

# Mobile Marketer™

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## SMS case study - Winnipeg Regional Health Authority

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**Winnipeg Regional Health Authority tapped Fingerprint and Tagga for the SMS public health campaign**

### **Name and city and state of marketer**

Winnipeg Regional Health Authority, Winnipeg, Manitoba, Canada

### **Name and city and state of agency or marketing services firms**

[Fingerprint Communications](#), Toronto, and [Tagga Media Inc.](#), Vancouver

### **Campaign/program name**

Relieve Yourself/Pee-in-a-Cup

### **Duration**

Four weeks

### **Keyword and common short code used**

Consumers were asked to text the keyword PEEINACUP to the short code 82442.

### **Objective**

The goal was to get people to get tested for sexually transmitted infections (STIs), increase awareness of STI incidents and remove false perceptions about testing.

### **Target audience**

The target demographic was Winnipeg-area youth ages 18-24.

### **Strategy**

The strategy was to create a campaign that raised concern and awareness among Winnipeg youths about the incidents of the sexually transmitted diseases gonorrhea and chlamydia in their age group.

Through SMS and the mobile Web, the company created a channel for the audience to gain instant and private access to important information about a sensitive topic.

### **Call-to-action**

"Text the keyword PEEINACUP to the short code 82442 or go to <http://www.peeinacupwinnipeg.ca> for clinic locations and a chance to win \$1,000. Std msg and data rates may apply."

Here is an image of the collateral:



# RELIEVE YOURSELF

In Winnipeg, Chlamydia and gonorrhea rates are highest among 15-24 year olds. You could have one of these STIs and not know it. Getting tested is free and as easy as peeing in a cup. Getting cured is free and easy too.

**Text PEEINACUP to 82442 or go to PEEINACUPWINNIPEG.CA**  
for clinic locations and a chance to win \$1000

**A message from the Winnipeg Regional Health Authority**

The only prize of this Contest will consist of a single cash prize of \$1,000.00. Odds of winning the Prize will depend upon the total number of eligible Entrants entered during the Contest Period. The Contest closes on April 30, 2010 and is only open to residents of Manitoba aged 14 years and over. No purchase or testing necessary to win. Winning Entrant must be available to receive the Prize at the time of draw. Winning Entrant must be able to correctly answer, unaided and without mechanical assistance, a time-limited mathematical skill-testing question. Entry into the Contest is confirmation of the acceptance of the official contest rules, which can be seen in full at [www.peeinacup.winnipeg.ca](http://www.peeinacup.winnipeg.ca)

## Tactics

The campaign media buy focused on public transit and also included Facebook ads and in-theater calls to action. The contest component was included as a means to measure intent and awareness.

## Results

Over the course of the four-week campaign, more than 10,000 people visited the Web site and 825 people entered the contest, which is 1.2 percent of the total target population in Winnipeg.

## What challenge did mobile address?

“Mobile was a great channel to communicate information to this demographic, even with the sensitive nature of the topic,” said Tim Keenleyside, partner and co-creative director at Fingerprint Communications, Toronto.

“Our client is very happy that this campaign has helped drive a breakthrough on an issue,” he said.