



SMS Messaging and IVR
On-Pack Premium Rate Marketing Solutions

Premium SMS Promotion Case Study



1300 110 330

United Biscuits McCoy's Promotion



Promotion: On-Pack Competition

Client: United Biscuits

Agency: Umbrella Risk Management

Event: McCoy's Crisps Promotion

Duration: 4 Weeks

X-on provided a SMS Platform for UK and Ireland short codes at the request of promotional risk specialists Umbrella. Umbrella were approached by Confectionary manufacturer, United Biscuits to promote their leading brand McCoy's crisps in a £20,000 cash prize give away. The prizes available were 5 x £1000, 50 x £100 and 1000 x £10, and the promotion was to run on 200,000 packets of crisps over a 4 week period.



The user was asked to SMS a code printed on the packet of crisps to a short code mobile number. The code was then automatically matched to the prizes.

A SMS awarding a prize and a claim code was then sent to the user if they had a winning code, or a 'sorry' message if they had a non-winning code.

The promotion was designed to be at no cost to the user other than their standard text costs when sending their entry SMS. The cost of the response message was met by United Biscuits.

X-on handled the SMS requirements and set up the database matching the 1055 winning codes to the prizes. SMS messages were sent to entrants with a winning code and also to those with non-winning codes. The reply messages to the entrants were worded by United Biscuits and entered into the system.

X-on setup on-line reporting which provided Umbrella with detailed daily reports on all the entries, plus a list of all the winning claim codes to guard against fraudulent claims.

For more information on X-on SMS please contact **Sales** on **1300 110 330** or **info@x-on.net.au**.