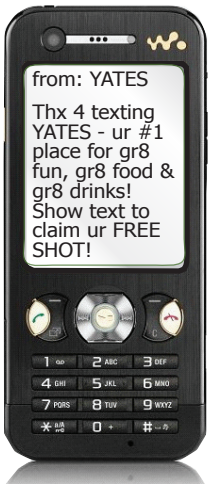


# Free Shot Text Campaign



Yates's venues have been using text messaging services over the past 18 months.

As part of a wider marketing drive to increase sales and footfall in venues, a simple text voucher mechanic was set up and operated in two regions, North & South over 5 weeks in April and July 2008.



Customer texts  
**YATES'S 63 to 60777**



**Response:**  
*Welcome to YATES'S, your No. 1 venue for a great night out! Show this text for a FREE SHOT !! @ the Bar today. 1 entry per day*

Customer shows text at Bar to claim FREE SHOT



**Response:**  
*Welcome to YATES'S, sorry but it seems you've entered our promo already! Why not pop in tomorrow? or better still get your m8s to text in*



Customer texts **YATES'S 63 to 60777** again same day



Campaign Result (April) - North Division:

- 34 venues participated
- Over 9,000 texts received
- 7,000 + unique entries
- *Minimal POS advertising*

Campaign Result (July) - South Division:

- 40 venues participated
- Over 22,000 texts received
- 15,100 unique entries
- *Increased POS exposure*  
*Staff wearing T-shirts, plasma screen adverts, posters*
- *Venue incentive program*

# Unique Code Text Campaign

Tavistock Leisure, operators of hotels, restaurants and bars in the North East, wanted to generate a database of regular customers for future marketing campaigns and increase footfall to their venues.

An Instant Win text message mechanic using entry cards printed with unique codes was provided.



Customer given entry card with Unique Code and texts this code to 60777



**Response:**  
Congrats! 125608 You've WON! Show this text together with your entry card to claim your PRIZE now!



PRIZE !



Customer shows text with matching Unique Code to claim PRIZE

Marketing Support

- POS advertising
- Entry cards distributed at bar
- Cards also given with food bill
- No purchase necessary
- In house poster advertising
- Managers and staff received full briefing

Campaign Results

- 8 week campaign
- 6 participating venues
- Over 9500 text responses
- Over 5000 unique entrants
- All with 'Opt In' consent

