

T-Mobile



Keeping Families Connected with MessageCast

With the launch of the small, sleek Blackberry Pearl, T-Mobile was searching for a way to highlight the phone's unique email functionality, increase awareness of the "staying connected" service and drive purchase consideration and sales. T-Mobile turned to Active Marketing Group to develop an innovative program that would bring the "staying connected" message to life for an active, family-oriented audience.

The result was a "MessageCast" promotion whereby youth sports coaches could seamlessly send out voice messages to parent's phones to alert them to changes and cancellations to their children's game and practice schedules. The messages included an audio sponsorship promoting the T-Mobile phone and service as a great way to "stay in touch with your team."

To set the stage for the campaign, T-Mobile was given a heavy awareness and branding push within the



Active.com and Eteamz.com communities. Engaging display advertisements were placed in Homepage and Roadblock positions that offered coaches a \$10 message cast credit and helped to stimulate awareness for T-Mobile within the target audience and offer coaches a \$10 MessageCast credit. Over 15 million impressions were delivered to the target audience and 115,000 emails were sent to coaches.

Results

As a result of the promotion, over 33,000 sponsored audio messages were sent by coaches directly to parents of soccer, football, basketball and baseball players with the T-Mobile audio tag promoting the new Blackberry Pearl phone and the "staying connected" service.

T-Mobile was able to reach the sweet spot of their target audience, position the new phone and service as a way to help busy families stay connected and drive purchase intent by highlighting key benefits specific to the prospective customers.

Based on the reach and response generated by the campaign as measured by impressions, clicks, messages delivered, and sales and store locator activity on the T-Mobile website, T-Mobile considered the program a success.