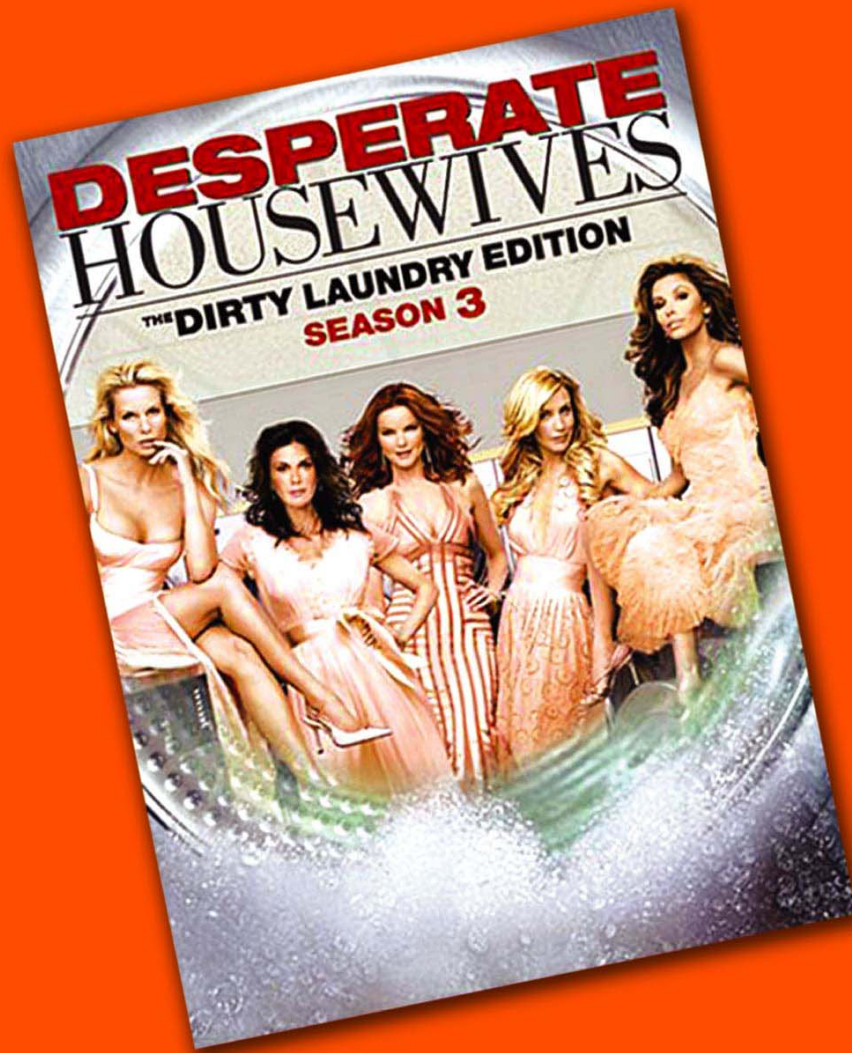


Lime Communications



TANLA MOBILE CASE STUDY

Client : Lime Communications, UK

Industry:	Advertising, FMCG and Entertainment Marketing
Brands:	Reckitt Benckiser and Disney
Campaign:	Vanish & Woolite on-pack promotion in partnership with Desperate Housewives DVD release of the “Dirty Laundry Edition”.
Target Audience:	Women and users of laundry detergents
Promotion:	Text to win Mobile Marketing campaign involving 3.4 million packs of Vanish and Woolite.
Prizes:	Washing Machines, Mazda MX5 Car, Trips to Los Angeles, Desperate Housewives DVD's.
The Challenge:	To deliver an interactive and successful campaign that reaches out to consumers across all mobile networks in the UK. Lime Communications needed a partner which can deliver a complete solution including mobile messaging, campaign management, reporting, database management and automated selection of competition winners.
The Solution:	End-to-end technical delivery and management of the campaign was provided by Tanla Mobile using their Interactive Campaign Manager Product giving access to over 50 million mobile consumers across all UK mobile operators. The web based Campaign Manager product helped in creating, delivering and managing the entire mobile marketing promotion right from inception to completion.
Results:	The campaign has been running extremely successfully since 1 st October. (The campaign will run till 28 th February 2008).

'Answers on a postcard' – how SMS offers a 21st Century option for competition marketing

Marketing campaigns using mobile phones as the communication channel offer a direct and powerful method of interacting with the public, and are increasingly finding favour with marketers as the ideal way to allow people to enter competitions. While traditional methods have asked people to submit competition entries in writing or via a competition hotline, enabling them to enter by SMS is not only quick and easy but fits perfectly with our 'text-friendly' society.

Major brands are working with creative and technology partners to run mobile-enabled campaigns targeted at millions of people. For global consumer giant, Reckitt Benckiser, a partnership with Disney Studios helped to secure high profile UK coverage via a text to win competition. Designed to promote the release of the Walt Disney Studios series, *Desperate Housewives*, creative agency Lime Communications appointed Tanla Mobile to manage the competition for 'The Dirty Laundry Edition' of the show on 3.4 million packs of Reckitt Benckiser's Vanish and Woolite cleaning products.

Far from merely enabling consumers to submit their entries, Tanla was ideally positioned to offer a broader service to manage the communication for the whole campaign – from enabling, receiving and acknowledging entries to winner selection. Consumers were able to enter by submitting a text message with their name and postcode to a short code number printed on each pack, with all entrants and selection of winners managed using the Tanla Campaign Manager platform. Prizes including copies of the show's DVD, a Mazda MX5, trips to Los Angeles and washing machines were selected at random on each day of the promotion and awarded daily to a winner, also selected at random from the previous day's entrants.

"Campaign Manager is a powerful tool which lets our clients test, launch, control and monitor campaigns in-house, using the measurability element of mobile to judge campaign effectiveness and see a real return on investment," explained Gautam Sabharwal, Director, Tanla Mobile. "This campaign is superb example of how well run Mobile campaigns can add a great deal of value to a high profile DVD release such as this. Working with Lime Communications and global brands such as Disney and Reckitt & Benckiser underlines the effectiveness of the Tanla Mobile platform to deliver mobile campaigns which reach millions of people."

During the promotional period, the campaign was supported across major supermarkets and grocery stores in the UK via Point of Sale promotion, with further exposure gained via a substantial advertising and media spend.

As the creative force behind the campaign, Lime Communications needed a technology and service partner who could deliver the reliability, management and reporting tools to enable the competition to



run smoothly via a transparent and fair framework. "Tanla Mobile has always demonstrated a real commitment to service, combined with a highly efficient and cost effective platform for delivering these

kinds of large scale mobile campaigns," explained Tim Hook, Account Manager at Lime Communications. "It's vital to be able to work with a partner who can effectively manage the communication with consumers who are entering the competition, and also the selection of winners in a transparent way. Tanla has an excellent track record on both counts and has delivered a high performance service on all fronts for this major promotion."

The campaign has been running extremely successfully since 1st October, with over 40 prizes claimed. (The campaign will run till 28th February 2008).

Mobile Marketing is a fast growing sector with global brands launching interactive mobile campaigns to promote products and services. In 2006, a report from M:Metrics found that in the UK, 18.5% of mobile subscribers are likely to respond to short codes used in advertising campaigns. Increasingly mobile marketing is providing brands with a rich and compelling opportunity, one which combines the once mass consumer reach of television with the precision and impact of one-to-one marketing and measurability of the Internet.

Tanla Mobile can technically enable mobile marketing and advertising campaigns by providing specialist mobile campaign management, interactive services and delivery. Tanla's Interactive Campaign Management service enables the fast set-up and launch of competitions, quizzes, auctions or voting. Brands can entertain, communicate and deliver information to their customers across mobile, web and TV to build brand and product awareness, acquire customers or generate revenue. The Campaign Management platform is supported by a complete MIS and reporting tool which can help track responses, measure effectiveness and allow management of an entire campaign in-house.

For more information about Tanla Mobile and our Interactive Campaign Manager product, visit www.tanlmobile.com