

# Mobile Marketer™

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## Mobile advertising case study - DoSomething.org

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### Name and city and state of marketer

DoSomething.org, New York

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

ChaCha, Indianapolis, IN

### Campaign/program name

DoSomething.org Mobile Advertising Campaign

### Duration

Two weeks

### Objective(s)

DoSomething.org was looking for a partner to reach the generation of doers: people who see the need to do something, believe in their ability to get it done and then take action.

The organization needed to reach teenagers throughout the United States looking to make a difference.

Teens today spend more time texting than ever, so why not reach them on their most prized possession: their mobile phone.

### Target audience

Teenagers throughout the U.S. looking to make a difference

### DoSomething.org copy example

Question: What does SPCA stand for?

Confirmation ad: What 2 do while U wait 4 your answer? \*Make a difference in your area. Text the word "CHACHA" to 30644 to find teen volunteer opps near you! Do Something!

ChaCha answer and ad: SPCA stands for the Society for the Prevention of Cruelty to Animals. ChaCha on!  
\*Do you want 2 volunteer? Text IVOL

User responds with response code: IVOL

### Strategy

- Create awareness of DoSomething.org and its short code among ChaCha's users
- Drive opt-ins to DoSomething.org's short code

### Tactics

[ChaCha](#), whose core demographic of users is between the ages of 13-24, was selected to help DoSomething.org reach those teenagers through a mobile marketing campaign.

Not only was ChaCha's user base ideally targeted for DoSomething.org, but ChaCha shines as a personal, conversational channel that resonates with the teen demographic.

Through the mobile ad campaign, ChaCha was able to promote and drive opt-ins to DoSomething.org's short code, which provided information to ChaCha's users regarding volunteer opportunities in their local communities.

ChaCha and DoSomething.org designed a text-based mobile ad campaign where ChaCha users could locate volunteer opportunities in their local area by texting DoSomething.org's short code.

Answer ad: Is there something that fires U up? A certain cause maybe? Do something about it! Txt the word CHACHA to 30644 to find teen volunteer opportunities by U!

User texts CHACHA to 30644: Time to Do Something! Just reply to 30644 with your ZIP Code to get teen volunteer opportunities in ur area.

## **Results**

For two weeks, ChaCha served DoSomething.org's mobile ads, targeted to users 18 and younger.

The campaign resulted in a consistent and overall 2.26 percent response rate. In previous ad campaigns on ChaCha, after a two week period, it was typical to see a decline in response rates.

For the DoSomething.org campaign, the response rates stayed consistent during the entire campaign.

ChaCha was also able to drive 2,226 opt-ins to DoSomething.org's short code - 2,226 teenagers representing over 1,800 different zip codes that would like to do something and make a difference by volunteering in their local communities.

For previous mobile ad campaigns for DoSomething.org, after a user would opt-in to their short code, it was not unusual to see a percentage of those users opt-out shortly thereafter.

The opt-out rate for the ChaCha campaign has been very low in comparison.

DoSomething.org statistics show that 1 in 5 teenagers exposed to the brief ChaCha campaign will now go do something within their communities.

ChaCha was able to help DoSomething.org make a real impact with their mobile advertising campaign.