

# Shedd Aquarium Drives Oceans of Awareness with Mobile Commons

❖ SMS CAMPAIGN DELIVERS OVER 300% MORE CONVERSIONS THAN URLS IN TELEVISION ADS



In partnership with:

**MOBILE COMMONS**

## → SUCCESS STORY

### CHALLENGE

In June 2009, the Shedd Aquarium needed to drive significant awareness and visitors to the premiere of a new aquatic show, *Fantasea*, in the renovated Oceanarium. Campaigns were created across multiple media channels, including a contest to win exclusive VIP tickets to the show. The Shedd team wanted to test the overall effectiveness and consumer preferences of different marketing tactics, specifically the Web versus SMS text messaging.

### SOLUTION

Shedd selected the **mCommons™** platform from Mobile Commons to manage the SMS text messaging campaign and measure conversion rates.

A TV commercial was created that aired on the four major networks (NBC, ABC, Comcast and FOX). Each commercial was the same *except* for the call to action to enter the contest.

- Three stations asked viewers to go to a website to enter the contest.
- The fourth station asked viewers to text the word FOX to 69866.

Once a viewer texted in, they received a message asking them to respond with their email address and zip code to officially enter.

### RESULTS

When Shedd compared the entries received at the end of the promotion, they were amazed at the results:

- The TV ad with an SMS call-to-action generated **325%** more contest entries than *any other* call-to-action.
- SMS entries made up 52% of the total contest entries, despite only running in 25% of the ads.
- When Print and Outdoor were added in, SMS entries still made up more than half of all total respondents to the contest.

“Mobile text messaging has been working well for Shedd Aquarium and after results like this, we continue to think strategically about how to use SMS,” said Jay Geneske, Marketing Strategy, Shedd Aquarium. “Mobile Commons makes it extremely easy to setup and run campaigns, and the direct CRM integration allows us to be smart about the data.”

“Shedd’s results reinforce that every TV and Out-of-Home campaign should have an SMS call-to-action. It just works,” said Anthony Risicato, CEO Mobile Commons.

### CUSTOMER PROFILE

One of the preeminent aquariums in the world, Shedd Aquarium ranks as Chicago’s top-attended cultural destination, welcoming 2 million guests every year.

#### URL:

<http://www.sheddaquarium.org>

#### INDUSTRY:

Cultural Attractions

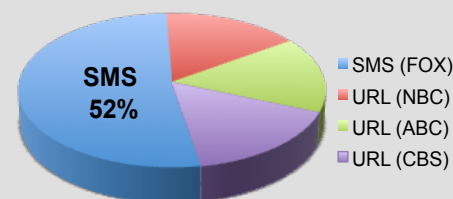
#### PRODUCTS:

≈ **mCommons™**, chosen as best-in-class SMS messaging platform

#### RESULTS:

≈ Contest respondents preferred text message option over URLs by wide margin

SMS v. URL Entries



≈ Text message open and response rates are double those of email

≈ SMS converted at a 3:1 ratio over URLs for the contest

#### MOBILE COMMONS: CONNECT · ENGAGE

We provide our customers with a seamless offering of products that spans the web, the real world, and the different mobile mediums—allowing them to go mobile, use open standards, and reach more people. That’s why we’re called Mobile Commons.



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