

DIRECT MARKETING


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Demographics go mobile with SiteWise

Tetrad Computer Application's new app makes data more accessible than ever

BY SARAH O'CONNOR

We've all been there. You're strolling through a new-to-you neighbourhood and find yourself thinking, I wonder what the median household income is within a three mile radius of this point. Or, maybe you're waiting in line at a Tim Horton's drive thru and suddenly have a burning desire to find out the ratio of men to women living within a ten-minute drive.

Joking aside, as the influence of geodemographic profiling and segmentation continues to spread, more and more marketers and business owners are looking for demographic information for very specific locations. SiteWise by Tetrad Computer Applications makes this information more accessible than ever before.

Tetrad Computer Applications first got into the business of demographics in 1988 when the Mulroney government came into power. As part of a larger promise to cut government spending, the 1986 census was cancelled. A significant backlash ensued and eventually Mulroney conceded that the census could go ahead as originally planned, but that Statistics Canada would have to find a way to recover the incurred costs. Tetrad saw an opportunity and approached Statistics Canada with a proposal to licence the census data and package it within a

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Photo by Gary Tannyan

"There are many people in Canada who like to use demographics, use census data, but they just couldn't afford it. It was just too expensive."

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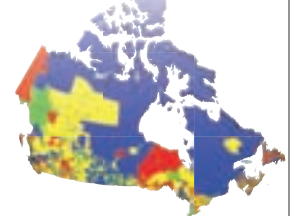
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From anywhere... to anyone

▶ **Smartphones continued from page 6**

Despite the attention text-to-donate receives from journalists, the strategy hasn't been an effective fundraising channel for all charities. Small or medium-size charities should carefully consider if they are likely to gather enough individual transactions to make the program worthwhile.

Significant challenges for nonprofits

web team to consider an optimized experience for visitors on smartphones.

If www.salvationarmy.ca is accessed through a mobile browser, visitors can view simplified content, images and navigation options designed for the smaller screen-space of iPhone, BlackBerry and Android devices.

Optimizing an entire website for mobile visitors can be expensive and

that not everyone is familiar with the black and white squares, the print ads also included simple instructions explaining how to donate.

▶ **There's an app for that cause**

Smartphone users continue to be enthusiastic consumers of mobile apps. Apple users are especially fond of downloading apps for gaming, social

to take advantage of that support on an emerging channel.

Partnerships with technology companies are often a low-risk, cost-effective opportunity for charities to enter the mobile space. One entry point to mobile giving is the PayPal App for Android, the first Canadian app from PayPal to include a donate function alongside the popular "Bump" tool.

PayPal users on Android devices can quickly make a tax-receiptable donation to a Canadian charity through the app, as easily as transferring money to another PayPal user. The list of charities featured inside the app will continue to grow over 2011.

The CUSO-VSO, WWF-Canada and PayPal apps are all free to download through the appropriate device app stores.

The wealth of mobile topics on the session roster at charitable sector conferences in the coming year reflects a growing interest in the use of smartphones for social good.

A "best bet" opportunity for learning more about emerging trends for charities will be the second annual Innovative Giving Conference, March 16th in Washington, DC. Innogive - Mobile Giving Applied brings sector experts together to examine how mobile strategies can benefit social causes.

It's been well-publicized that by the end of 2011, global smartphone sales will exceed personal computer sales. Now's the time for smart Canadian charities to embrace smartphones.

Claire Kerr is a not-for-profit veteran who has worked in the economic development, education, arts community and fundraising sectors. As Director of Digital Philanthropy at Artez Interactive, Claire provides consulting in best practices for online fundraising to international charities and partner agencies

▶ **Pro bono continued from page 9**▶ **Political and social change**

That's a heady proposition for marketing professionals in the business of selling products and services on a daily basis. You can have the best marketing job in the world, great clients and a wonderful place to work, but when you create something that creates change, it changes you. Carl Jones, Executive Creative Director of Grey Canada, says, "I feel pro bono is where we as creatives get to use our talent to help others and not just make money for corporations." When Jones was working in Mexico, he worked on a pro bono campaign to raise awareness of the 72,000 children who are burnt in fires there each year due to poverty, lack of fire safety standards and poor fire services. He says "the creatives, the producer and the photographer came together to donate their services on nights and weekends to create this campaign, which is an image of a burnt child created out of matches."

▶ **Controversy**

One of the defining moments of my professional career was the day I saw the famous Dumb Animals' anti-fur TV commercial directed by David Bailey in the 1980s. The spot showed models draped in fur, strutting down the catwalk as blood trailed behind their fur coats and splattered onto the people in the front row. If you can get past the Dynasty hair and quarter-inch makeup, that commercial remains as one of the most shocking and sensational spots in TV history. It kick-started my pro bono involvement and I now have an entire pro bono portfolio. And while many agencies feel more comfortable with less controversial pro bono clients, we creatives gravitate toward controversy. We feed off it. Case in point, I'd love to see the Lynx charity run this ad again today to counter the FCC's absurd Fur is Green campaign. You can still view Dumb Animals spot at http://wn.com/anti_fur_commercial.

▶ **Because we can**

Seriously, do we need another reason? I don't support agency spec work and I certainly don't suggest that agencies should just give away free work. But these ARE life or death issues with real human, animal welfare, environmental and political repercussions. So when it comes to pro bono, I say, give it away. You will never regret it. Your company will never regret it. And it may be one of the most important things you ever do.

Brenda McNeilly is V.P. Creative Director for FUSE Marketing Group. With over 15 years experience in marketing, she has more than 30 gold CMA awards to her name, as well as Caples, Mobius, Advertising and Design Club, Echo, Bessie, Promo, Globe Awards, DMA and Communication Arts honours for her work. In 2010 Brenda represented Canada on the Direct Lions jury at Cannes and she has judged for Applied Arts, the CMAs and numerous other awards shows.

Investing limited resources in projects or programs targeted to mobile users can seem like a big risk – but those organizations motivated to dip into the mobile space are inspiring the sector with creativity and innovation

include the monthly cost of maintaining a short code and the lack of donor information that charities receive from cell phone carriers after the gift is deducted from the user's phone bill.

In cases where a charity's brand has enough recognition to gain critical mass, SMS can be a useful method for quickly raising small amounts from many donors over a short campaign period or during a large-scale event.

▶ **Spinning in the mobile web**

The improvements in smartphone browsers over the last year have led to an increase in consumers accessing the mobile web. With ComScore reporting that 28% of mobile users read email on their phones, charities should consider how their e-newsletters and email appeals display on mobile devices. When supporters are encouraged to click back to the organization's website or donation form, what is the experience like for users on smartphone browsers?

The Salvation Army of Canada's beautiful and functional web site (www.salvationarmy.ca) is powered by the Wordpress platform. A flexible framework like Wordpress allows an organization's

time consuming depending on the existing content management system. An ideal place to start is with the donation form—a link typically included in charity e-communication pieces. Many third-party donation providers have already built secure forms allowing their clients to capture donations through the mobile web.

Quick Response (QR) codes are another cost-effective and creative way for charities to reach out to supporters wherever they are. Following trends set by advertisers, more North American nonprofits are using QR codes to add extra value to direct marketing appeals and print advertising.

It's free to create a unique QR code to send a smartphone's browser to a charity's mobile-optimized content pages, online videos or method of donation. Easy ways to experiment with QR codes include adding stickers to donation boxes at grocery stores, fundraising events and workplace campaigns.

Vancouver's Union Gospel Mission added QR codes to bus shelter ads around the city in 2010, allowing donors to give directly to the mission through the Mobio barcode scanner application. Recognizing

networking and news. Nielsen reports the average iPhone user has 40 apps installed on their smartphone, while the average BlackBerry user has 14.

CUSO-VSO, an international development nonprofit working with volunteers around the world, has recently launched an iPhone, iPod Touch and iPad app available for download on iTunes.ca in either English or French.

The CUSO-VSO app is designed as a toolkit for program participants working on development projects in over 40 countries. It includes frequently updated videos, news stories, blog articles, upcoming events and the CUSO-VSO podcast.

In November, WWF-Canada announced an exciting collaboration with Toronto's Polar Mobile and their SMART™ platform to create an app that works across all major smartphones.

"Panda Fans" of WWF-Canada on iPhones, BlackBerry, Windows 7 and Android devices can use the WWF News app to get the latest updates on conservation from WWF-Canada's blogs and Twitter feeds. WWF-Canada's supporters are already extremely active online; a mobile app is an excellent way

computer program called PCensus.

Since then versions of PCensus have been produced for 1986, 1991, 1996, 2001 and 2006. In 2001 Tetrad released PCensus USA with data from the 2000 census.

"The interesting thing about the U.S. census compared to the Canadian census is the Americans have a thing that says any information which is collected with public money belongs to the people—what a weird concept!" jokes Wilson Baker, president of Tetrad. "There are many people in Canada who like to use demographics, use census data, but they just couldn't afford it. It was just too expensive."

Originally released in June 2010, SiteWise is a location profiler app that makes Canadian census data more accessible than ever and that costs only \$9.99. Versions are now available for the iPhone, Blackberry and Android.

"You've heard all the silly things, drinking beer and making noises, and all the free silly apps they have on there. This one is actually doing something serious, and people who have seen this and reviewed it say this is really awesome what you guys have done here," says Baker.

A specialized app for the iPad is the works and scheduled for release later this spring.

"We are going to bring out a more specific version for the iPad, taking advantage of the screen. On the phone you can only see the information for one area, whereas on the iPad you can compare where you're standing right now with Scarborough, with all of Scarborough and the GTA; say three areas all compared

together."

The GPS-capabilities of smartphones make it possible to not only search addresses anywhere in Canada or the United States, but to actually produce reports pertaining to your real-time location, defined within a particular distance radius, drive time or neighbourhood.

By focusing on 35 key variables, SiteWise generates reports on smartphones within seconds and users can email themselves

By focusing on 35 key variables, SiteWise generates reports on smartphones within seconds and users can email themselves complete reports

complete reports along with a map showing the trade area in PDF or Excel format.

"We're really excited about it," says Baker. "It's bringing the use of demographics to a whole new level of people who have never used it before. Although we have thousands of people using PCensus, it's still underused for making decisions on finding markets or where to locate a new outlet."

▶ **Continued from Cover**