

Mobile proves recipe for success for Pedigree



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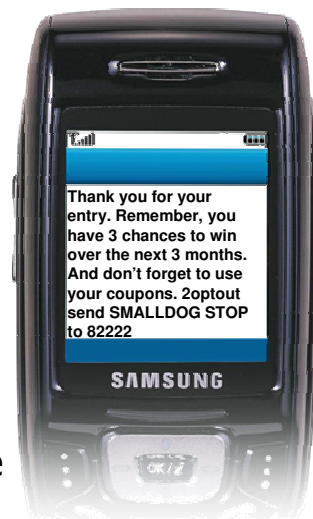
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The Solution:

300,000 mailers containing vouchers were delivered nationwide to the target audience.

To maximise take-up a **text & win** was offered giving customers the chance to win a **year's supply of dog food** and a digital camera.

Customers were invited to text **SMALLDOG** to **82222** to enter the competition and then **reminded** to use the vouchers each month, by text message.



Business Need:

To 'super-charge' a 30% money-off, direct-mail promotion for **Pedigree Compete for Small Dogs**.

To increase the **redemption** level of the **vouchers** contained in the mailing.

Why Mobile?

- ✓ 88% of the population have a mobile phone*
- ✓ 30% of mobile users have used a shortcode to respond to adverts in other media**
- ✓ Allows immediate response

Sources: *ONS // ** O2

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Our Task:

- ✓ Provide inbound text solution prompted by DM campaign
- ✓ Collect all mobile numbers who texted in
- ✓ Select winners each month
- ✓ Notify losers and re-enter them into the next month's draw, reminding them of the campaign on a monthly basis

Results:

- ✓ 6,655 unique texts were received during the first four weeks of the campaign. This represents over 2% of those sent DM piece
- ✓ Those who texted in were **4.6x more likely** to redeem the paper vouchers included in the mailer, than those who didn't, because of the subsequent text message reminders
- ✓ In total **36%** of customers who texted in redeemed at least one voucher, compared with 8% of the rest
- ✓ Of those who redeemed at least one voucher, **two-thirds** of the texters used two or more vouchers compared with about half of the rest

Source: Joshua G2

“Our client is delighted with these really great results and is planning on using mobile for this purpose again in the future.”

Johnny Spindler, Account Director, Joshua G2