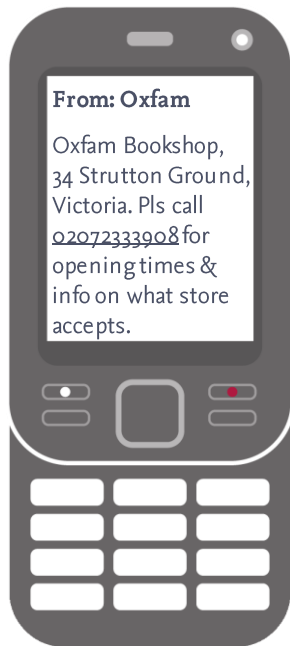


# Mobile makes recycling unwanted goods easier for Londoners

## Business need

To encourage all Londoners to donate unwanted goods to Oxfam (where they can be reused and sold-on) rather than throw them away.

To create a feel-good factor for fighting poverty by donating to charity, as well as being active in local community and supporting local stores



## The solution

Londoners who are looking to donate books, clothes and other goods can text the word REUSE and their POSTCODE to 63131.

By return, they will receive a text message with the location and contact details of their nearest Oxfam store.

Londoners are charged a 10p premium rate (plus standard network rate) per message to cover Oxfam's costs.



## Functions

- Shortcodes
- Location marketing
- Auto response

