

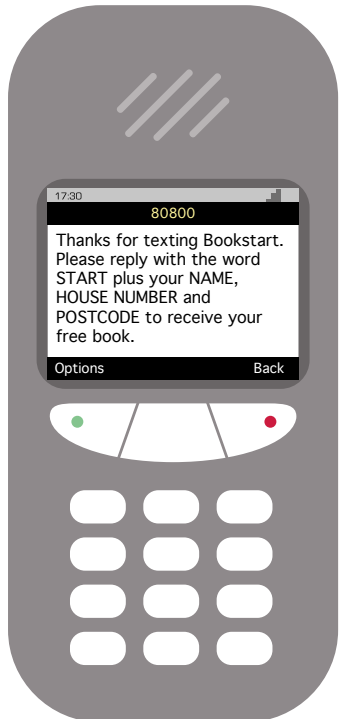
Mobile drives free book giveaway

Business need

To encourage parents and carers to enjoy books with children from an early age by offering them a free book per household.



bookstart



The solution

TV ads featuring a prominent text call to action ran during daytime TV shows on 34 channels for four weeks.

By texting **BOOK** along with their name, house number and postcode to **80800**, viewers can receive a free book from Bookstart.

Mobile was the only medium used to request a book.

Texts were totally free to viewers.



Results

- Just over **119,000 people texted in** with 8,500 texts received on the first day alone
- This represents **15%*** of UK households with pre-school age children
- **CPA was 34p**, not including cost or postage of the book

*Source: ONS

119,000
texted in

