



Mobile Activity Details

Client - Contract Advertising Agency

Activity - Sampling

Brief - Contract Advertising was keen to do a Sampling activity for one of the Oral Care Product using mobile to generate first hand samples.

Solution –

Mauj made the process of sampling and reaching out to the target audience very easy.

The codes to generate sample request were printed on POS across dealers.

Interested audience had to SMS a keyword to get their free sample at their doorstep.

After sending the SMS, within one hour they got a call back to register their contact details.

Call to Action –

Interested prospectus were expected to send "Sensitive" or "Total" as an SMS to **57007**

This call to action was published at all POS for the product.

Results –

There were more than 2000 registrations with 45 days of the launch.

An important repository of people with gum problems got created along with the reference details to up-sell.