

# Entertainment Company Increases Television Viewership through 4INFO Mobile Ad Campaign

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## Text Message Advertising Reaches the Target Audience

Mobile advertising represents an opportunity to expand your reach and connect with an engaged consumer audience. SMS (text messaging) is used regularly by 83% of mobile phone subscribers, with 73% of college students text messaging daily.<sup>1</sup>

## Presenting a Documentary for Sports Fans

A leading multinational, multimedia sports and entertainment company wished to reach an audience of young sports fans to promote a special commercial-free premier airing of a documentary film on their cable sports network.

## Campaign Objectives

- Increase viewership of the television program
- Create dialogue with interested consumers
- Connect with hard to reach, always on-the-go 18-25 year-olds who may not see traditional ads

## Campaign

- Short teaser ads ran in 4INFO's text message sports channel (figure 1).
- Users were invited to respond to receive a reminder about the air date of the show on their cell phones (figure 2).
- Users who subscribed to the reminder were invited to give their feedback on the show.
- On-line advertising campaigns ran concurrently with a mobile component (figures 3, 4).
- Web site dedicated to the show offered a widget where a viewer could sign up for a text reminder of the air time of the show.

## Key Results

The campaign achieved its objective for driving viewers to the program.

- 14% of users who received the ad viewed the program
- 1.04% unique response rate
- 24% of users who interacted with the mobile advertising went on to sign up for an air-time reminder text message
- The program was the most-viewed documentary in the company's history
- Viewer response collected via text message was positive from 84% of viewers, and free text message response was 100% positive

## Conclusion

The relevancy of the entertainment offering, placed in sports content inventory, created a perfect match of interests and achieved the objectives of the campaign.

<sup>1</sup> Source: Mobile Marketing Association, Mobile Attitude & Usage Study, November 2007

Appendix: Figures

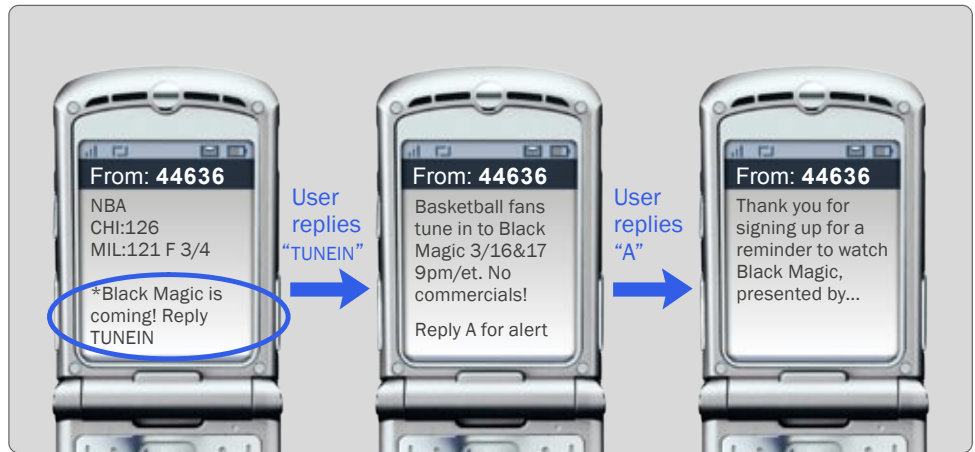


Figure 1: Sample flow of text message ad campaign.



Figure 2: Viewer Reminder Message



Figure 3: Online Advertising with Mobile Component

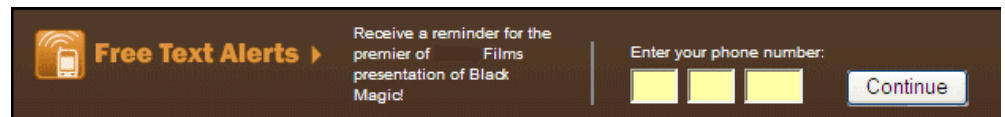


Figure 4: Online widget allows viewers to sign up for text message reminder.