

LTA CLIENT CASE-STUDY

Campaign: AEGON Text & Win competition

Tournaments: AEGON Championships, AEGON Classic, AEGON International

Date: June 2010



TEXT & WIN!

If watching live tennis is your thing then text* TENNIS to 80010 for a chance to win a pair of tickets to the final of the Barclays ATP World Tour Finals, held at the O2 arena in November.

*All texts cost your standard message rate. Entries close at 12pm on 4 July. Please visit www.lta.org.uk/textcompetition for full terms and conditions.

Key Objectives

- Acquisition of mobile numbers to market and build British Tennis membership
- Mobile competition for fans at each tournament to win tickets for the Barclays ATP Masters Finals 2010 at the O2
- Brand exposure for the Lead Partner AEGON
- Engage with and encourage audience participation through mobile interaction for future mobile initiatives.

Deliverables

- Set up of SMS campaign with UK short code and Key Word: TENNIS.
- Our platform receives the inbound messages and collates them in a 'community'.
- Management and integration with UK Tier 1 aggregator.
- Data download to excel format and daily client data report.
- Advice on: marketing strategy, T's and C's, print collateral and onsite activation.

AEGON SMS Competition – user experience

- Competition advertised in daily draw sheet of each tournament programme
- Fans received an auto bounce back SMS message triggered to the user:
 - Latest action - www.aegonbritishtennisseries.com
 - British Tennis Membership - www.lta.org.uk/membership
 - Place to play? www.lta.org.uk/playtennis
- SMS message included three URL web links
- Option for further interaction with PIN for voucher download or exclusive content