

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study



## The Italian Job

*O2 promotion to win tickets to the premiere of the Italian Job*

### CASE STUDY: Mobiqa and O2 partner

Mobiqa and O2 partnered to drive footfall to O2 retail stores across the UK, O2 customers were offered a chance to win tickets to the preview of The Italian Job in seven locations across the UK.

O2 chose customers who were on a monthly contract, were within 20km of O2 retail stores and who were close to where the premiers of the Italian Job would take place.

78,000 subscribers were extracted from the O2 database and texts were sent

out asking them to reply if they would like a chance to win tickets to the premiere.

If the customer replied then a mobi-ticket™ was sent to their phone in the form of an SMS message. This message contains a unique barcode and accompanying information about where their closest O2 store was located. Customers then claimed their free tickets to the premiere after having their mobi-ticket™ verified at their local O2 retail store.

The response to this speculative SMS marketing campaign was enormous and exceeded all expectations with 18,000 replies for mobi-tickets™. The main objective was achieved for O2 by driving footfall to their stores and increasing retail revenue.



For more info visit: [www.mobiqa.com](http://www.mobiqa.com)