

# YIELD'S XBOX GRIND



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## MARKETING

CAN BE HARD

## HARVESTING

NEW CUSTOMERS

IS HARDER



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## THE CHALLENGE

To create awareness of the XBOX 360 among a myriad of exciting activities taking place at the West 49 Open.

To build a permission-based list of XBOX users for future branded communications.

To facilitate viral marketing through Tell-a-Friend emails.

To manage the online community from the campaign and administer unsubscribe functionality.

To create the contest micro site.

To manage the integration of both an online and a SMS mobile contest, providing fans multiple ways to respond.

XBOX Gamer Grind brings one lucky fan head-to-head with Lyn-Z to play Tony Hawk Pro Skater 2, and hundreds more head-to-head with the XBOX 360.

YIELD-MCC was engaged by IMG Canada to deploy, track, and report on an integrated online and mobile contest campaign targeting XBOX consumers and skateboarding fans attending the Canadian Open Championships. The goal of the promotion was to create awareness for the event - specifically the XBOX 360 - in a manner that enhanced brand awareness while delivering a permission-based community for XBOX to use for future communications.

## THE SOLUTION

YIELD-MCC worked in collaboration with IMG Canada to create an experience youth wouldn't soon forget. An online contest was created offering great prizes simply for registering. Text messaging was used to allow as many channels for response as possible. Emails were used to allow participants to tell their friends. But for XBOX, what really delivered value was the fact that only one supplier was required to make it all possible. This enabled a limited budget to go a long way. Instead of predicting which medium would be best to drive response, YIELD provided a solution that combined all three.



In order to allow as much participation as possible, fans had the option to participate online or to send a text message as their response. Through POS promotion on site and in West 49 Stores leading up to the event, youth were encouraged to text the word 'XBOX' to the short code 22558. In addition to confirming registration, the SMS reply promoted the web address for the Gamer Grind promotion. Once online, a full registration was used to build the database and community of gamers for future branded communications. Emails were used to both confirm registration and encourage registrants to tell their friends.

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### THE CREATIVE

The following screenshots are from the Gamer Grind Contest Site.

*“The ability to use one supplier for a multi-channel campaign was a cost effective way for us to optimize the XBOX response strategy for this campaign and future campaigns to follow. “*

Of course, key to this strategy was the ability to track each of these campaign elements from one central place. The MCC managed the campaign as a whole, allowing XBOX insights into the success of the online contest, the SMS contest, and the viral emails as individuals elements AND is a marketing mix. One supplier, one unified view of the results. A novel concept !

### THE DELIVERABLES

- ⇒ Gamer Grind contest micro site
- ⇒ SMS short code registration and contest management.
- ⇒ Automated email deployment upon registration.
- ⇒ Tell-a-Friend viral email program.
- ⇒ Testing and Evaluation of the e-mails, links, and back-end functionality.
- ⇒ Reports and tracking delivered via the MCC
- ⇒ Post Campaign Summary and Strategic Review for future promotions.

### THE RESULTS

- ⇒ Traffic increased on the campaign website from week-to-week during the campaign and was represented by all provinces in Canada.
- ⇒ Online proved to be the stronger performer in this campaign, outpacing mobile participation.
- ⇒ Factors contributing to this were the greater than 33% of participants who told their friends (online via email) and the limited amount of POS promoting the short code.

