

• CASE STUDIES

Barack Obama

In August 2008 Barack Obama made history by announcing his vice presidential candidate over an SMS Text message. Nielsen Company estimates that the Biden text was received by 2.9 million mobile phone users in the U.S making it one of the biggest mobile marketing events to date.

The 2.9 million people who received the Biden text all were people who opted-in to Obama's short code 62262. Obama's opted-in database was used frequently across the country during the campaign to promote people to get out and vote.

Coca-Cola

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. The Coke rewards program has an opted in database of over 1.4 million subscribers.

The success of the Coke Rewards program has led to many other Coke product campaigns. Sprite has a under the cap download program, Vitamin-Water has launched mobile campaigns as well as Coke Zero.



• **CASE STUDIES** (Continued)

Sara Lee's State Fair Corn Dogs

Campaign duration – February-December 2010

State Fair Brand's "Win \$500,000 towards your dream home Promotion"

Objective – Dream Home promotion was to increase purchase frequency among current State Fair consumers and increase corn dog market share while creating awareness and buzz for State Fair Brand corn dogs.

Target Audience – busy moms 35-44 with two plus children.

Strategy – Sara Lee's strategy was to build on what current consumers like about State Fair brand by leveraging its corn dog shopper insights for the promotion.

Tactics – Include promotional packaging, in-pack inserts, a campaign microsite, email blasts, free-standing inserts and a Facebook page. The text-message sequencing has an initial opt-in message and follow-up message.

Results – Sara Lee reported an 80 percent opt-in retention rate, an average of five WAP site visits per subscriber and an average 4.5 page views per visitor.

Those figures are significant, as there are only five pages in total on the WAP site.

Korhan Beba, senior brand manager of snacking and retail for Sara Lee – Said with the success of this campaign Mobile has become an important touch point to communicate with our customers.



• **CASE STUDIES** (Continued)

Dunkin' Donuts

Objectives: 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

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.

Outcome Analysis:

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, which proved to be very beneficial in that 17% of participants forwarded or showed the message to a friend. In the research subsequent to the campaign, 35% considered themselves more likely to buy lattes and coffee from Dunkin' Donuts.

Other examples of successful Texting campaigns:

Papa Johns, Domino's Pizza and Pizza Hut all allow customers to opt-in and register ordering details online then order pizzas over text message. Dominos has a loyalty database of 552,000 while Pizza Hut has over 279,000 and Papa John's has over 182,000.

Foot Locker sends special SMS Text offers to its "VIP program" participants which they now have over 300,000 members.

Subway's FRESHBUZZ service allows customers to receive news and promotions via text message and has over 212,000 people in their loyalty program.

