

SMS case study

Times of Northwest Indiana newspaper

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Name and city and state of marketer

Times of Northwest Indiana and Northwest Indiana Chevy Dealers

Name and city and state of agency or marketing services firm

Zebra Mobile, Cincinnati, OH

Campaign/program name

Win a Malibu Sweepstakes

Duration

Three weeks

Common short code and keywords used:

Cosumers were asked to text the keyword Malibu to short code 724665

Objective

The goal was to drive reader entries from print promotional advertisements via SMS

Target audience

The target audience was Northwest Indiana residents of legal driving age



Strategy

The strategy was to offer a large and expensive item with broad market appeal to drive readership, Web traffic and event traffic. Additionally, the strategy was to advertise the NWI Chevy dealers to readers and to expand the mobile and newsletter contact list.

Call to action

Win a 2010 Chevrolet Malibu

Tactics

Used print and online advertising to drive text and online entries

Results

3,200 unique entries via SMS

What is next

Incorporate SMS for reader promotions moving forward

Lessons learned

Print is a key component to drive a successful SMS promotion

Surprise finding

The newspaper was able to build such a powerful database of opt-in mobile phone numbers in a short time period

Bottom line ...

"SMS provided a significant enhancement to our already successful promotions," said Chris Loretto, director of interactive media, product development and marketing at the Times of Northwest Indiana.

"We were able to expand our audience, provide a better user experience by offering a tool for real-time, location-based entry while building a powerful database of cell phone numbers to build future campaigns and revenue."