

# Jameson's engage consumers with mobile text-and-win

## Business need

To interact with consumers and encourage product trial by delivering a text-and-win SMS campaign, building a mobile CRM database to enable future mobile activity.



## The solution

The service allows customers at 600 selected pubs and bars across the UK to enter a competition via SMS for the chance to win instant prizes as well as being entered into a prize draw.

By simply texting a uniquely trackable keyword (e.g., JAMESON5) to 82233, customers could instantly win a free Jameson through an SMS reply, containing a unique redemption code that they showed the bar person. Everyone that texted in was also automatically entered into the prize draw to win a trip to New York for the annual St. Patrick's Day parade.

By clicking the link to enter the prize draw, entrants visit a mobile website page that encourages them to share the promotion with their Facebook friends by clicking an integrated button.

## Results

- 2001 entries (from 1916 individuals)
- 32% opted in to receive further updates from Jameson
- 38% of those who were sent the the Facebook share link in an SMS visited the Jameson's FB page
- 23% of visitors to the FB page shared it with their network.
- Only 3.7% opt out rate

