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## SMS case study - Southwest Airlines and Entercom's WEEI

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**Southwest Airlines and Entercom's WEEI partnered with Vibes Media**

### Marketers

[Southwest Airlines](#), Dallas

Entercom's [WEEI Sports Radio Network](#), Boston

### Agency or marketing services firm

[Vibes Media](#), Chicago

### Campaign/program name

Southwest NBA Finals Getaway Text-2-Win Contest

### Target audience

Fans of the National Basketball Association's Boston Celtics

### Call-to-action

Win a flyway trip to the NBA Finals in Los Angeles, including a pair of tickets to a 2010 NBA Finals game, roundtrip airfare and hotel

accommodations.

**Text-in to stay in the know regarding the Pittsburgh Penguins**

### Common short code and keywords used

Text FINALS to 850850

### Bounce-back message

"WEEI: Thanks for entering the Southwest Airlines LA giveaway! We will contact winner of the contest. Good luck! Message & data rates may apply. Text HELP 4 help"

### Tactics

WEEI partnered with Southwest Airlines to give Celtics fans an opportunity to win a trip for two to the NBA finals in Los Angeles.

Leading up to the giveaway, WEEI promoted the contest heavily through a number of promotional vehicles, including on-air promos, live talent reads, station newsletters, social media and Web site exposure.

Listeners tuned into the Dennis & Callahan Show, WEEI's morning show, on Friday, June 4, to get a special SMS keyword—"Finals"—and then had 10 minutes to text it in to WEEI's short code, 850850.

After 10 minutes, WEEI received 10,154 total entries for this text-to-win contest.

### Results

10,154 total entries and 4,220 unique entries

**Strategy quote**

“Both WEEI and Southwest Airlines were amazed and thrilled at the response from the listeners,” said Carlson Mozdiez, digital content manager for WEEI at Entercom, Boston. “The campaign provided Southwest Airlines measureable results instantaneously on the reach of their branding.

“WEEI enjoyed a spike in our listenership and established valuable appointment listening through the extensive pre-promotion,” he said.

“This particular case study exemplifies a truly successful interactive campaign that leveraged the station’s promotional assets and text-message platform to reach thousands of consumers in a very short amount of time.”