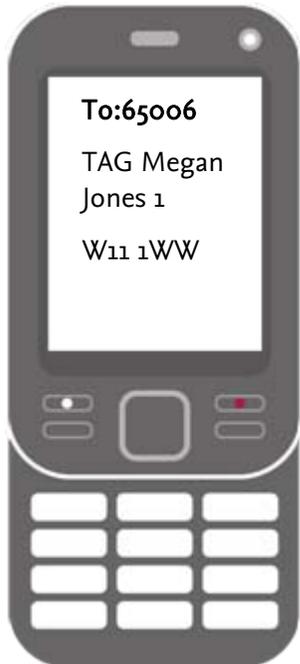


Simple mobile micro-payment solution for name-tapes

Business need

To make it as hassle free as possible for parents to order iron-on name-tapes for their children's school clothes.
To capture customer data.

YOUR M&S



The solution

A text call to action featured on the M&S website and in back-to-school brochures.

Customers are invited to text TAG to 65006 followed by their child's name and delivery address, at the cost of £5 for 50 name tapes.

Premium SMS billing is used as a simple payment mechanism.

Details are passed to the fulfilment partner upon successful collection of the payment. The name tapes are delivered to the door by post.

Functions

- Direct response
- Transaction
- Revenue generation

Try our text ordering service** for iron on name tapes.

Simply text TAG followed by

YOUR CHILD'S NAME[†]
FLAT/HOUSE NUMBER/NAME
POSTCODE

to 65006

[†] e.g. TAG MEGAN JONES 1 W11 1WW

Please do not include more than one child's name per order

£5
50 labels

Megan Jones
Edward Greene

