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Case study: Dodge drives response for Ram promo with SMS

By [Giselle Tsirulnik](#)

January 14, 2010



SMS drove entries

Name and city and state of marketer:

Dodge, Auburn Hills, MI.

Name and city and state of agency or marketing services firm:

Mobile marketing service provider Gumiyo, Calabasas, CA, and ad agency BBDO, New York.

Campaign/program name:

Dodge "Win and Ride" sweepstakes.

Common short code and keywords used:

Text the keywords RAM, RAMRODEO or RAMSIXFLAGS to a short code.

Objective:

The aim of the sweepstakes campaign was to promote Dodge's new lineup of Ram trucks. In conjunction with Six Flags theme parks and national Dodge Rodeo events, the sweepstakes campaign integrated SMS, the mobile Web, email and a traditional Web site to promote Dodge Ram trucks.

Strategy:

What enhanced this promotion was the integration with a traditional Web site to capture incomplete mobile entries.

Consumers who replied with their email addresses via SMS were simultaneously sent an email inviting them to complete their entries from their PC's as an alternative to their mobile devices.

In this way, consumers with limited ability to access the mobile Web could easily participate in the promotion, and Dodge was able to maximize the reach of the campaign across multiple channels and demographics.

Call to action:

Throughout Six Flags theme parks and Dodge Rodeo events, calls-to-action were placed in-venue inviting attendees to text the keywords RAM, RAMRODEO or RAMSIXFLAGS to a short code.





Tactics:

Consumers that responded to the calls to action received an SMS asking them to reply with their email addresses for a chance to win a weekly prize.

In response, Dodge then returned a second SMS reply that included an embedded URL that lead consumers to a mobile Web site that included a form to enter a grand prize vehicle drawing.

The mobile site also included a Dodge dealer locator and information about Dodge trucks.

Results:

While entries via a traditional Web landing page accounted for 84 percent of the total, more than 15 percent of the entrants began their engagement with the program via text messaging from outdoor promotions.

Lessons learned:

The sweepstakes demonstrates the power of mobile to attract and increase entries.

Surprise finding:

Fifteen percent of the entrants began their engagement with the program via text messaging from outdoor promotions.

Executive's name, title and company for response attribution:

Rich Abronson, vice president of marketing at Gumiyo, Calabasas, CA.

Strategy quote:

"This is a clear indication of the power of SMS and the Mobile Web to increase the effectiveness of marketing campaigns that include an on-site promotional event or venue, and we believe the contributions of these channels will dramatically increase in 2010 and beyond," Mr. Abronson said.

"Consumers do not have to manually complete an entry postcard nor are they required to remember a Web address for later entry at home," he said.

What challenge did mobile address:

"Because we are a mobile technology company as opposed to a mobile marketing agency, we are able to focus a great deal of our efforts on core development of our Mobile Ready Platform in order to continually enhance functionality, usability, interoperability, scalability and flexibility," Mr. Abronson said.

"This was key to the success of the 'Win and Ride' program," he said. "Agencies are able to focus their efforts on creative execution and account management while the various mobile technologies and applications are handled within a single vendor.

"We were able to execute this campaign on behalf of BBDO extremely cost-effectively, and the high degree of built-in functionality enabled them to launch the program within a very compressed timeframe."

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