

Mobile drives free book giveaway



The Solution:

TV ads featuring a **prominent text call to action** ran during daytime TV shows on 34 channels for four weeks.

By texting **BOOK** along with their **name, house no. and postcode to 80800**, viewers can receive a free book from bookstart.

Mobile was the **only medium** used to request a book.

Texts were **totally free** to viewers.



Results?

- ✓ Almost 80,000 texted in with 8,500 texts received on the first day alone
- ✓ This represents 8%* of UK households with pre-school age children

*Source: ONS

Business Need:

To encourage **parents** and carers to enjoy books with **children** from an early age by offering them a **free** book per household.