

MOBILE ENGAGEMENT CASE STUDIES



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Driving customer footfall in Cairo: Adidas Originals

Adidas was among the first brands to run new permission-based marketing program to drive footfall to their new flagship Adidas Originals store in Cairo targeting early adopters. Leveraging interactive Dialogue, early adopters were invited to learn more about Adidas Originals. Those who replied instantly received a follow-up picture message encouraging them to visit the new Cairo store and claim a limited edition Adidas Originals gift. Replying was always free. The campaign was sent midday on a Wednesday to encourage recipients to visit the store over the weekend.

The campaign was equally well received by men and women, as well as by Arabic and English speakers. Predictably, younger people were most responsive to the message.

- * 35% of recipients requested an invite to the new Adidas Originals Cairo store.
- * 15-24 year olds were on average 98% more responsive than over 30 year olds.
- * Females were 23% more responsive than their male counterparts.

Coca-Cola's SMS opt-ins increasing 5-10 percent monthly

Since Coca-Cola Co. launched My Coke Rewards three years ago, the mobile program has emerged as one of the most popular consumer packaged goods sites in mobile marketing, according to Harte-Hanks' Aberdeen Group. To participate in the program, consumers enter unique codes under the caps of specially marked Coke products online or by texting in the keyword to a short code. When they have accumulated enough points to redeem a reward from one or more of the program's participating partners, they make their selection and the points are deducted from their account.



Best-in-class companies [such as Coca-Cola] have increased their focus on mobile marketing as a percentage of their overall marketing mix. Coke has partnered with Blockbuster, Delta, Subway, Holiday Inn, Nike and Universal Studios. Mobile marketing is winning a greater share of marketing budgets, given the business benefits including improved brand image, increased market research capabilities and better response-tracking.

Reaching on-the-go consumers via their handsets is a priority for the beverage giant. But Coca-Cola stresses the fact the program goes well beyond just giving consumers the opportunity to text in codes at the point of purchase.

A recent example is a campaign that launched last summer at Indianapolis Motor Speedway to promote the Coke Zero soft drink. The campaign encouraged mobile phone users, regardless of their handset type, to join the My Coke Rewards program and sample Coke Zero. Coke achieved a 5.2 percent click-through rate with the mobile ad campaign.

Pepsi Football SMS Campaign with mobile network operators

The Pepsi Football SMS Campaign "Unleash Your Passion and Win" was launched with mobile network operators in Jordan. Throughout the campaign's duration, and to provide clients with top quality services, Pepsi lovers in Jordan have the opportunity to win spectacular prizes. Consumers of Pepsi's beverages could send an SMS containing the number placed on the back of the can lid, granting them automatic entry into a raffle draw to win 10,000 JOD every week. Once the SMS was sent, the participants instantly received "Oh Africa" ringtone, an anthem performed by Akon, the most influential hip-hopper and multi-platinum selling artist, as well as photos of Pepsi football players. This service was available for customers of Zain, Orange, and Umniah alike.

Cheap fuel a great prompt

Petrol price monitoring group FuelWatch advertised an SMS competition to win \$250 of free fuel on the back of delivery trucks. In 3 weeks 500 entries were received from just 10 trucks operating in Brisbane. In addition to the creation of a database, which can then be used for further marketing, by asking respondents to enter a letter corresponding to the trucks regular route, the best routes could then be determined for future campaigns. Heightened awareness of the FuelWatch brand was also created as well as its website URL.

SMS in response automation

Sydney's leading hip hop and R&B station, The Edge 96.ONE, features many new artists and wanted to develop a user-friendly interactive SMS service that allowed listeners to find out the name of the song on air – and artist – using their mobile phones, thus reducing the level of phone calls received at the station. There was extensive back-end integration at the station so the database was constantly updated. Before each music slot, DJ announced: "To find out what is playing, just SMS SONG to 1975 7777 and we'll SMS ya back the name of the song and artist!" The requester gets the name of the song texted back to them.



New technology set to combat coffee factory theft

Raids on coffee factories in Central Kenya resulted in small-scale farmers reeling from losses running into millions of shillings. Mr Peter Mwathi, an agricultural economist, invented a security system gadget to prevent theft of coffee beans from factories. Signals generated during human intrusion are sent to a decoder that sends an alert to mobile phones of select factory officials and are captured as incoming calls.

To ensure those chosen get the alerts, the phones keep beeping continuously for a few minutes, depending on how it is programmed to ensure officials who may include the factory manager and management committees get the information. It will also be a safer bet for the watchmen who will only be required to press a single digit on their mobile phones on spotting intruders to set off the alarm.

All a watchman needs is a minimal amount of mobile phone credit, of which only a negligible amount is expended to be able to alert as many as 10 farmers or security officials programmed to the system and also set off the alarm system.

Pregnancy and parenting tips service BabyCenter launched new mobile initiatives

"For us it was all about getting the right type of content to the right people at the right time," Vice President Mr. Stross said. "The mobile initiatives helped us to extend our emotional connection to moms past the Web." Only 15 percent of moms-to-be are online, while a whopping 40 percent have access to a mobile phone. That's out of 357 million expectant moms worldwide.

BabyCenter's first mobile initiative consisted of getting helpful pregnancy tips to one's mobile phone. Expecting mothers were asked to send a text message with the keyword BCDATE and the baby's due date to 44166. Subscribers received weekly texts chock full of pregnancy advice. Once the baby arrived, the Parenting Tips service sends new parents helpful parenting tips twice a week till three months. Women can also set up their partner's mobile phone number to receive alerts as well. The site expanded its reach with a new Booty Caller service for women who are not pregnant, but trying to conceive. The service was sponsored by First Response, a pregnancy and ovulation test maker.

Aveeno Baby, Cord Blood Registry, Johnson's Baby, Saturn, Viacord and VW Routan are giving interested users the opportunity to opt-in for special promotions.

Identifying smokers via SMS to help fight cardiovascular disease

An innovative scheme using mobile technology to identify patients at risk of developing cardiovascular disease (CVD) by effectively establishing smoking status has recently proved a success for Hammersmith and Fulham health services in London. The scheme found that the use of iPLATO Patient Care Messaging to request a patient's smoking status via text message, resulted in significantly higher response rates than other methods of communication previously used, enabling a patient's medical record to be updated quickly and efficiently.

According to a study made by the British Heart Foundation, the risk of mortality from any cardiovascular disease is 60% higher in smokers compared to non-smokers, making the identification of this 'at risk' group a crucial element in the battle against CVD. From searches made on their GP system, the surgeries sent out a text message asking patients to text back their current smoking status. Patients who received this message were able to text back their status via a reply text that arrived at the surgery as an email (to a pre-defined surgery email address). The Brook Green Medical Centre, in Hammersmith and Fulham, successfully used the platform and achieved response rates of 49% when requesting smoking status via text message.



About GOMOTEXT

GOMOTEXT.COM, based in Lewisville, TX has assembled one of the most technologically advanced mobile marketing platforms in the industry to help brand marketers, agencies, wireless carriers and content providers engage consumers one-on-one via mobile marketing campaigns. The company leverages long-term relationships in music, sports and entertainment to develop campaigns for its customers that include mobile messaging, mobile content provisioning and delivery. Headquartered in Lewisville, TX, GOMOTEXT can deliver text and multimedia content to over 200 countries across the globe

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