

Seventy-five people attended the *Get Moving with Mobile* Webinar yesterday. Here are the slides—and some bonus content—for questions that were not addressed.

From Rick in Pittsburgh: iPhone or Android? **Brunner Mobile:** Personally, I have an iPhone for personal use and a Blackberry for work (all work and no play makes Shaun a dull boy). But I'm also envious of Droid's more open platform. As far as app development goes, we suggest you make something that works across both. It's like coding for Firefox and Internet Explorer. It might be a little more expensive, but it's worth the investment. There's an inherent expectation (from the market) that whatever you create, will work everywhere—even though that's not really the case.

From Peter in Washington, DC: Sometimes it feels like we're in 1999 again. Everyone wants an app. Everyone and their brother seem to be getting into the space. What's your perspective? **Brunner Mobile:** We've found that clients know how to ask for mobile but don't know how to do mobile. We were in a similar position with social media just last year. If I were on the client side and looking to create an app, I'd want my partner to probe for the why. How will this make a difference to my business? Another other key consideration is ensuring that the app is promoted properly.

From Nora in NYC: Steve Jobs says Mobile Ads Suck. <http://www.businessinsider.com/steve-jobs-mobile-ads-suck-2010-1> Do you agree? **Brunner Mobile:** Thanks for the link, Nora. Yes, on balance, they stink. But I also think most of the display advertising out there stinks, too. There's still so much creative that gets shoehorned into digital. With mobile, everything is smaller and forces the strategist and creative team to distill the message down to a single idea (this is a good thing).

From Chuck in Boston: Are we still in the innovation phase or have we finally moved into "the year of mobile." **Brunner Mobile:** It's here. Hurry up. Get ready. Start planning. Start budgeting. Test something. Dip your toe in, even if you fail. Or hire us so you don't.

From Cynthia in Atlanta: What's the big trend you're keeping an eye on this year? **Brunner Mobile:** Hands down, browsing habits on mobile vs. tethered. The more time people spend on their device, the more demand there will be for mobile programs and content.

From Melanie in Pittsburgh: What about privacy and HIPAA? **Brunner Mobile:** Great question. It's an ongoing question and one the Mobile Marketing Association has yet to nail. Here's some info that might help <http://www.privacyrights.org/fs/fs8a-hipaa.htm>. Beyond this, the best thing to do is work closely with your IT and compliance teams to ensure you're not breaking the rules. In many cases, internal policies are being revisited to keep up with the pace of change.

Thanks again to everyone who attended. Stay tuned for the next webinar in Brunner's Digital Innovation series.