

Seagrams Txt2Win campaign



■ Summary:

Seagrams launched a txt2win flyer through short code campaign with the objective of boosting brand awareness.

For Eg sms RS<space>your best moment of life to 56161.

■ Solution :

Short Code based campaign for 3 month, with a Radio partner. All participants were taken on Air to share "their best moments" experience. The lucky people won dining vouchers for themselves. While others won gift vouchers from various brands.

- ▶ Distribute Dining vouchers for 4 at the best Restaurants, Gift Vouchers etc throughout duration of campaign.
- ▶ Capture winners' details for easy prize fulfillment.

■ Outcome :

- ▶ Instant Win aspect of campaign drove very high entry rate
- ▶ All vouchers were won & claimed throughout campaign