

Mobile tagging pushes viral campaign

Business need

To create awareness of the problem and thereby reduce teenage pregnancies by encouraging young people to respect themselves and wear a condom.



The solution

A 'mobile tagging' feature was added to the campaign's myspace website page.

Users can create personalised wallpapers or 'tags' using graffiti icons and an interactive spray-can in order to customise their mobile.

The message can then be forwarded on to a friend. The personalised tag can be used as a wallpaper, screensaver or caller ID.

Functions

- Multimedia messaging
- Social media

