

# Case study

Schwartz



## An Appetite for Mobile

### Objective

Schwartz targeted TV, Radio and promoted on on-packet product advertisements to push this text to win competition. This was a £100,000 SCHWARTZ PROMOTION to win 1 of 10 amazing kitchen makeovers, worth £10,000 each and a Kenwood Food Processor everyday.

### Course of action

[Service Deployed: Competitions & Quizzes]  
Schwartz ran several promotional campaigns across media packs, partner TV shows and website networks.

### Results

Schwartz brought in over 400,000 entrants, allowing the prize costs alone to be tripled by their text message revenues.

“ The service I have received has been first rate and I am confident that when your company says it will do something, it will happen and on the day specified. ”

Marcus Zenden, [Schwartz](#)