

Companies and People Using 90210 Platform:

McDonalds, Hooters, Toyota, Datavision, Osiris Shoes, Snoop Dog, Arnold Schwarzenegger, Jamie Foxx, Rodney Pete(NFL Quarterback for 16yrs), John Salley(4-time NBA Champion), Cedric Ceballos(Current NBA Slam Dunk Champion) — just to name a few.

Mobile Marketing Case Studies

Case Study #1: On-Package Promos

Starburst

Starburst's "More Juice More Burst" campaign looks to engage teens by using their cell phones to text a unique promotional short code found under specially marked packs of Starburst Fruit Chews.

Using the code J-U-I-C-Y (58429) across any cell phone carrier, and online at starburst.com, users can find out instantly via a return message if they've won juiced-up technology prizes like a 42-inch flat-screen TV, i-Pod Photo and more.

With more than 60 million on-pack impressions, the Starburst Brand More Juice for More Burst contest was, at the time, the largest short-code, cross-carrier campaign for a consumer product goods company in U.S. history. Using packaging to drive the promotion, the company reports that **online daily visits have nearly doubled since its April debut**. Text messaging has accounted for 40 percent more traffic than anticipated.

Source: InsideBrandedEntertainment.com

Case Study #2: Guinness Beer SMS Text Marketing St. Patrick's Day Promotion

GUINNESS DRAUGHT

GOAL

In March 2008, Yahoo! conducted a study to measure the brand impact of a mobile campaign on the Vodafone Live! platform.

MECHANICS

Using the Guinness St. Patrick's Day campaign, we surveyed those exposed to the campaign and a matched control sample, to understand differences in:

- Brand awareness
- Mobile ad awareness
- Brand favorability
- Purchase intent

RESULTS

Campaign results for the target audience, **men age 25-44, were extremely positive** as a result of exposure to the campaign on Vodafone Live!. Exposure led to:

- 2.5 million impressions
- 25%pt lift in mobile ad awareness
- 12%pt lift in brand favourability 9%pt in purchase intent

Benchmarked against online norms, these **results emerge as above average** or excellent campaign impact. Additionally, irregular/non-drinkers of Guinness reacted well with a significant impact on purchase intent.

Source: Mobile Marketing Association

Case Study #3: Orbitz Uses SMS for Customer Loyalty and Engagement



Orbitz launched OrbitzTLC Alerts as a means to engage Orbitz customers, provide travel information including real-time updates, and to reinforce branding (remind customers of Orbitz before travel purchases). A radio campaign introduced customers to OrbitzTLC Alerts and offered dollars off an Orbitz travel package as an incentive to try OrbitzTLC Alerts. Customers also were given the option of subscribing to additional text messages from OrbitzTLC.

- Results: **Hundreds of text requests were received on the first day of the campaign**, requesting the promo code and opting in for further messaging. After two weeks, response rates exceeded expectations.
- Findings: There were a **significant number of opt-ins for further messages from Orbitz**, indicating that even one-time promotions can generate long-term customer engagement

Case Study #4: ESPN Increases New Subscriptions Via SMS



ESPN launched a campaign that used SMS as the delivery platform back in June of 2005, before texting was even as widespread as it is today. They wanted to promote sales of the new ESPN BottomlinePro sports information service, and used a marketing mix of ESPN's television, print, and online properties. The call to action directed consumers to send a text message and the return message provided a WAP link for users to sign up. On some carriers, download instructions were simply provided.

- Results: **Immediate messaging results were seen from on-air crawls and online placements.**
Findings: Many more subscriptions were sold when the link to purchase was provided vs. simple download instructions.

Case Study #5 — Dunkin Donuts SMS Text Message Campaign #1



GOALS

- Entice trial of Dunkin' Donuts hot lattes to **high school/college age students** in the Boston area
- Drive in-store redemption of \$0.99 small hot latte mobile coupon in month of October
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MECHANICS

The SMS offer was sent to 7,500 targeted opt-ins. Boston radio DJ's invited participation; "text in to DD-123" each Thursday morning. In addition, 400,000 Mobile Internet (WAP) ads ran in Boston targeted content. Over 1,000 Dunkin' Donuts franchise owners and workers were educated with marketing materials about how to help consumers redeem the SMS coupons.

RESULTS

The targeted WAP and SMS messaging coupled with radio created a 21 percent increase in store traffic and redemption of the mobile coupon. The SMS message promoted the **viral element of the coupon**. This proved to be a very beneficial aspect of the campaign, in that **17 percent of participants forwarded or showed the message to a friend**. In the research subsequent to the campaign, 35 percent considered themselves more likely to buy lattes and coffee from Dunkin' Donuts.

Dunkin' Donuts SMS Campaign #2

A two month mobile interactive ad campaign in Italy has resulted in a **9% increase in sales** for Dunkin' Donuts, according to the two companies that created it.

As a result of an SMS-based marketing campaign, customers were able to **get coupons** for Dunkin' Donuts product by using their mobile handsets to respond to advertisements displayed on store signage, billboards and on the radio.

By sending a short message to the published numbers, users receive an immediate reply featuring a **free gift coupon or special offer** redeemable at local outlets.

Sales were reportedly up 9% within the first three weeks of the campaign. By enticing consumers to request special offers, Dunkin Donuts ensures that they achieve a **great consumer push** without running the risk of breaking down the client relationship by contributing to the wealth of 'spam'.

The key to the success of campaigns such as this one with Dunkin' Donuts is ensuring that the power of the SMS medium is put to good use in an ethical way and one which **doesn't encroach upon users' privacy**

And Dunkin Donuts' Italian franchisee GianLuigi Contin says that the SMS marketing solution has been a positive brand-building experience: "We are **directly reaching our targets** with a message they can understand. Cellular coupons are not cute promotions, rather they are **serious marketing tools** that not only extend the brand but are also directed towards the people we want to reach."

Source: Mobile Marketing Association

Case Study #6: McDonalds Text Message Holiday Promotion



McDonald's makes everyone a winner - Just send a text to Santa & get your gift within seconds.

GOALS

Create a new mass market sweepstake mechanism for McDonald's Italy where consumers can participate and win directly in the restaurant. Bind winning a prize to the purchase of the product & activate POS to increase response.

MECHANICS

Print unique codes on cups for consumers to send in with 1 text message – right in the restaurant. The revolutionary idea: Every code wins - for the first time even physical prizes. Presents ranged from mobile content such as personal calls from Santa, sending postcards to friends, personal photos with Santa to attractive physical prizes like prepaid credit cards with 20.000 Euro, 13.000 x free airtime and 150 mobile phones. This innovative prize pyramid combining physical prizes with millions of digital presents was shown on TV and in the restaurants (on products, traymats, menu boards, etc.). SMS & WIN granted customers a very Merry Christmas!

RESULTS

A stunning 25% response rate - with more than 1.5 million participations in five weeks. **The best result of a McDonald's mobile marketing campaign ever.**

Source: Mobile Marketing Association

Case Study #7: Hilton Uses SMS With Success



The Hilton Hotel group has successfully used SMS messaging to increase guest numbers to its hotels and **build customer loyalty.**

The hotel sent out important marketing messages such as on-site **specials and promotions** directly to its members' mobile handsets. SMS allowed the hotel to get the messages out instantly and at the most appropriate time of day.

The use of SMS as a direct marketing tool resulted in a **10-25% increase in offer redemptions** sent out by the hotel and proved to be an integral part its direct marketing and loyalty strategy.

Source: www.EmailMobileMarketing.com