

# Ambuja Direct Response Campaign

## ■ Summary:

Ambuja wanted to integrate a direct response channel in their above-the-line campaign as well as their below-the-line communications. Ambuja also wanted to use the mobile response mechanism to act as a lead generator. By including a short code and keyword in the print and Outdoors, customers could request as opt-in for more information.

## ■ Solution :

NickIT allocated different SMS keywords on the standard rate short-code 56161 to correspond with different campaigns run by Ambuja. For example customers can text FFORT to 56161.

## ■ Outcome :

- ▶ Qualified leads generated
- ▶ Increased requests with new response channel
- ▶ Increased information flow to customer with information on the latest offer/events happening at Radisson Ffort
- ▶ Opt-in database created which increased opportunities for 1:1 communications with customers.