

# Interactive Events

## Empower your Business.

**Take your business to new levels with the power of txtNation.**

**Interactive SMS Events** have been taking place for several years in Europe and Asia and are still as popular as ever and are just now taking-off in the USA.

Following is a sampling of some high profile events created and run via Mobile Marketing campaigns..

### **NY Knicks TextnWatch2Wi**

During the 2004-2005 season, NY Knicks fans were given the opportunity to participate in mobile polls run live during game time. Polls were broadcast on MSG Network television and ESPN radio. Results were gathered and broadcast via announcer spots and TV-overlays during the final quarter of each game. Every SMS response was also an entry into a chance at a \$100,000 half-court shot.

### **NY Mets Text-the-Met**

During 2004 NY Mets games, television viewers and radio listeners were able to SMS text messages with questions for their favourite ball players. Each week during a Mets game one question was selected from the entries and broadcast with the players live response.

### **American Basketball Association ABATrivia Text2Win Sweepstakes**

In a unique Premium SMS promotion for the new ABA league, fans were able to try their luck in answering trivia questions based on ABA history. Each question carried a small PSMS charge and responses were automatically entered into a weekly sweepstakes and also a grand prize finale at the end of the 2004/2005 season.

### **American Idol Mobile Voting**

Interactive TV was kicked-off in the USA last year with FOX TV's American Idol mobile voting. Viewers could vote for contestants directly from their mobile phones using SMS. Viewers could also use their mobile phones to answer sweepstakes trivia questions and participate in on-air polls. A very positive response and millions of mobile messages ignited a number of iTV projects in the USA in 2003. FOX TV now has plans to build mobile events around Buffy the Vampire Slayer, The X Files, and 24.

### **Cadbury Candy Text'n'Win In-pack Promotion**

In one of the largest SMS promotions of its kind, Cadbury printed unique prize codes in 65 million candy wrappers. Chocolate fans could immediately see if their candy wrapper code was a winner by SMS'ing the code to the designated short code. £1 million in prizes were offered generating 5million text-messages (8% response rate). John Sunderland, the Group's CEO commented about the 'Text'n'Win' campaign: "It gave sales a big lift at a time when the confectionary market has been pretty flat.

### **Coca-Cola in Beijing**

Last summer during a hot spell in the Chinese capital of Beijing, Coca-Cola ran a wireless promotion where participants could SMS their predictions of the following day's high temperature. The first prize of

a year's supply of coke went the player with the most accurate predictions. The 34-day event generated 4 million SMS messages, 50,000 mobile downloads of a new Coke ringtone, and 19,500 m-coupons for free ice cream at McDonalds.

#### **Lord of the Rings Mobile Sweepstakes**

Verizon mobile subscribers could enter the Lord of the Rings mobile promotion that included The Return of the King mobile game, behind-the-scenes information, ringtones, polls, quizzes, and alerts. The SMS TXT2WIN sweepstakes featured prizes of a 42-inch plasma TV and LG mobile phones.

#### **Coca-Cola's TXT 2 COLLECT Campaign**

Based on a relatively new concept in mobile marketing, Coca-Cola launched this credit collection campaign in the UK. Consumers build-up an "account" of credits by SMS'ing unique codes found on millions of special Coke bottles and cans. Amassed credits could be redeemed for free CDs.

#### **Dunkin Donuts Mobile Coupons & Text2Win**

To help increase sales in Dunkin Donuts in Rome, 1500 leaflets were distributed among students offering a mobile coupons and sweepstakes entries. Participants sent an SMS to participate and in return received a mobile coupon for redemption at any Dunkin Donuts shop. Each redemption also entered the participant into a draw for prizes.

#### **SMS and T3**

In the weeks leading up to the release of Terminator 3, Warner Brothers' ran an integrated SMS and Instant Messaging contest where participants were sent a series of questions relating to the first two Terminator films. The 16-day opt-in event generated 650,000 messages from the 53,000 players.

**Mobile Marketing the Incredible Hulk**

To promote the release of the movie “The Incredible Hulk”, Universal employed mobile marketing in a campaign that included downloadable “Hulk” games, graphics, and ringtones along with mobile-based contests and special prizes.

**Radio Trivia Contest**

A radio station in Germany used SMS earlier this year as part of a promotional event to increase market share and drive ratings. A mobile trivia game was launched with questions broadcast at random times over a 5-day period. Listeners who heard the questions could SMS answers from their mobile phone to the station. Scores were automatically tracked and for participants answering all questions correctly, an on-air trivia showdown for the grand prize.

**Mobile cross-promotion at McDonalds**

In a promotion around the premiere of the hit movie Signs, McDonalds in the Netherlands conducted a wireless promotion where customers were given unique in-pack codes with their purchases and instructed to send the codes to a designated number via SMS. Participants were then sent a movie quiz to their mobile phone. Those answering all questions correctly could win trips to Euro-Disney, mobile phones, and mobile service packages.

**Smirnoff Mobile Sweepstakes**

In a promotion targeting the “clubbing crowd”, Smirnoff offered a free dance CD in every six-pack of Smirnoff ICE. Inside the CD was also a unique code and instructions to SMS the code to a special number to immediately find out if an expense-paid clubbing vacation had been won. The UK event generated over 200,000 responses.

**Coors Mobile Trivia**

For brand promotion and to help pubs generate additional revenue during low-traffic times, Coors ran a UK promotion where every pint of Coors beer purchased came with a free game card. Following instructions on the card, participants were sent a series of trivia questions to their mobile phones. If all questions were replied to correctly, the player won an instant free pint. The game generated additional pub revenue, increased brand awareness, and most importantly, opened an interactive channel between the Coors brand and the participants.

**Lollapalooza Scavenger Hunt**

One of the largest mobile scavenger hunts was conducted last summer at the rock festival Lollapalooza. Throughout the 12-day event participants were sent clues (along with band and event info) to their mobile phones, sending them on forays in search of items to win points and prizes.

**Nestlé's Interactive TV spot**

To promote the new Kit Kat Chunky, Nestle conducted an event that coupled television advertising with mobile interaction. Viewers watched new Kit Kat television spots and were sent SMS quiz questions related to the commercial. Users quickly responding to the questions could win a year's supply of the new product.

**Garfield goes Mobile**

Mobile alerts are not just about news and sports scores. Even your favourite comics are available as shown by GoComics last May with a service that delivered a daily dose of Garfield in full-colour directly to subscribers' mobile phones.

**Winter Olympics Mobile Trivia**

For attendees of the 2002 Winter Olympics in Salt Lake City, AT&T sponsored a mobile trivia contest. Each day, throughout the Olympic events, trivia questions relating to current and past Olympics were SMS'ed to participants. The faster an answer was SMS'ed back the more points it was awarded.

**First, trust our experience.**

**We lead the mobile messaging industry.**

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