

Mobile Activity Details

Client – Johnson & Johnson – Clean & Clear Face Wash

Activity – Promotional Freebie using mobile

Brief - Clean & Clear Astringent Brand wanted to enhance sales.

They wished to offer some gratification without disturbing current distribution structure or diluting the premium value of their product in B & C class cities.

Solution -

Mono Ringtones were given as gratification to the users. These are universally supported across all handsets. The consumer would get “Perceived value discount” of 30% on purchase of the product.

An 8 digit unique code with a list of 5 popular songs was affixed through a label onto the bottles. Different codes were generated for various batches. CTA was instant; a mobile carrying lady had to SMS the code & would instantly receive the Ringtone.

Call to Action –

Users had to SMS the code no. on the pack to 57007.

Results –

50,000 Ringtones were downloaded in 4 weeks.

