

# US Automaker Revs Up Brand Awareness with 4INFO

“Mobile text message campaign achieves 19% click through rate.”

## Text Message Ad Campaigns Drive Awareness

In an environment saturated with advertising, mobile represents a new opportunity to connect with an engaged consumer audience. SMS (text messaging) is nearly ubiquitous, now being used regularly by 83% of mobile phone subscribers, with 73% of college students text messaging daily. SMS based information search was used by 14.8 million consumers to get sport scores, news or weather during Q3 2007, according to The Nielsen Company.

## Automaker Takes the Mobile Sports Audience

A large US automaker recently suffered from negative perceptions that plague US automakers. To address this issue the company developed a campaign about the inherent American spirit, strength and revolutionary approach to traditional ways of thinking. This automaker wanted to connect with a younger audience and bust the myth that Detroit automobiles aren't up to world standards.

The company sought to achieve this goal through a mobile “roadblock” – simultaneously dominating ads across all of a medium's major outlets. To reach their target audience and maximize frequency impact, they bought out the entire 4INFO Sports channel for all of 2007.

## Campaign Objectives

- Increase brand awareness among technology savvy audience
- Connect with a younger demographic. The average age of a new-car buyer is 46, but brands like Toyota and Honda skew younger.
- Create channel support for specific product campaigns.
- Drive potential customers to local dealerships.

## Campaign

- Short teaser ads were placed on 4INFO's Sports-related SMS messages, with ad creative designed to attract curiosity and drive response for more information. Users could respond with a keyword for more information.
- Ad creative rotated daily for maximum impact and freshness.
- Ad creative supported other integrated marketing campaigns focused on new car models, fuel efficiency and sales events.
- Secondary call-to-action invited consumers to enter their zip code to find the nearest dealer.

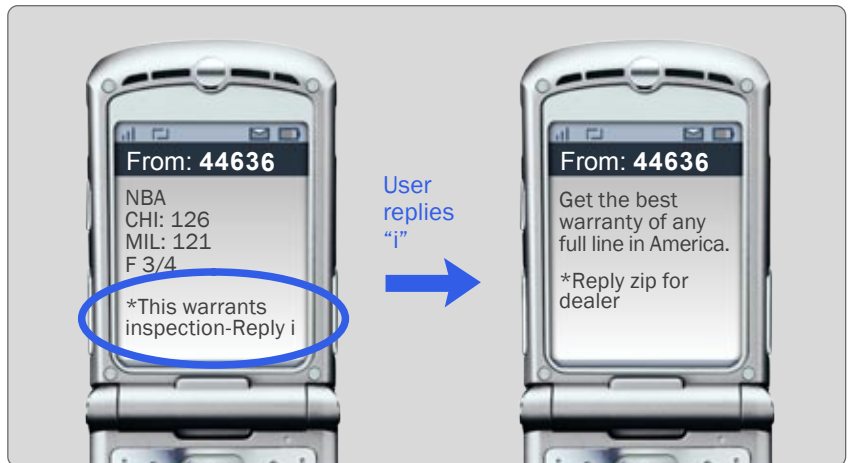


Figure 1: Sample flow of the text message ad campaign. When the consumer replies with their zip code, a list of local dealers with address and phone numbers are displayed.

## Key Results

This mobile advertising campaign achieved its awareness objective among the targeted audience. A post-campaign survey of the mobile audience confirmed:

- 19% unique user click-through rate
- Over 7,000 consumers used the mobile dealer locator.
- 27% of users were able to name the automaker in unaided brand recall.
- 38% of users remembered these ads through aided brand recall.
- 53% of these users reported that ads in these text messages positively influenced their opinion of the automaker.
- Free recall responses included: brands, models, sales, events and slogans.
- As one of the highest volume advertisers, this automaker also showed the highest levels of brand recall among all 4INFO advertisers.

## Reaching Target Audience

This automaker was successful in reaching their target audience.

- 65% of users were between 19 and 49 years of age
- 71% male
- 19% considering buying a car in the next six months, and an additional 22% considering buying within the next year.

## Conclusion

SMS offers personalization, relevancy and immediacy. Text messages reach more people than email messages, since there are more people with cell phones than with computers and users rarely delete messages without reading them first. The strong results in key branding metrics demonstrate that advertising in text messages is a powerful way to bring a brand message to a youthful audience. As the most personal electronics device most consumers own, and rarely leave home without, the mobile phone offers great potential for branding and touch.