



SMS Messaging and IVR
On-Pack Premium Rate Marketing Solutions

Premium SMS Promotion Case Study



1300 110 330

United Biscuits Rugby Promotion

Promotion: On-Pack Competition

Client: United Biscuits

Agency: Umbrella Risk Management

Event: Rugby World Cup 2007

Duration: August to November 2007



X-on provided a SMS Platform for UK and Ireland short codes at the request of promotional risk specialists Umbrella. Umbrella were recruited by United biscuits for a UK and Ireland promotion across multiple brands in all covering 50 million packs of peanuts, biscuits and crisps.

WIN £100,000*
WITH MAN OF THE MATCH
MILLIONS OF CASH PRIZES UP FOR GRABS!

*IRISH LAW LIMITS THE PRIZE VALUE FOR ROI RESIDENTS TO £20,000

KP
SINCE 1955

IN ASSOCIATION WITH
DAILY MIRROR

ORIGINAL SALTED PEANUTS

NUTS ABOUT NUTS®

NO PURCHASE NECESSARY. SEE SPECIALLY MARKED McGOY'S, KP NUTS AND McVITIE'S JAFFA CAKES PACKS. OVER 18s ONLY. CLOSING DATE 30/10/07, SEE BACK OF PACK FOR DETAILS.

The promotion was based on the Rugby World Cup 2007 and ran for the duration of the tournament. Careful planning and forethought was required in the set up of the promotion and in handling the large volume of potential prizes.

The number and value of the prizes awarded were dependent on the volume of the entries into the promotion. The prize values ranged from £5 to £100,000.

The user sent a SMS to the advertised short code number with the keyword 'MAN,' plus a unique on-pack code, and were then sent by reverse billed message nominating a team, a player number and a cash prize value.

If that player was named as man of the match in any of the games in the tournament then the entrant would win the cash prize.

There were 20 teams in the tournament each with 19 players and these needed to be allocated equally and randomly to the entrants.

X-on provided the client with online access to the entries along with specific reporting capabilities displaying the volume of texts sent allocated by team and for each player, along with the cash value, so the volume of payouts could be anticipated.

An estimated 70,000 entries were received for this promotion with a high volume of SMS processed and high levels of support.

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