We provided seamless platform for user participation with our SMS backed Digital Activity for BACARDI & Leo Burnett

One of the biggest challenges of running a campaign, be it big names in industry or smaller businesses, is participation. If the participation procedure is fast, easy, and seamless, it will create greater impact on the audience. Carrying this though over we worked with Bacardi and Leo Burnett on three campaigns to provide a platform for feasible communication between user and client. The Backend comprised of customized detailed structure which stored database of missed calls, code generated, messages sent, messages received etc. This was done using SMS as primary mean to conduct of competition which become an engaging concept for the audience. Let's have look in detail how we successfully ran these campaigns for consecutive 3 months.

House Party Campaign

NH7 Weekender Campaign

NH7 Weekender Express

6089
Missed Calls

3676
Received Messages

webcontxt

HOUSE PARTY CAMPAIGN

BACARDÍ

In this activity, users were asked to give a name for a house party to be held. A jury would select the best names out of the entries and Bacardi would conduct a party with all arrangement at their house. For this we had set up a backend panel which was base of operations. Users had to give a miss call to a 10-Digits number and a welcome SMS with instructions was sent to the mobile number. Then users had to send the unique code they got in their purchased bottle and send the answer via SMS to register themselves.

Step 1
User gives a Missed Call to 8030636221

Step 2
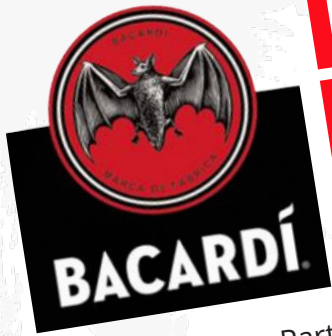A Welcome SMS with instructions is sent to User

Step 4
If the Code is correct, User would get confirmation message.

Step 3
User sends in their House Party Name along with Unique Code to 56161

90602
Unique Code Generated

6089
Total Calls

714
Total Received Messages

NH7 WEEKENDER CAMPAIGN

BACARDI

Similar as House Party Campaign, through this activity, users were able to get couple passes for NH7 Weekender party in the city hosted by Bacardi. We had set up a backend panel for controlling all the actions of the campaign. Users had to give a miss call to a 10-Digits number and a welcome SMS with instructions was sent to the mobile number. Then users had to send the unique code from their purchased bottle to 56161 to get their confirmation message.

Step 1
User gives a Missed Call to 8030636041

Step 2
A Welcome SMS with instructions is sent to User

Step 3
User sends in their Unique Code to 56161

Step 4
If the Code is correct, User would get confirmation message.

66406
Unique Code Generated

2769
Total Calls

1785
Total Received Messages

Win a couple pass to Bacardi NH7 Weekender Express. Send to 56161 in the format "BACARDIWE Uniquecode"

Your Code ECC431D2 is eligible for a couple pass to Bacardi NH7 Weekender Express. Show this message at the ticket counter. Visit www.insider.in for more details

webcontxt

NH7 WEEKENDER EXPRESS CAMPAIGN

BACARDÍ

And in this activity, users had a chance to win couple passes for NH7 Weekender Express party in the city hosted by Bacardi. Same procedure was followed where a backend panel was set to maintain all the database and actions of the campaign. Users had to give a miss call to a 10-Digits number and a welcome SMS with instructions was sent to the mobile number. Users were asked certain questions in the following messages. Users had to send their answers along with their unique code which they got from purchased bottle. If the answers are correct and they get selected in lucky draw, they win an exclusive couple pass to NH7 Weekender Express Party.

Step 1
User gives a Missed Call to 8030636331

Step 2
A Welcome SMS with instructions is sent to User

Step 3
User sends in their Unique Code to 56161

Step 6
User wins a Couple Pass if he gets selected in Lucky Draw.

Step 5
User gets question which if he replies correctly, he would enter a lucky draw

Step 4
If the Code is correct, User would get confirmation message

105453
Unique Code Generated

2221
Total Calls

1177
Total Received Messages