

Mobile connects STA Travel with target consumers

Business need

To provide an **instant response** channel to current promotions, increase **brand awareness** and **drive** consumers into stores.

STA TRAVEL

The solution

Leaflets in cinemas screening *Australia* and press SMS call to action for a chance to win two flights to Australia. Entrants text **TRIP** to **62233**. SMS response also offers eBrochure if the consumer texts in an email address.

Follow-up call to action online and in classified ads to text **STAFIND** to **62233**. Responders receive SMS with details of the nearest STA Travel branch within 6 miles of their current location and are also encouraged to call STA direct.

Functions

- Direct response
- Find my nearest

