

Text-2-Vote - Fan Competition

Business Challenge

The Client needed to increase revenue and drive traffic to their retail locations. The demographics for the audience of an AHL hockey game aligned extremely well with the Client's target audience.

Solution

In cooperation with the teams, the Client set up a fan-based mobile engagement competition during the second intermission / half time for 10 games during the season. Two fans were selected from the audience to compete in an entertaining game. Before the game started, the entire audience was asked to text in their prediction of the winner – either Fan A or Fan B. The two Fans then competed - audience participation was high with people cheering on their choice.



After the competition, an on-site Client staff member texted in the winning Fan (Fan A or Fan B), which triggered a congratulatory text message to the audience members who picked the correct Fan. All participants received a \$10 coupon from the Client.

Results

- The number of fans per game ranges from 4,000 to 8,000. On one game, the team in question attracted almost 5,000 fans, and got 270 participants in a matter of seconds => **5% participation rate**.
- The promotion was responsible for increased visits to the Client's business location, which resulted in new long-term customers.