

# Sunderland Empire Text 2 Win



The Sunderland Empire theatre in the North East of England, needed to generate a new database of interested theatre visitors. This database would then be used for future marketing campaigns to promote the theatre and forthcoming performances such as West End shows and the Pantomime season.

Following consultation with the theatre and their marketing agency, it was decided that a Text 2 Win promotion constructed

- » DM campaign to 150,000 Sunderland addresses
- » text EMPIRE + postcode to 60777
- » response text with text voucher to redeem at theatre
- » prizes included free tickets, discounted tickets, refreshments or ice cream.



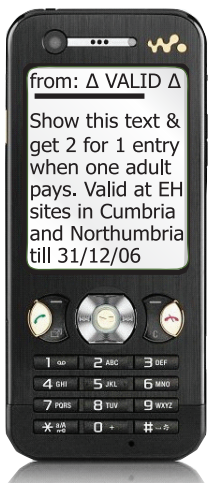
During a 6 week campaign the results were as follows:

- » 32,474 text entries
- » over 22,516 unique mobile numbers
- » over 15 % response rate
- » updated local database consisting of people interested in the theatre

Live nation  
**sunderland  
empire**

**sunderland empire 100**

## English Heritage Text Voucher



English Heritage required a voucher delivery mechanism that retained some information about visitors to its prestigious venues across the North of England. This information would help English Heritage cross promote venues to previous visitors who had been interested in similar places.

- » text HERITAGE to 60777
- » call 2 action on all advertising material
- » provide an incentive to increase response
- » response text to include 'free entry' voucher
- » respondent's mobile number added to database instantly
- » data collected used to x-promote other English Heritage venues



In order to keep this service secure, two triangles (Δ VALID Δ) were put in the "from" field.

This meant that only people who texted could get a voucher, and if anyone forwarded the message, the triangles were lost, which invalidated the text. Furthermore, on-site staff only had to look for 2 triangles in a text.



  
ENGLISH HERITAGE