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## SMS case study - Immix Wireless' Sesame Street Live sweepstakes

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**Mobile ad inventory  
outstrips advertiser demand**

See how Immix Wireless was able to collect SMS opt-ins with a text-to-win sweepstakes, offering winners tickets to the Sesame Street Live show.

**Name and city and state of marketer**

[Ping Mobile](#) Englewood Cliffs, NJ

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

[Immix Wireless](#) in Central Pennsylvania

**Campaign/program name**

Sesame Street Live Sweepstakes

**Duration**

One week

**Common short code and keywords used**

Consumers were asked to text the keyword SESAME to short code 7464.

**Objective**

The objective was to spur communication between Immix and its subscribers via a fun sweepstakes and give away four tickets to Sesame Street Live show at Sovereign Center in Central Pennsylvania.

**Target audience**

All Immix wireless subscribers

**Strategy**

The strategy was to push out a text message to all Immix Wireless subscribers alerting them to the sweepstakes and how to enter.

**Call to action**

The push text message and advertisements told subscribers to text SESAME to 7464 for a chance to enter to win.

**Tactics**

Advertisements were placed in-store at all Immix locations throughout 10 central Pennsylvania counties.

Also promotions were placed on Immix's Facebook and Web site.

Lastly, push messages were sent to all subscribers.

**Results**

Just under 10 percent of all Immix subscribers texted in to join.

**What next**

Immix will continue to run more sweepstakes for subscribers.

**Lessons learned**

Immix subscribers like having a chance to win cool prizes especially to popular events happening in their immediate area.

**Surprise finding**

In a short amount of time a lot of subscribers texted in. Imagine if the campaign had run for longer?

**Strategy quote**

"Sesame was our first text-to-win campaign, and it was great to see subscribers using their handsets to interact with us," said Tarah Dove, marketing and social media coordinator at Immix Wireless. "Being a wireless provider, it's important to us that our subscribers are fully utilizing their handsets."