

25% of cider drinkers log on to mobile internet

Business need

An instantaneous response mechanism to the radio campaign (2009), which encouraged people to choose Strongbow as their first drink of the evening and provide information of their nearest venues.

The solution

Radio campaign asks listeners to text Strongbow to 62277 (campaign now closed).

Location based mobile solution sends back an SMS with details of their nearest “First Pint Friday” venue.

The campaign also includes a mobile web site with jokes, wallpapers and ringtones available for download.

Results

- 1% response rate from radio listening audience (total impacts served via radio)
- 25% of those who requested details by SMS clicked through to the mobile internet site
- Of these 24% downloaded content
- All the pints were given away

