



## Lookout's Mobile Lost and Found - The Billion Dollar Phone Bill

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Sutherland Gold Agency and Lookout, Inc., Jan 1, 2013

**Summary:** 2013 Silver Anvil Award Winner — Marketing Consumer Products —Technology

In March 2012, the need to protect a smartphone like you protect a computer was a foreign concept. Truth is, your smartphone may contain more personal and valuable data than your computer. To educate the public on the value of smartphones -- and highlight Lookout as a solution to protect them -- we developed the Mobile Lost & Found campaign. Using Lookout's massive dataset, we provided information on where, when and how phones disappeared. With a media blitz of 350 TV segments, over 80 original articles and flurry of online conversation, the campaign put Lookout on the national stage propelling unprecedented growth for the company.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

### **Full Text: SUMMARY**

In March 2012, the need to protect a smartphone like you protect a computer was a foreign concept. Truth is, your smartphone may contain more personal and valuable data than your computer. To educate the public on the value of smartphones -- and highlight Lookout as a solution to protect them -- we developed the *Mobile Lost & Found* campaign. Using Lookout's massive dataset, we provided information on where, when and how phones disappeared. With a media blitz of 350 TV segments, over 80 original articles and flurry of online conversation, the campaign put Lookout on the national stage propelling unprecedented growth for the company.

### **RESEARCH**

In March 2012, the idea that you have to protect a smartphone like you protect a computer was a foreign concept. But the truth is, smartphones contain more personal and valuable data than your computer, including your location, your health and banking info, work information and your precious memories. To educate the public on the problem -- and highlight Lookout as a solution.

Traditional security giants like McAfee and Symantec have leveraged fear, uncertainty and doubt to market their wares to the public. At Lookout, we embrace being the industry newcomer by taking a different approach to security protection, and this fresh perspective influences everything we do. We believe that "Everything is OK," and that security should be intuitive on every device and accessible to every person in the world.

They say, cast your bread upon the waters and it will come back ham sandwiches. It did.

Lookout's proprietary data was the spark that ignited the fire. At the time, with tens of millions of users in dozens of countries, Lookout had a mountain of anonymized data generated from the Lookout app (which has features that help people locate their lost or stolen phones). From there, the strategy snowballed: unleash trends living in Lookout's unique dataset that could

inform the public on how to stay safe and present them in a way that was exciting and shareable. The data revealed:

- Lookout was helping someone find a phone every 3.5 seconds
- The staggering 1 billion dollar potential cost to consumers of lost & stolen phones
- Top venues of phone loss & theft (coffee shops, national parks, fast food shops)
- Hyper-regional locations of where phones are lost or stolen
- Local times around the world when phones are most frequently lost
- Probability of losing a phone based on where you are in the world

We partnered with Foursquare to process Lookout's anonymized phone locate data through their location- and venue-savvy API. This allowed us to better understand the places and likelihood of phone loss in places around the world. The discoveries were fascinating: people were losing their phones in culturally relevant places (i.e., Dojos in Japan, fast food restaurants in New York). The data also revealed that some cities were more notorious for phone loss and theft (Lookout found correlation between areas of high phone loss locate and places of elevated reported phone theft incidences).

## PLANNING

The consumer tech space is a crowded one, and at one tenth the size of our competitors, we knew we'd have to unleash the fresh insights in a digestible way to make a splash.

*The Objectives:*

- **Spread awareness about the psychological and financial value of the smartphone.** Leverage data trends to interest and educate the public about the lost phone problem, and how to protect the phone with Lookout. Leverage "nomophobia buzz" to show the impact is not only on your psyche, but on your pocketbook.
- **Saturate the news with the lost phones message.** Leverage the data trends and interactive website to secure massive national and regional press coverage.
- **Drive up brand awareness and recognition** of the Lookout app and Lookout's robust dataset to drive downloads and generate interest in the brand and its offerings.
- **Position Lookout as an expert** in the area of lost and stolen phones and data privacy and grab headlines without fear tactics.

*Execution:*

- Rallied internal teams to develop and execute script mechanisms to capture and analyze the Lookout's robust phone locate dataset.
- Analyzed the phone location data, cross referenced the information with the Foursquare API to discover the places people were losing phones the most.
- Designed and developed an interactive website called "Mobile Lost & Found" so people could experience the information and learn about the cost, probability and places of phone loss.  
URL: <https://www.lookout.com/resources/reports/mobile-lost-and-found>.
- Executed a two-week media blitz surrounding the phone loss insights and Mobile Lost & Found website, comprised of press pitching, spanning tech and mainstream media in our target countries: US, UK and DE. Week two, we focused on regional US PR, targeting top press outlets with city-specific phone loss or theft trends.
- Created shareable graphics that could be repurposed and republished for various outlets; shared content on Facebook & Twitter.

## EVALUATION

*Business Impact:*

- **Business growth:** The lost and stolen phones campaign had a major business impact on

Lookout and was a tipping point for downloads from hundreds of thousands to millions per month.

- *Partner impact:* During the campaign, mobile carriers came knocking at Lookout's door to help with their customers' lost and stolen phones. Shortly after, we worked T-Mobile to developed custom scream tones to better help their customers find their phones.
- *Public affairs impact:* Lookout garnered support and attention from major carriers and government. By elevating the lost phone and privacy risk issue on the national stage, we'd clearly tapped into a growing concern. The FCC approached Lookout to collaborate on the development of a national cellphone loss and theft database, now employed by every major US carrier and several international carriers.
- *Product development impact:* The campaign elevated the inclusion of other phone locate orientated Lookout features, and feedback from the campaign was cycled immediately into the product process. Later in 2012 and early 2013, Lookout rolled out Signal Flare and Lock Cam, innovative phone location features applauded by New York Times, USA Today and the Today Show.

*Brand impact:*

- 350+ TV segments (regional + national) on lost phones and the Lookout app, 80+ original articles.
- Elite placements including USAToday, TIME, ABC Good Morning America, Jay Leno. 215M+ impressions across online, print & broadcast channels.

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