

IS PROUD TO PRESENT

STAR WARS: EPISODE III – REVENGE OF SITH



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Trip for 2 to Ne

Luxury accom

2 VIP tick

World

2 tick

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Chart Show TV runs high volume text & win promotions

Chart Show .TV

Channel 455 on your Sky remote



GLOBALGIVEAWAY

Business Need:

High volume and instantaneous text messaging mechanic for running **chargeable** viewer promotions on TV in UK and Europe.

Platform capable of simultaneous handling of multiple promotions in different languages.

The Solution:

On-screen call to action which handles both 'instant win' and 'prize draw' text & win promotions, including tie-break questions.

Client and partner companies can view results in real time and monitor campaign revenue generation.

Consumers can opt-in for subsequent alerts regarding future promotions, as well as opting-out at any time.



Promotion:

On-screen promotion during relevant programming.

Ticker-tape instructions while music video plays.

Text marketing to previous entrants encouraging repeat custom.

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Prize includes:

Trip for 2 to New York

Luxury accommodation

2 VIP tickets

Worldwide

2 tickets

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GLOBAL GIVEAWAY

Our Task:

- ✓ Build and host application capable of handling peaky traffic generated by on-screen calls to action.
- ✓ Ensure application runs 24/7 for revenue protection purposes.
- ✓ Manage outbound text marketing campaigns for client.

Results?

- ✓ Promotions run for one month and generate at least 10,000 entries (at £3 per entry).
- ✓ 'Meet Green Day in USA' = 22,397 entries.
- ✓ 'Meet cast of OC in USA' = 18,555 entries.
- ✓ 'Meet U2 in USA' = 16,446 entries.
- ✓ 'Meet Coldplay in NY' = 13,534 entries.
- ✓ 'Win tickets for T in the Park, Scotland' = 10,245 entries.