BUSINESS NEED:

To ‘super-charge’ a 30% money-off, direct-mail promotion for Pedigree Complete for Small Dogs and increase the redemption level of vouchers contained in the mailing.

THE SOLUTION:

300,000 mailers containing vouchers were delivered nationwide.

A text & win was offered giving customers the chance to win a year’s supply of dog food and a digital camera.

Customers were invited to text SMALL DOG to 82222 to enter the competition and then reminded to use the vouchers each month, by text message.

RESULTS?

- Those who texted in were 4.6x more likely to redeem the paper vouchers included in the mailer, than those who didn’t, because of the subsequent text message reminders.
- In total 36% of customers who texted in redeemed at least one voucher, compared with 8% of the rest.
- Of those who redeemed at least one voucher, two-thirds of the texters used two or more vouchers compared with about half of the rest.

Source: Joshua G2