

# Mobiqa case study



## **Get Rich in Richmond** *Mobiqa and Richmond Shopping Centre partner for mobile ticket competition*

### **CASE STUDY: Get Rich in Richmond**

Designed to increase footfall at the Richmond Shopping Centre, Londonderry, Northern Ireland, Mobiqa delivered a unique promotion under the banner, 'Get Rich at Richmond' in June 2006, .

The promotion was publicised by a mix of press and radio adverts asking the public to text a request for a competition entry which was sent direct to their mobile phone in the form of a text message. The text message contained a unique barcode which was scanned at a kiosk in the Richmond Shopping Centre using the Mobiqa Competition Platform to

determine if they were a winner.

Each winner was given a £10.00 shopping voucher to spend at the centre. Costing significantly less than conventional marketing, the competition was also much better at tracking the successes of the marketing spend. 80 vouchers were budgeted to be given away on the day.

The Get Rich at Richmond campaign generated a lot of interest especially from the manager of a local HMV store who wanted a written account of the event for the HMV UK central marketing team. Staff and shoppers

also showed interest in the promotion with people returning with friend's phones so they could get another chance of winning the shopping vouchers, with a 78% redemption rate of the mobi-tickets™.

Tim Hegarty, owner of the Richmond Shopping Centre commented, "Using mobile phones to deliver this promotional competition exceeded all expectations. It has proved to be an altogether more convenient and cost effective marketing medium than traditional methods and one that we will use increasingly in future campaigns".



## Technology Overview

1.



In a response to a call to action customers were asked to send a key word plus make and model of phone to a short code to enter the competition.

2.



Mobiqa receive the customer's mobile phone information and using Mobiqa's mobile ticket technology, customers are sent out the competition entry by SMS.

3.



Customer takes mobile phone to the Richmond Shopping Centre and it is scanned by staff to see if they were a winner or not.