

Mobile response to TV campaign cleared stock of product samples

Business need

Distribute samples of **Breathe Right** nasal strips to new customers.

Provide GlaxoSmithKline with a **scalable** and **measureable** solution.



The solution

National TV commercials invited viewers to **order free samples** of Breathe Right nasal strips, simply **by texting BREATHE to 62233**. Viewers then texted in their house number and postcode and received samples shortly afterwards.

One week after texting in, customers were also sent **SMS reminders** to try the free sample posted to them. Two weeks after texting in, customers were **invited by SMS to provide feedback** on the product via email.

Results

Over 25,000 viewers texted in within just two weeks.

GSK has renewed and is using the data to learn about their customer base and **optimise future TV campaigns**.



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