Mobile alerts boost membership to Southbank Centre

Business need

To attract visitors to the Meltdown festival at Southbank Centre.

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To encourage membership sign up.



Meldown tickets go on general sale today from 10am, get them while you can 08716632500 or

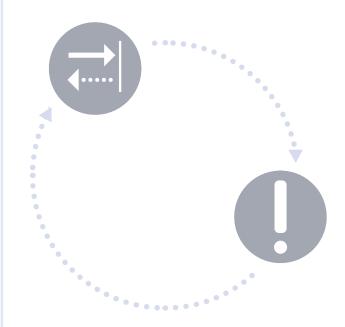
The solution

Visitors were requested to text **MELTDOWN** to **62233** to receive up-to-date SMS alerts of event line-up, tickets as they went on sale, and special guest performances.

Users were invited to reply **MEMBERSHIP** to receive member benefits info, including priority bookings and advanced info for Southbank Events, and to register for a call-back to sign up.

Functions

- Alerts / reminders
- Request call-back
- Click-to-call



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Inspiration guide: Acquisition | Shortcodes & QR code Entertainment & travel: Southbank Centre

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