

Mobile Marketer™

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

SMS case study: West Beach Music Festival/Cox Media

By [Giselle Tsirulnik](#)

November 10, 2009



The crowd at the West Beach Music Festival

Name and city and state of marketer

Cox Media and West Beach Music Festival, Atlanta

Name and city and state of agency or marketing services firm

Ping Mobile, Englewood Cliffs, NJ

Campaign/program name

Beachfest

Common short code and keywords used

Keywords BEACHFEST or WESTBEACH could be texted in to short code 269411

Objective

The strategy for this campaign had three components:

1. Drive awareness about the festival through a mobile sweepstakes.
2. Drive festival ticket sales with the use of a promotion code.
3. Build a double opt-in database through which weekly ticket discounts and sweepstakes could be promoted.

Call to action

The festival teamed up with Cox Media and ran spots via the cable network that encouraged consumers to text the keyword BEACHFEST to short code 269411.

Tactics

Initial Offer: "Congrats! You're now entered into the VIP Sweepstakes! Go to www.westbeachfestival.com and use promo code: SUNSCREEN for ticket savings!"

Double Opt-In Offer: "Reply YES Now & be entered into a weekly drawing to WIN tickets to West Beach! max4msgs/mo std msg & data rts apply. Reply YES Now!"

Double Opt-In Confirmation: "Success! You are subscribed! STOP 2 quit. HELP 4 help. Std msg & data chrgs apply. Look 4 exclusives on your Mobile Phone!"

Results

More than 700 people texted in, and of that, 70 percent double opted-in to receive future offers from the West Beach Music Festival.

Lessons learned

Mobile was the perfect tool for this client's demographic and offer. It enabled the West Beach Music Festival to engage with their target audience in a relevant and convenient way.

Through the use of the sweepstakes, the client was able to reach out to their core, and then further engage them all season-long with weekly promotions for discounted tickets.

Surprise finding

The results of this campaign provided further evidence that the mobile channel was one that really spoke to the festival's audience.

Executive's name, title and company for response attribution

Shira Simmonds, president of Ping Mobile, Englewood Cliffs, NJ.

Client's strategy take

"The West Beach Music Festival successfully incorporated a cross-platform media campaign with Cox Media that included cable television, online and the mobile text advertising to promote ticket sales," said Lynn Bolton, client services manager at Cox Media.

What challenge did mobile address?

"The challenge for West Beach Festival was to promote their summer event in a way that would engage their target audience and keep them interested all season long," Ms. Bolton said.