

# Mobile Marketer™

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

## SMS case study - Skinny Water

By [Giselle Tsirulnik](#)

November 14, 2011



### Name and city and state of marketer

Text2VIP, Atlantic City, NJ

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

Skinny Water, Bala Cynwyd, PA

### Program location

Walgreens Pharmacies, Philadelphia, PA

### Duration

One month

### Common short code and keywords used

Consumers were asked to text the keyword BEATS to the short code 81680

### Objective

The primary goal of the campaign was to increase Skinny Water brand interaction with Walgreens customers and create brand awareness and excitement for Skinny Water consumers.

Additionally, the main objective was to use the SMS bounce back message to direct sweepstakes entrants to "Like" Skinny Water on Facebook

### Target audience

Skinny Water targeted women between the ages of 18-45 looking to live a healthy lifestyle. The company gave away prizes to both men and women because in the end we were targeting the Walgreens customer.

### Call to action

A shelf talker call-to-action was featured on the shelves in Philadelphia Walgreens. Shoppers were encouraged to text-in or scan a QR Code to enter for a chance to win 1 out of 15 prizes including Beats Solo Headphones by Dr. Dre, Heartbeats by Lady Gaga, \$100 Walgreens gift card or an iPod Nano.

### Results

The campaign produced more than 2,100 sweepstakes entries.

Additionally, Skinny Water also increased their brand Facebook fan count by 1,300.

### Takeaway

Consumers were excited to participate - many entrants in the sweepstakes were converted to Facebook fans as well.

### Quotes

"We were thrilled with the response in the sales that we achieved in each of the stores and more

importantly the results we received through the contest promotion, increasing our customer base and our Facebook numbers, all thanks to the SMS campaign and QR codes provided by our mobile marketing agency, Text2VIP," said Mansee Patel, director of marketing at Skinny Water.

"SMS and QR codes are definitely a cooler way to enter sweepstakes – it's super easy too – perfect for Skinny's and Walgreen's on-the-go customers," he said.