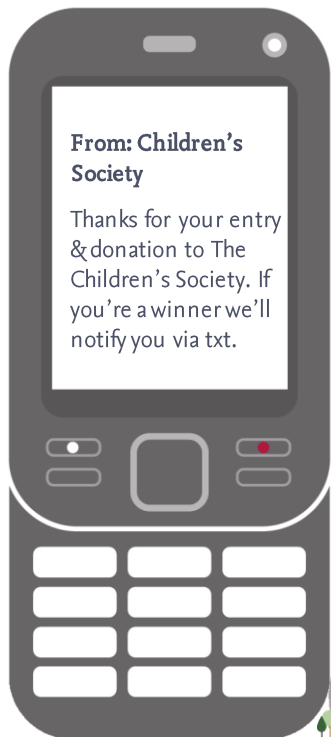


# Iggy Pop mobilises fans for The Children's Society

## Business need

To encourage donations to the Children's Society.

To facilitate a prize draw at the event; making it easier for concert-goers and organisers alike.



## The solution

The Children's Society hosted a live gig including a special performance from the 'godfather of punk', Iggy Pop.

Flyers featuring a text to win promotion were handed out at the event inviting concert-goers to text the word IGGY followed by their name and email address to 88222.

In doing so an instant £3 donation was made to the charity and the donor was automatically entered into a prize draw for a chance to meet Iggy & the Stooges after the show.



## Results

- 2,500 flyers featuring the text call to action were handed out
- 141 unique donations and competition entries were received
- This represents a 6% response rate

