

# Mobile Marketer™

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## SMS case study - Baxter Avenue Morgue

By [Rimma Kats](#)

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

Baxter Avenue Morgue, Louisville, KY

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

Ping Mobile, Englewood Cliffs, NJ

Insight Media, Louisville, KY

### **Campaign/program name**

Baxter Ave Morgue mobile campaign

### **Duration**

3.5 weeks

### **Common short code and keywords used**

Keyword BAXTER was texted to shortcode 74642

### **Objective**

The primary goal of the campaign was to engage the target audience via mobile and build a mobile database to enable remarketing. Baxter Avenue Morgue, a haunted house, is only open for a short duration during the Halloween season.

The campaign therefore had to gain the attention of the target audience effectively and immediately to ensure the intended results would be reached before the haunted house closed for the year.

### **Target audience**

The target audience of the campaign was teenagers and young adults in Louisville and Southern Indiana. One of the reasons that mobile was such a valuable component of this campaign is that the target demographic is very actively involved with their mobile phones.

### **Strategy and Tactics:**

Insight Media, a local cable operator, ran the call to action in commercial spots. Spots were run on channels which reach a young target audience, namely ABC Family, MTV, VH1, CMT, Cartoon Network, and AMC, during Halloween related programs such as ABC Family's 13 Nights of Halloween, AMC's Fear Fest, and SyFy's Halloween program.

Additionally, Ping's detailed reporting system provided feedback on which time slots and shows were generating the highest consumer responses. This further allowed Insight Media to optimize the placement. Working together, Ping Mobile and Insight Media were able to ensure that the ad placement was executed with sophisticated targeting—ensuring it would reach an interested audience.

### **Call to action**

Consumers were encouraged to text the keyword BAXTER to 74642 for a chance to win 2 free tickets to Baxter Avenue Morgue. A winner was drawn each week.

## **Results**

"The campaign exceeded expectations on many levels," said Tony Cambron, promotions administrator at Insight Media. "Many thousands of consumers texted in from the three targeted locations of Louisville and Southern Indiana.

"Of those, more than 50 percent opted to receive future messages from Baxter Ave Morgue," he said. "The results were particularly impressive since the commercial spots were just 15 seconds long, leaving a small window of time to communicate the call-to-action, and since the estimated retail value of the weekly prize was just \$40—relatively low for a sweepstakes.

## **What next**

The campaign ended just before Halloween.

In the subsequent week, Ping Mobile pushed a number of messages to the compiled database offering admissions promotions. Messages were pushed in the few days leading up to Halloween as well as on Halloween itself.

## **Lessons learned/ Strategy quote from brand executive**

"Timing is key," says Shuli Lowy, marketing and client services manager at Ping Mobile. "The text in rate was high because the Halloween related activity was advertised in the few weeks leading up to the holiday when the spirit was tangible. The mobile channel provided a unique opportunity to contact consumers on the actual eve of Halloween when they were out trick-or-treating and would be most inclined to visit the physical location. Furthermore the database was freshly compiled—ensuring that all consumers maintained current interest in the brand and remembered their recent choice to double opt in. Unquestionably, the absolute perfect timing of this campaign played a central role in its success. With the holiday season in full swing we can apply this valuable lesson to current and upcoming campaigns. "

## **Final Take**

*Rimma Kats is staff reporter on Mobile Marketer, New York*