

Drinkers claim free pints in local bars with mobile vouchers

Business need

To encourage drinkers to purchase Strongbow cider by offering them a free pint during 'Bowtime' in their local pubs and bars.



The solution

A cross platform advertising campaign invites drinkers to text one of a number of keywords plus their name, house number and postcode to 83400.

A 'WAP Push' is sent back linking to a WAPsite with a 2d barcode mobile voucher, contact details for their nearest participating pub or bar (found by LBS) and a postcode lookup facility where they can search for alternative venues (ex. near their place of work, elsewhere when texting).

A mobile banner advertising campaign allows customers to send their friends a 'virtual pint' and directs them to the bowtime.mobi WAPsite.



Functions

- Optimised mobile site with CMS integration
- Advertising
- Direct response
- Find my nearest

