

SMS case study

Toronto's Globe and Mail newspaper

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The Globe and Mail

Name and city and state of marketer

The Globe and Mail, Toronto, ON

Name and city and state of agency or marketing services firm

Broadplay Inc., Toronto, ON

Campaign name

The Globe and Mail G8/G20 Summit Mobile – Alert Program

Dates

July 21 – July 28

Common short code and keywords used

Text the keyword G20 to short code 123411



Objective

As world leaders gathered in Toronto for the G20 summit, The Globe and Mail wanted to offer breaking news updates and analysis of the issues of importance to Canadians.

From protests and traffic jams to maternal health and the global financial crisis, the Globe & Mail reporters wanted it covered.

By offering mobile alerts to allow the reader to stay up-to-date with the latest news as it happens, The Globe needed a campaign that would work nationally and would allow for newspaper to interact with its readers in a way that differentiated it from other publications.

Additional goals included:

- Enhance interaction with readers through SMS
- Connect mobile users to The Globe & Mail's mobile Web site on the go
- Build a mobile and email opt-in database for future news campaigns

Strategy

Readers had the option of signing up for the Globe and Mail's G8/G20 Summit Mobile alerts in two ways: online or by texting in.

An online sign-up form was created that captured the readers' mobile phone number and sent out a text message to the number confirming the opt-in.

Readers could also sign up directly from their mobile phones by text.

Through the course of the G8/G20 Summit and for several days leading up to it, subscribers received breaking news updates relating to the event.

Each text message contained the news headline along with a web link to the article that navigated readers back to the Globe and Mail's website.

At the end of the campaign readers were asked if they wished to stay opted in for future news alerts by text or if they wished to provide their email address to have news sent to their inbox.

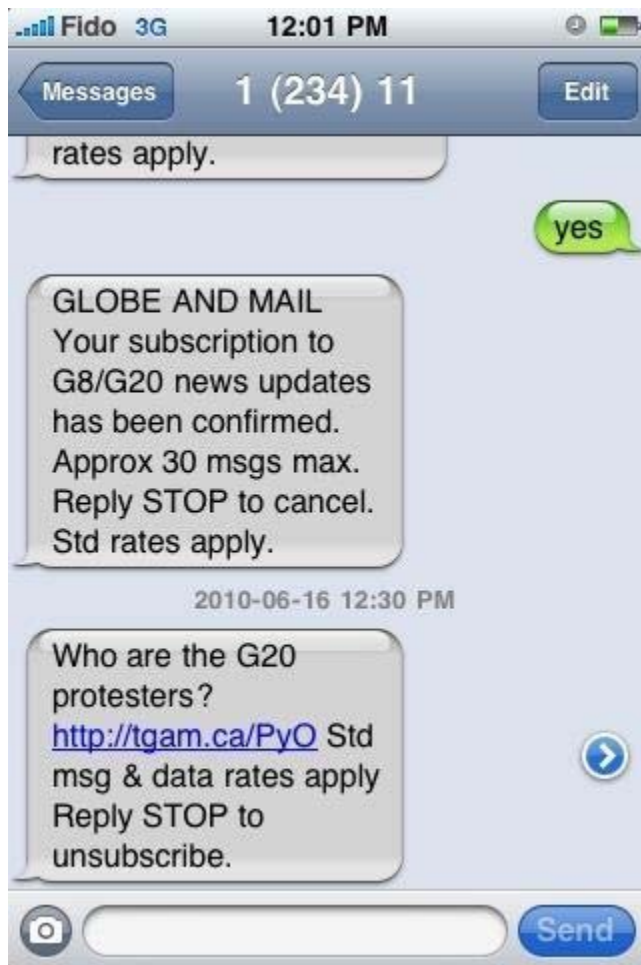
Tactics

The program was advertised online only for five days leading up to the summit, saying; "Our mobile alerts will allow you to stay up-to-date with the latest news as it happens." and "Sign up to receive G8/G20 alerts on your phone."

Call to action

“It’s as Easy as 123 to get the G8/G20 Summit 411!”





Results

- 53000-plus messages were sent as part of the campaign
- 52 percent of alert subscribers gave their email address to receive future news subscription alerts
- 89 percent of alert subscribers signed up for the alerts online

The Globe & Mail was able to build a database for future use and identify customers who preferred to interact with the newspaper via email.

Quote

"The Globe and Mail is committed to delivering news to our readers when they need it and how they want it, and this use of SMS alerts is only the latest in a string of mobile initiatives underway at The Globe as we embrace the changing nature of news delivery," said Angus Frame, vice president of digital at The Globe and Mail.