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SMS case study - Little Caesars

By [Giselle Tsurulnik](#)

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Pizza Pizza

Name and city and state of marketer:

Little Caesars, Oklahoma City, OK.

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

Cox Media, Oklahoma City, OK, and Ping Mobile, Englewood Cliffs, NJ, powered the campaign.

Campaign/program name:

Curious George – Little Caesars.

Common short code and keywords used:

Text the keyword GEORGE to 269411.

Objective:

1. Drive awareness of the Curious George Live show at the Cox Center and thereby driving sales.
2. To provide a highly measurable advertising medium that would complement the spots being used to promote the offer, while at the same time reaching the show's target demographic.

Target audience:

Families.

Strategy:

Use mobile to target desired demographic via TV spots and then engage them with a mobile sweepstakes.

Call to action:

Call to actions ran via Cox Media cable network's TV spots. Consumers were asked to text the keyword GEORGE to 269411.

Results:

Mobile proved to be a great tool for this client because it enabled them to target their desired demographic via the TV spots and then engage them with a mobile sweepstakes (which created awareness of the show).

An added bonus was that the double opt-in (DOI) component enabled Little Caesars to build a targeted mobile database that could be used for the remarketing of future shows. This was further evidence by the fact that the sweepstakes achieved a DOI rate of nearly 50 percent.

Lessons learned:

Double opt-ins enable brands to build a targeted mobile database that could be used for remarketing.

Surprise finding:

Double opt-in rate of 50 percent

Executive's name, title and company for response attribution:

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

Strategy quote from brand executive (with name, title, company, city and state):

"This mobile campaign was a perfect combination to reach families," said Lilli Basset, advanced advertising specialist at Cox Media, Oklahoma City, OK. "The touring show for Curious George made a stop in Oklahoma City and the show's promoter provided us with a Family 4 pack of tickets and the opportunity to meet Curious George in exchange for promotion.

"Little Caesars Pizza was a natural fit," she said. "This allowed us to provide one of our top clients the opportunity to tie in with a high profile family event."

What challenge did mobile address quote:

"Mobile was a unique and relevant means through which Little Caesars could promote their Curious George show," said Kimberley Rosen, regional client services and marketing manager at Ping Mobile, Englewood Cliffs, NJ. "By combining mobile with their previously used medium of TV spots, Little Caesars was able to reach out to children and families with their traditional spots.

"The spots allowed them to engage their audience to participate in a fun and exciting mobile sweeps, while also driving awareness and prompting viewers of the spot to purchase tickets on their own," she said.

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