

SNOWBOARD CHAMPS WITH YIELD



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MARKETING

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THE CHALLENGE

- ⇒ Increase audience participation in the event
- ⇒ Create a buzz with the target
- ⇒ Promote the new Nokia 3205i hand-sets
- ⇒ audience demographic of 13-24 year olds



Text Voting for the FIS Snowboard World Championships with YIELD-MCC

YIELD-MCC was approached by IMG on behalf of Nokia and TELUS Mobility to design and develop an SMS campaign for the FIS Snowboard World Championships, the largest snowboarding event in the world. The event was held in Whistler, BC, Canada, the first time in the history of the event that text was incorporated on-site as a part of the entertainment.

THE SOLUTION

Yield developed and executed an interactive text voting campaign, which allowed fans to use their cell phones to vote for their favorite riders throughout the ten-day event via text message. Yield used its Marketing Control Center ("MCC") to manage the campaign and to automatically create real-time voting results that were displayed live on large screens throughout the event.

Voting was based on 'bib' numbers that riders wore throughout the event. Over the span of ten days there were seven separate competitions featuring different line-ups of riders. Yield created a unique voting .

To participate, fans merely had to find their favorite rider's bib number on the front of his/her snowboarding gear and submit it by sending a text message to NOKIA [66542] using their cellular phone.

As votes were submitted, the Marketing Control Center instantly tabulated and updated the results on the big screen in real-time. Promptly after submitting a vote, fans received a message back on their phone thanking them for their participation and (where appropriate) alerting them that they had won an instant prize.

Yield also developed a separate competition to award the "ultimate fan". The fan that submitted the most text votes was rewarded with a new Nokia snowboard signed immediately after the event by the winner of the fan vote.

Overall, the program enhanced the attendee experience by allowing each fan to become a part of the event instead of a casual observer.

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www.yieldtechnology.com

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THE PARTNER

Established in the early 1960's, IMG is the world leader in sports and entertainment management. It is also the largest independent distributor and producer of televised sports, with offices in 30 different countries. IMG represents hundreds of sports figures, entertainers, television properties, artists, musicians, writers, celebrities, prestigious organizations and events around the world.

THE APPLICATION

- ⇒ Text Messaging [SMS]
- ⇒ Tracking
- ⇒ Community Manager instructional flyers Center
- ⇒ handsets

THE DELIVERABLE

- ⇒ Short Code Registration
- ⇒ Testing and Integration with all wireless carriers in Canada [Bell, Rogers, TELUS Mobility, Microcell, Sasktel, MTS, Aliant, NorthernTel, Telebec
- ⇒ Live text voting with random instant prizing
- ⇒ On-screen real-time results telemetry
- ⇒ Real-time reporting in the Marketing Control
- ⇒ Nokia Street team: armed with phones and instructional flyers
- ⇒ handsets
- ⇒ audience demographic of 13-24 year olds

THE RESULTS

- ⇒ The first mobile campaign ever for the FIS Snowboard World Championships in North America
- ⇒ One of the most successful text voting campaigns in North America
- ⇒ During the SBX Championship Finals the number of text votes exceeded the number of fans in attendance!
- ⇒ In-formal on-site surveys indicated that the interactive text voting with live big screen telemetry was selected as the "coolest" element of the event amongst youth 13-24 years old.

“Yield was able to **deliver a solution that really involved the audience** and helped us to showcase new phones to a younger demographic. I was very impressed with the results.”

Paul Burns
Marketing Planner,
Sponsorships/Promotions
Nokia Canada



“The interactive **text voting campaign was a tremendous success**. I will be using Yield and the Marketing Control Center for all of my events this year!

Mark Taylor
President of the Organizing committee of
the 2005 FIS Snowboard World
Championships presented by Nokia