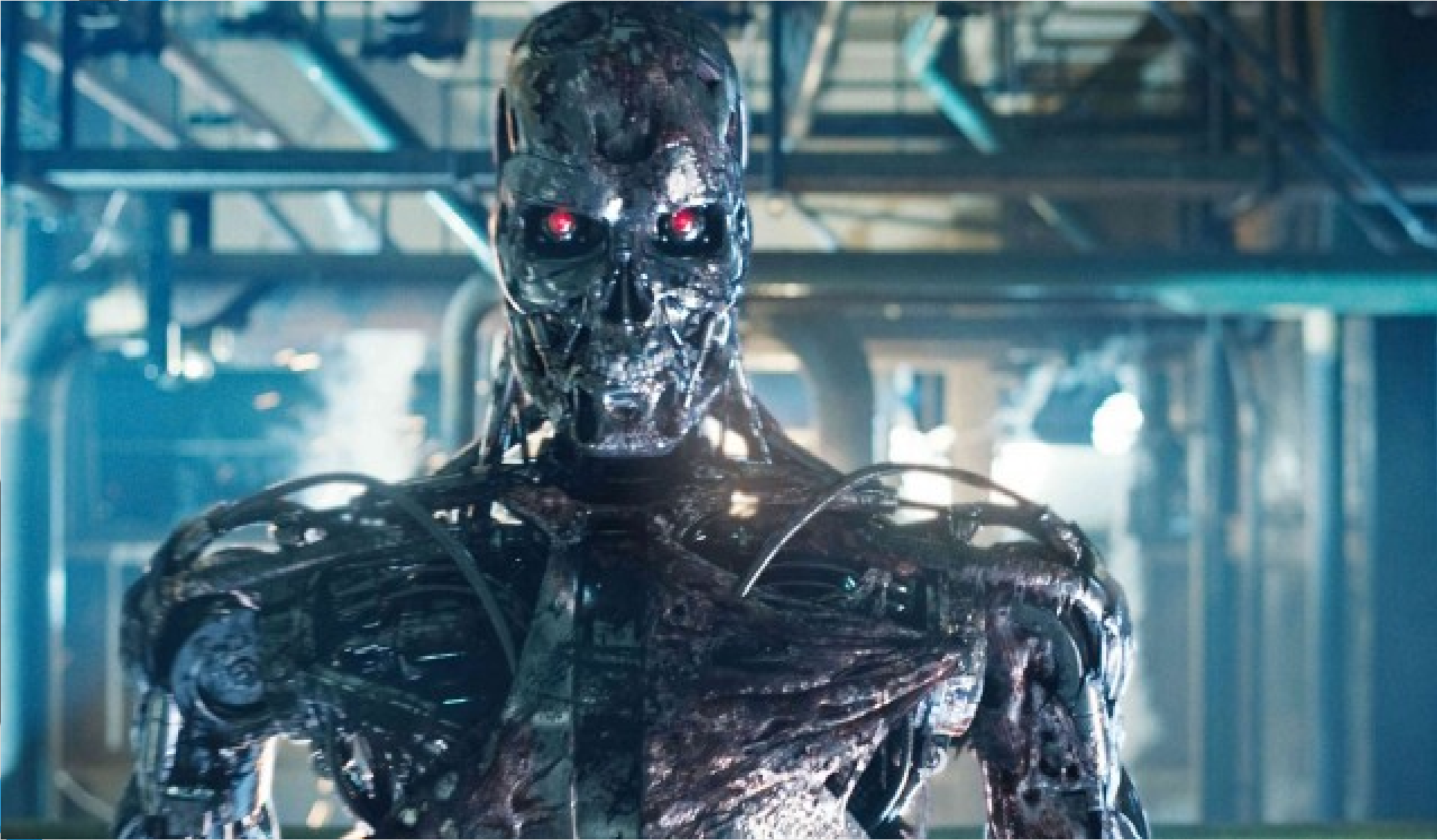
Facebook Messenger & Uber

<https://www.youtube.com/watch?v=aSHOjl7t98s>

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"May I take your order?"

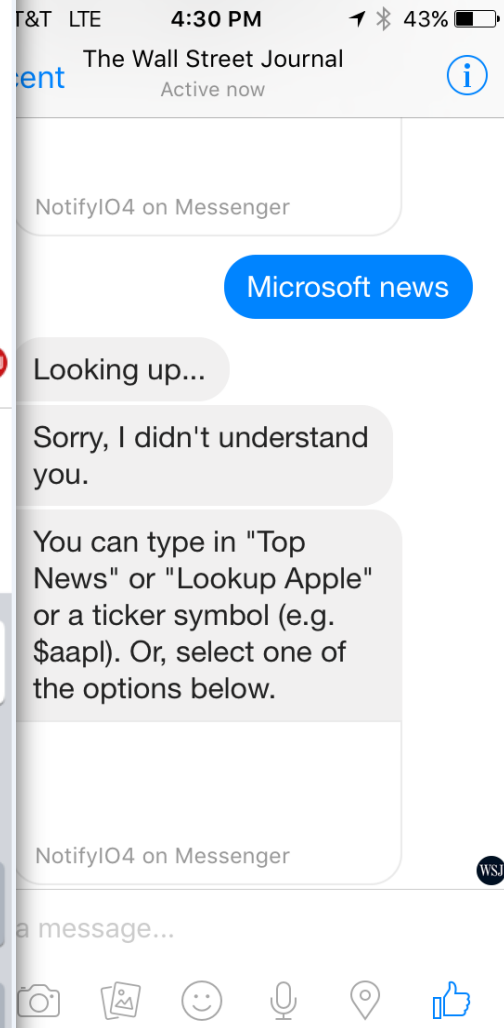
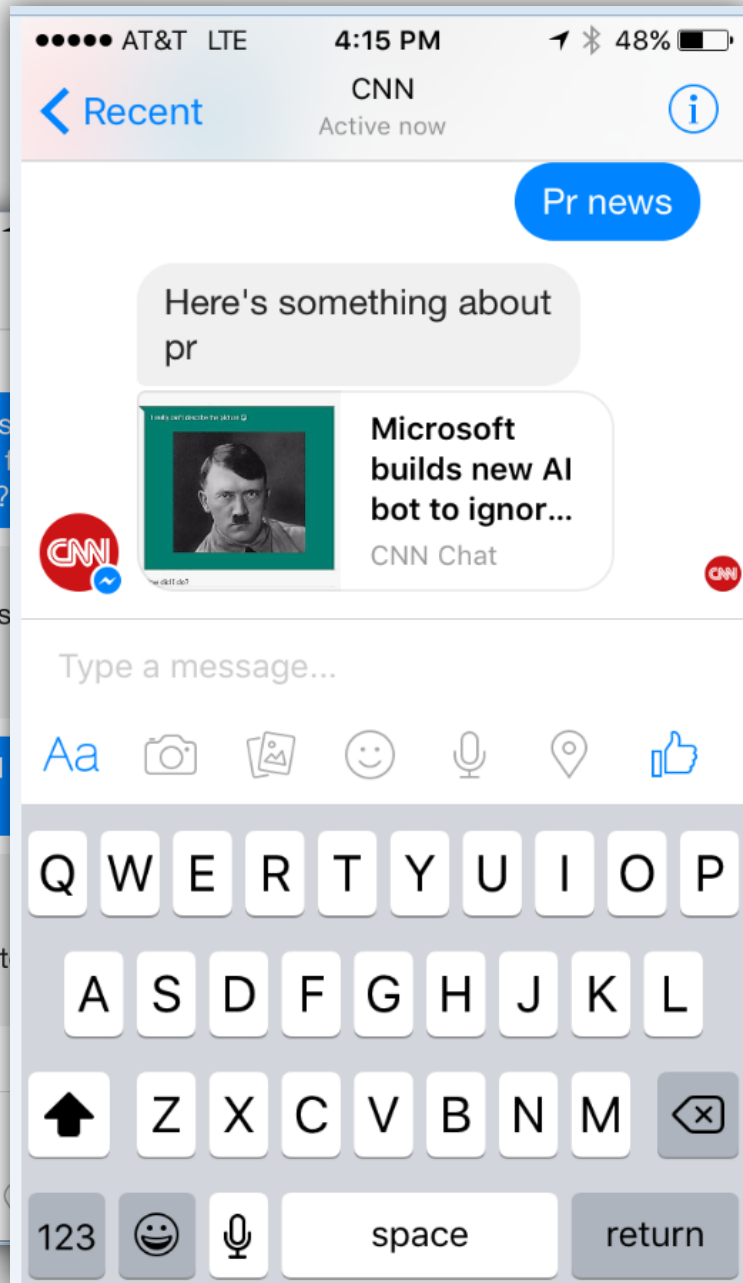
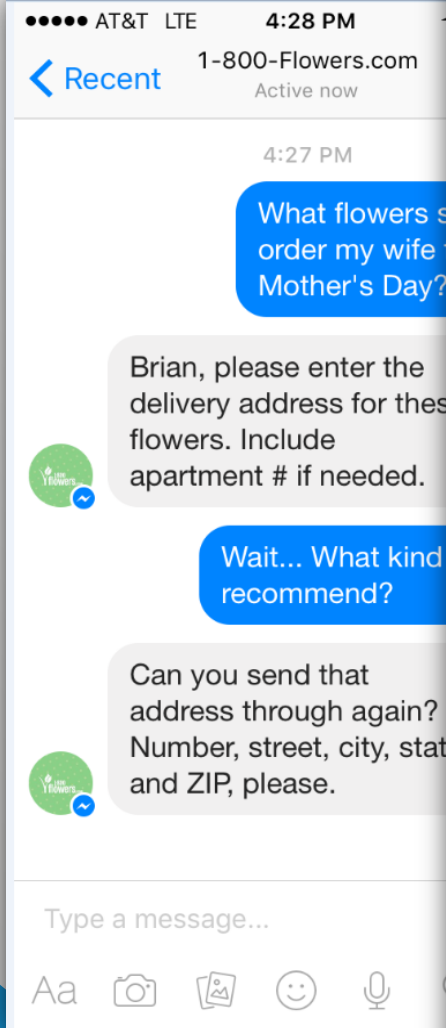
The Machines



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Snapchat

Snapchat

- 100 million daily users
- Content is temporary
- 8 billion photo/video views per day

Taco Bell

- T Bell has more than 200,000 “Crazy engaged” SnapChat followers
- Produces entertaining content regularly
- High maintenance for team



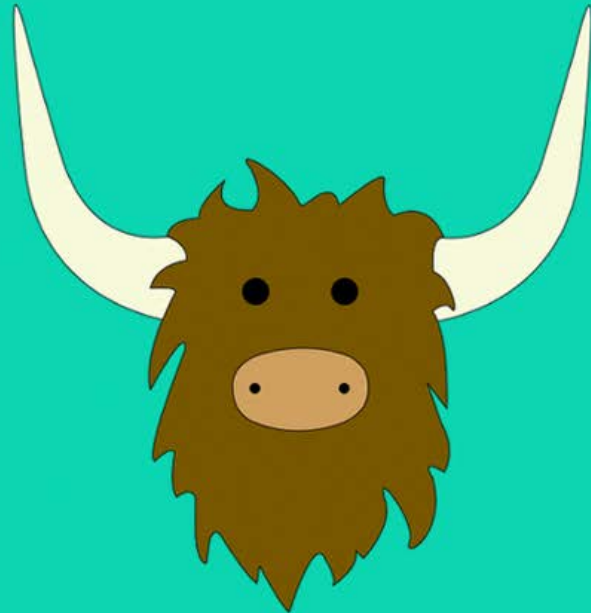
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Snapchat Drawbacks

- Brands can't easily access data to measure the reach of their Snaps
- Hard for users to find corporate accounts and follow brands because there is no search capability
- Taco Bell says they don't even have an exact count of friends. "We never know how many we have."



Yik Yak

Yik Yak

- 3.5 million monthly active users
- Popular among college students
- Messages grouped by location and anonymous
- Very little use to brands
- App is in decline



WeChat

WeChat

- China's version of Facebook
- Users can play games, make video calls, order food and more
- Started payment function in 2013
- 650 million active users, 500 million of those in China
- Good for companies with audience in China

FREE Video & Voice Calls

Make calls to anyone,
anywhere, and on any device



Group Chat

with hundreds of friends!



FREE Games

Play & challenge your WeChat friends



Starbucks

- Sent songs to users who messaged them with emoticon
- Song reflected the mood of the emoticon
- Gained 62,000 new fans and averaged 22,000 messages daily after 1 month

Starbucks





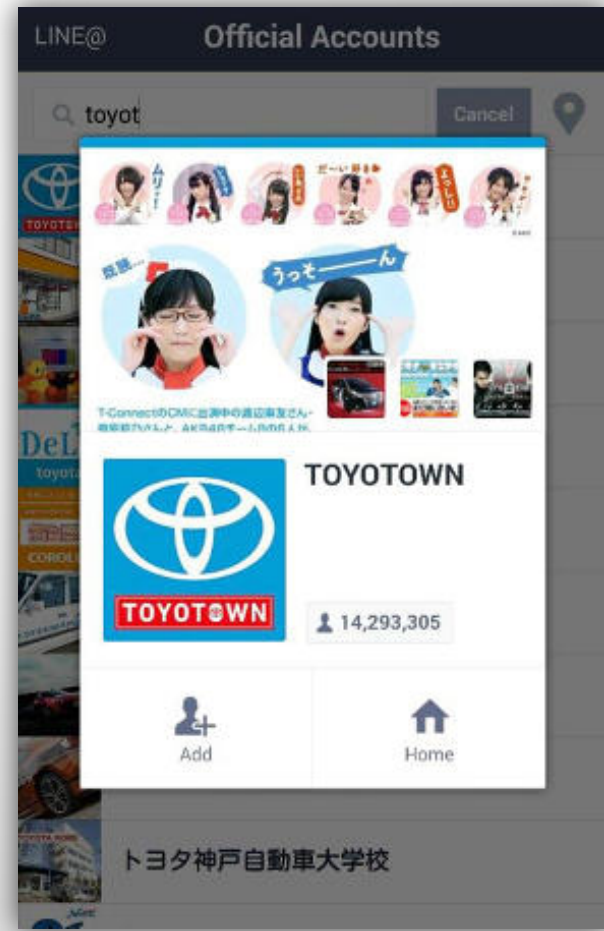
LINE

Line

- Users exchange text, images, video and audio
- Conduct free VoIP convos and video conferences
- Similar to Skype
- Popular in Japan, Thailand and Taiwan
- 212 million monthly active users
- Brands are charged to participate; can be costly

Toyota

- After new commercial airs, it pays Line to distribute free stickers of popular Japanese girl group to its 14.3 million followers
- Line gets paid, fans get free content, Toyota gets awareness





Viber

- 236 million active users
- Popular in India and the US
- Free calls, one-to-one and private group messaging
- Brands can sponsor sticker packs and users who download automatically become their follower on Public Chat

Miller Lite

Game day stickers



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BuzzFeed

Users follow stories via public chat



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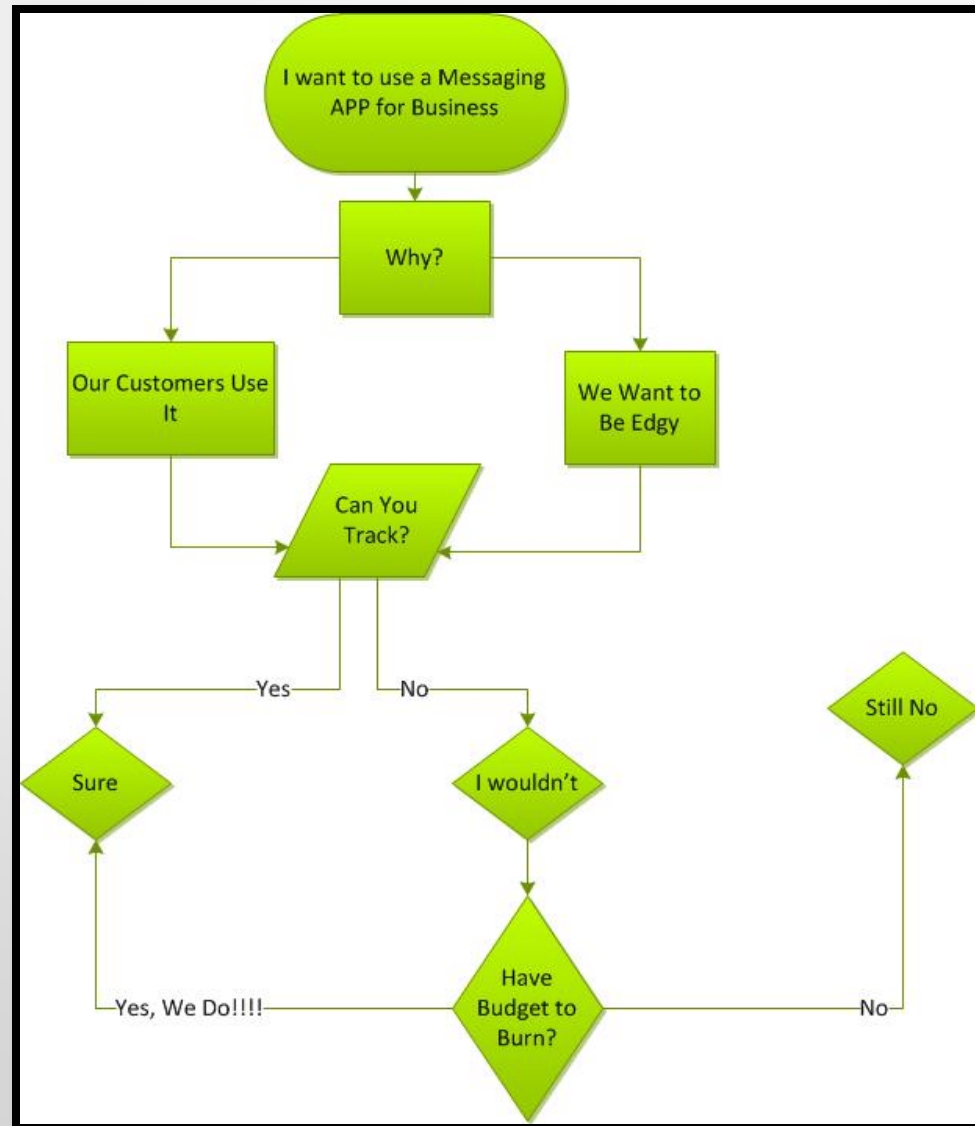
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So....

Should You Use a Messaging App?



If you do...

- Audience is young, vibrant and connected
- Open to hearing from brands often if it's of value
- Think personal and lifestyle, not corporate and commercial
- Can engage via sponsoring stickers, customer service, entertaining with games and challenges, conversing with audiences



Thank You!

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