

MARKETING

CAN BE HARD

HARVESTING

NEW CUSTOMERS

IS HARDER



MAKES IT EASIER

THE PARTNER

Doner Company (formerly W.B. Doner & Co.) is an American advertising agency headquartered in Southfield, Michigan. It was founded in 1937 by Wilfred Broderick Doner.

The Doner Company also has a United Kingdom-based agency called DCH.

W. B. Doner's 1950s campaign for Timex, "Takes a licking and keeps on ticking," was ranked 40th in a list of top advertising campaigns of the 20th century by Advertising Age

Text Entry for the Mazda Graduate Rebate Program

YIELD-MCC was approached by Doner Canada on behalf of Mazda Canada to design and develop a bilingual SMS campaign for the 2005 Mazda Graduate Rebate Program, a marketing campaign that was promoted to university students on-site at campuses throughout Canada, as well as online at www.winamazda.ca. The theme of the campaign for the second year running was text lingo but for the first time in the history of the campaign, SMS text entry was incorporated into the creative and promoted as an instant method for response.

THE SOLUTION

YIELD-MCC developed and executed an interactive text entry campaign, which allowed students to use their cell phones to respond immediately upon seeing Mazda's campus posters. By texting the word "WIN" to the short code 22558, students were automatically entered for a chance to win a Mazda3. Instantly, students were delivered a text reply, which read " VISIT WINAMAZDA.CA N PLAY DA GAME 2 ERN ENTRIES 2 WIN A 2YR LEASE ON A NU 05 MAZDA3. FOR 5 BONUS ENTRIES SUBMIT CODE: XXXXXX".

YIELD-MCC used its Marketing Control Center ("MCC") to manage the campaign and to automatically create **real-time dynamic campaign codes** that were used to **gauge the effectiveness of the print communications** throughout the campaign.

SMS Entry allowed students to respond immediately, capture the campaign url without having to memorize it or write it down, and even forward the details to friends via text.

As entries were submitted, **the Marketing Control Center instantly tabulated and updated the results in reports available to the client in real-time.**

Most important was the demonstration by Mazda that they were an innovative company, willing to speak to their consumers in the manner by which they communicate.

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THE DELIVERABLES

- ⇒ Short Code Registration
- ⇒ Testing and Integration with all wireless carriers in Canada [Bell, Virgin, Rogers, TELUS Mobility, Microcell, Sasktel, MTS, Aliant, NorthernTel, Telebec]
- ⇒ Live text entry with dynamic instant codes as part of the reply
- ⇒ Real-time tracking and reporting in the Marketing Control Center

THE RESULTS

- ⇒ Traffic at the campaign website exceeded lift projections from previous years results.
- ⇒ Demonstrated innovation by Mazda.
- ⇒ Viral strategy was a success (based on multiple attempted code redemption).
- ⇒ In-formal on-site surveys with students on campus indicated that the interactive text entry was selected as a “very cool” element of the campaign amongst young adults 18-24 years old.

“ The interactive *text entry element of the campaign* was a *tremendous success*. YIELD-MCC made sure that the campaign went off without a hitch. ”

Alex Vanderploeg

Account Manager, Mazda

Doner Canada

“ We were very impressed with our Gradu8 program this year. The *results exceeded our expectations*. ”

Terry McBay

Sponsorships/Promotions

Mazda Canada