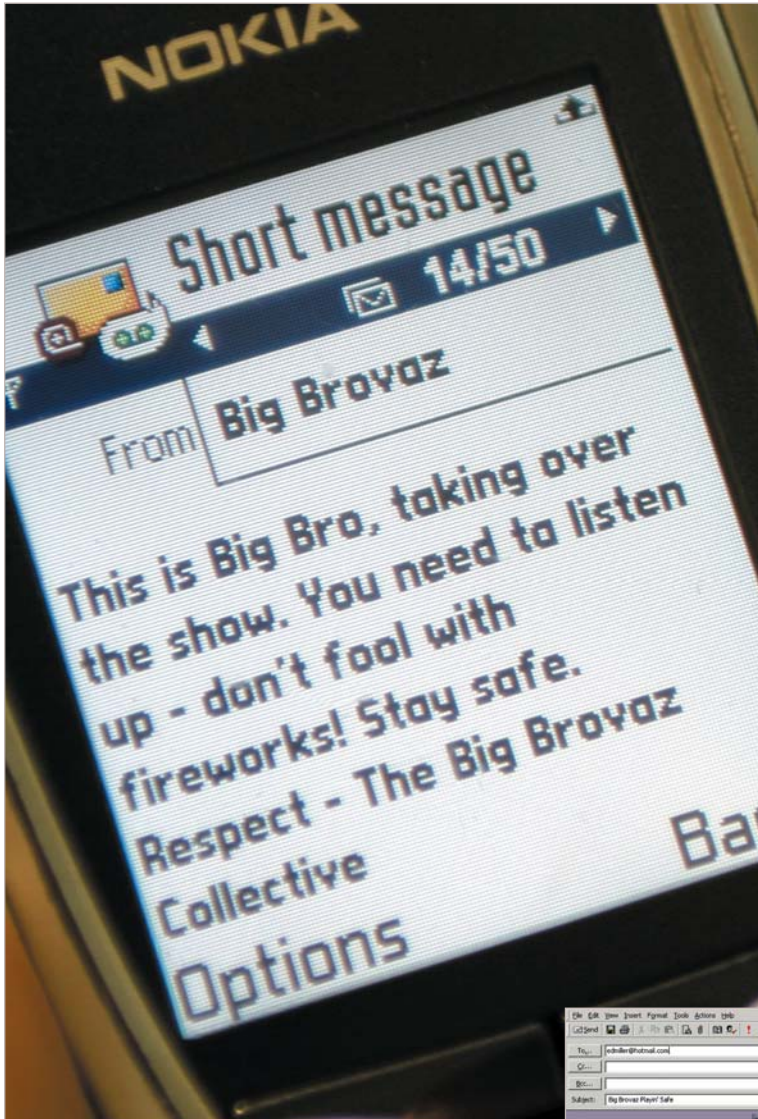


USING MOBILE TO COMMUNICATE A HIGHLY TARGETED MESSAGE



Client: COI/DTI

Advertising | Partnerships | Search | Affiliates | **Mobile**



How mobile and the use of respected opinion formers changed attitudes

BACKGROUND

The DTI wanted to remind teenagers to take care with fireworks and recognised that this was a difficult to reach audience. The target audience traditionally have little respect for government messages, so the mobile phone was used as a communication vehicle as most teenagers have one and love receiving text messages from trusted contacts.

OBJECTIVES

- Communicate an important message about firework safety to a young (11-16 yr old) audience who have no respect for government/teachers/parents.
- Ensure this is front of mind when they are outside on Bonfire Night.

TARGET AUDIENCE

- Teenagers aged 14 to 18.
- Boys and girls.

MOBILE STRATEGY

To ensure the message was not rejected we enlisted the help of the target's favourite band/club/station and solicited their help in writing it (all opt-in SMS). The messages were broadcast at 6pm on Saturday night, a time when the target would be most likely to be out and about.



Example messages:

Big Brovaz

"Trinity Street Direct. This is Big Bro, taking over the show. You need ta listen up – don't fool with fireworks! Have fun. Stay safe. Respect -The Big Brovaz Collective".

Official Football websites

"Make sure its not injury time this season. Don't score an own goal by fooling with fireworks. We want U 2 stay safe".

MTV

"Don't b a Jackass with fireworks this Guy Fawkes, MTV wants u 2 stay safe! How r u gonna pull with a bandaged face? Don't fool with fireworks".

IMPLEMENTATION

We texted 100,000 teenagers at 6 o'clock on bonfire night.

RESULTS

84,000 "enjoyed" receiving the text.

We backed up the activity with email research the next day, and with a 24% response rate, it was received amazingly positively:

- 1,000 questionnaires.
- 84% – enjoyed receiving the text.
- 70% – thought about playing safely with fireworks.
- 73% – thought about looking after friends and other people.
- 58% – said they wanted to receive further info on firework safety.

In their own words:

- "I think you're doing a really good thing".
- "I was well impressed with getting this msg".
- "I thought it was a good idea for young kids – but I'm sensible!".
- "Cool government".

SUMMARY

- **This message targeted teenagers – hard to reach, hard to talk to**
- **The SMS campaign lasted just one hour, but it successfully reached 100,000 of them, at exactly the right time**
- **They listened – because the message came from their heroes**
- **Not only did it work, but the research showed they liked it**