

Strongbow mobile CRM campaign achieves 39% response

Business need

Having identified a **close fit** between cider-drinkers and the mobile medium as well as used the channel to recruit customers, Scottish & Newcastle needed a way to **maintain the dialogue** during the **peak summer season**.

The solution

A **16-week programme** of 'mobile fun' was planned to ensure the brand remained **front-of-mind**.

Friday afternoon was researched to be the optimal time and **content was pushed** to customers each week.

These direct marketing 'reach-outs' included **MMS content to customise** the user's phone, **jokes** and **wind-ups**, details of **nearest** participating pub and various **competitions** to win everything from a year's supply of Strongbow to tickets to must-see concerts during the summer.

Results

- 39% combined response rate
- Average weekly opt-out just 2%
- Claimed purchase among CRM group increased by 44%

39%

combined response rate

2%

average weekly drop-out

44%

increase in claimed purchase among CRM group

