

# YIELD HAS SKIN IN THE GAME



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**MARKETING**  
**CAN BE HARD**  
**HARVESTING**  
**NEW CUSTOMERS**  
**IS HARDER**  
  
**MAKES IT EASIER**

## THE CHALLENGE

TELUS required a content management system [CMS] that allows for seamless management of the Telus Skins Game web site:

[www.telusskins.com](http://www.telusskins.com)

The online community that is built around the web site needs to be tracked and accurate statistics need to be reported in order to achieve measurable results.

The web site must be accompanied by an online and mobile integrated contest solution to support a national interactive campaign and achieve results measured by reporting capabilities.



## Cadillac and TELUS launch innovative online / mobile video contest using the Marketing Control Center

The annual TELUS Skins Game saw a re-branded theme for the event, history and legacy. The event was hosted at the Fairmont Banff Springs golf course and effectively meshed cutting edge technology with a history-based theme. TELUS and IMG sought out the best solution for a new event website and interactive contest administration. YIELD-MCC' Marketing Control Center (MCC) was the clear solution with its powerful administration tools and real-time reporting capabilities.

The MCC provided TELUS and IMG with market leading website administration and management support. Additionally, TELUS and Cadillac sought to build true one-to-one relationships with fans of the event in order to maximize impact and results of the televised broadcast of the event. This was achieved by utilizing the robust contest tactic in the MCC to produce an innovative campaign that featured voting on videos available both through the TELUS Skins web site and through TELUS mobile phones.

## THE SOLUTION

YIELD-MCC' MCC was able to effectively power the web site for the Telus Skins Game. Thanks to the simple usability of the MCC's content management capabilities, IMG was able to respond to the fast paced demands of a large event with up-to-date accurate web content. The tracking features of the MCC allowed IMG to receive specific measurable feedback on the success of the program through comprehensive, real-time web site statistical data. The success of the web site is truly signified by the online community that was built through e-newsletter deployments and contest administration using the MCC.

The Cadillac 5-Drive Challenge contest was a ground-breaking integrated online, mobile, and video solution run in partnership with TELUS. Keeping with the theme of legacy, the five players teed off on the historic 8th hole with vintage hickory-shafted golf clubs. Each of the players' tee shot was filmed along with the flight of the ball. During the week after the live event preceding the television broadcast fans could watch video footage of each player's tee shot and ball flight for the par 3 eighth hole online or on their mobile phone. The contest functionality of the MCC allowed fans to vote on which of the five tee shots they thought landed closest to the hole. The dual reach of the MCC allowed contest entrants to text or type their response through either SMS or online voting. This resulted in a truly unique interactive experience with drawn winners from correct responses winning prizes, including autographed versions the actual hickory-shafted clubs that the players used to tee off and an all-expense trip to next year's event.

The 2006 Telus Skins Game needed to complement an innovative re-branding effort with a cutting-edge, fully integrated technology solution. YIELD-MCC' MCC was able to provide the perfect integrated, interactive solution to achieve a one-to-one relationship with fans and deliver a powerful branding campaign for TELUS and Cadillac.

[www.yieldtechnology.com](http://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,

## THE DELIVERABLES

- ⇒ Web site CMS capable of managing dynamic updates by non-technical staff
- ⇒ Development of e-newsletter subscriber account tactic
- ⇒ Effective contest administration of an interactive multi-channel rich media contest
- ⇒ Real-time tracking of web site use, contest entrants, and e-newsletter statistics
- ⇒ Instant up-to-the-minute detailed campaign analytics and report generation

## THE RESULTS

- ⇒ Results are proprietary - tremendous results as measured by web site unique visitors and contest entries for a new concept contest
- ⇒ Superior lift generated for the televised broadcast of the event based on the success of contest leading up to the broadcast
- ⇒ Extremely high satisfaction by all clients involved
- ⇒ Content Management System [CMS]

## MCC APPLICATION

- ⇒ E-newsletter
- ⇒ Community Manager
- ⇒ Contest
- ⇒ Real-Time Tracking
- ⇒ Report Generator

“YIELD-MCC' Marketing Control Center allowed us to run a campaign that otherwise would have required multiple vendors. Best of all, the campaign administration was simple and effective allowing us to show sponsors the results in real-

**Colin Campbell**

IMG Canada

“Working in partnership with YIELD-MCC allowed us to be branded with a cutting edge web-site and contest. We received excellent feedback about the interactive and innovative nature of the contest administered on their Marketing Control

**Kevin Shea**

TELUS Canada