

Popular Whisky Brand Meets Tight Deadline with LiveScreen™ Media

Objective

A well known brand of Scotch wanted to promote the distinctive Whisky blends from Scotland to young adults in Thailand in an extremely short time frame. They decided to sponsor the best party in town, introducing young adults to the unique taste. Their objective was to collect 3,000 leads, in a period of 3 days, enticing consumers to actively participate in the campaign and earn the chance of winning tickets to a terrific party.

Challenges

With local Whiskey-like alcohol usually made from distilled rice liquors, the Brand needed to reach their potential consumers personally. It was clear that passive advertising campaigns were not going to be effective in reaching young adults in the 20+ age group. Customer interaction was essential. The Whisky-maker needed to meet consumers face to face, in order to get them to taste the difference!

The challenge: Meeting a tight deadline to promote a promotional event with an effective interactive medium, with extremely fast and measurable results.

Solution

The Brand selected mLIVE! – AIS' Mobile Marketing and Active Content Delivery medium. Powered by Celltick's LiveScreen™ Media, mLIVE! brings content teasers directly to the user's idle-screen. The campaign included three days of advertising messages, broadcast directly to young adults, in the area of Bangkok, Thailand. The interactive teaser messages, sent six times a day to the targeted age group promoted the Brand-sponsored party – "an exciting experience for 20-year olds". All the subscribers had to do was enter their phone numbers for a chance to win a ticket to the party. Additional information was just a click away.

Results

The Brand's mobile marketing messages were delivered directly to the targeted handset's idle screens. 6,440 consumers reacted and clicked through for the chance to attend the party, providing their phone numbers, and thus creating an opt-in database. LiveScreen™ Media provided fast, measurable, mass reach to millions of subscribers, while enabling narrowcasting according to location and age, pre-defined by the campaign managers. Following the campaign's success, the well-known Scotch and other global brands aimed at the "Market Drivers" age group of young adults are already planning their next mobile advertising campaigns with mLIVE!.

About Celltick

Celltick pioneered Active Content Discovery – the most effective method of promoting mobile content. More than 35 million active users worldwide are already connected to LiveScreen™ Media, Celltick's key product, and ~1.5 million join every month. LiveScreen™ Media, allows content providers and advertisers to broadcast targeted content messages to millions of mobile idle screens, turning them into a network of interactive personal billboards and creating a strong revenue stream for operators, advertisers and content providers.