

# Mobile alerts boost membership to Southbank Centre

## Business need

To attract visitors to the Meltdown festival at Southbank Centre.

To encourage membership sign up.



## 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

