

RoutoMessaging, Powering Mobile Marketing Campaigns

Fast fact. Consumers switch off their PCs in the evening when glued to the box, but not their mobiles. That's why more and more of Britain's advertising agencies and brand managers are deploying mobile marketing campaigns, enabling them to better engage and interact with them at the right time and in the right space ... on their mobiles.

In a move to build immediate brand awareness about a new product, one marketing agency recently tasked RoutoMessaging to provide text-to-win services for in-store, on-pack competitions.

All that shoppers did to enter the free prize draw and stand a chance of winning weekend breaks as prizes was to text the name of the new product to a dedicated brand shortcode.

Return flights, two nights in a luxury hotel and a choice of pulse-pumping activities and distractions were included in the prizes.

"In this age of instant communications, mobile messaging is fast becoming the new point-of-sale and possibly the most effective way for a brand to engage with its publics in a personalised way," says the account director of the marketing agency behind the campaign.

"That means you need a trusted partner with the credentials to deliver a marketing message at the right time and in our book that means RoutoMessaging."

RoutoMessaging is fast becoming the defacto text supplier-of-choice for brand agencies around the globe as they seek to deploy digital brand strategies in support of classic media such as television. Its textGate platform enables brand managers to text broadcast a brand message to hundreds of thousands of consumers simultaneously in as many countries as they wish, at the time most appropriate to the campaign. And the result? Response rates within 18 seconds of receiving the message.

"With RoutoMessaging's textGate platform and global coverage spanning over 700 network operators in more than 200 countries, we've now a compelling service that helps us to build immediate, personalised relationships with consumers across the globe. We're now at the leading edge of mobile marketing campaigns."

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The retail industry now considers mobile messaging campaigns as the new nirvana in point-of-sale campaigns. In-store, on-pack text-to-win competitions are helping brand managers to build immediate and more personalised relationships with consumers.



business sector report retail

Challenge Launch new product, create immediate awareness

Solution Nationwide in-store, on pack text2win campaign

Result 20,000 plus shoppers participated

global sms
and mms
services