

Marks & Spencer Christmas with “Wallace & Gromit”

Business need

M&S wanted an **innovative mobile component**, to add to their broader Christmas campaign, which would and could **engage all** their customers.

YOUR M&S



The solution

Offering a family-oriented fun, quirky, inventive and traditionally **British twist** to the “Christmas wouldn’t be Christmas without...” positioning, we developed a mobile site based upon a typically “Heath Robinson”-style **Wallace & Gromit** invention. The site was designed to help customers choose what to ask for from friends and family as a Christmas gift; the Cracking Christmas Contraption.

A **viral mechanic using SMS and MMS** encouraged the spread of the site amongst family and friends.



Results

31%

of profiles were forwarded to friends/family

28%

of new visitors supplied an email address to M&S

21%

Click Through Rate (“CTR”) from outbound SMS



The long tail – over 5,000 people attempted to visit the site in week after Christmas!