

ELLEgirl Magazine Mobile Marketing Case Study:

NIGHTLIFE HOME

If you're looking to take your night-life promotions to the next level, then Club Texting's text messaging and mobile marketing programs are just what you need.

BARS

Bar promotions are essential to the success of your venue. While you have many options—from newspapers to email—none of these marketing tools offer you the direct and personalized reach of Texting's .

CLUBS

As a night club owner you rely on a number of methods to assure a continuous flow of customers through your doors—flyers, hired promoters, print ads, and email campaigns. All of these methods have their pros and cons, and they can be effective if done well, but none of them offer you the direct, personalized power of Club Texting's

RESTAURANTS

With text messaging your dining establishment can build deeper relationships your guests. Text messaging develops loyalty.

Patrons join your mobile marketing list, and you provide them with regular offers via text message.

Popular items that can include free drink specials, mobile coupons, and special codes that can be used for reservations during busy times.

ELLEgirl Magazine

Objectives:

- Encourage ELLEgirl readers to focus on advertisements
- Provide readers with reasons to buy, keep and read the magazine
- Capture the interest of media savvy, ad-saturated, instant-gratification-driven Gen-Y readers
- Authentically link print magazine to the mobile and online space

MECHANICS:

A full page spread introduced the instant win calendar. Each day of the month a different advertiser is featured in the calendar. Readers are instructed to find the ad in the magazine, snap a picture of the advertiser's ad using their mobile phone and send it to Mobot to get a chance to win a prize and get more information about the advertiser's products. The Mobot visual search technology recognized the pictures sent in and responded back with notification of whether the reader won a prize along with product information from the advertiser. Examples of prizes include Target \$100 gift certificate, Sweetooth handbag, and a Split tube dress.

Outcome Analysis:

A follow up survey revealed that purchase intent was on average 14% higher, advertiser favorability was on average 18% higher, and aided recall was on average 15% higher among participants compared to non-participants. Readers enjoyed the promotion and entered on average of 22 times during the month. Instead of throwing out the magazine after a few days reader participation actually increased as the month progressed.

Mobile Marketing Association

