

**MARKETING
CAN BE HARD
HARVESTING**

**NEW CUSTOMERS
IS HARDER**



MAKES IT EASIER

THE CHALLENGE

- ⇒ Create an interactive element to the party using the Nokia phone
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- ⇒ Allow party-goers to order drinks through new Nokia phones
- ⇒ Promote the cell phone as a call-to-action for the party

Nokia Blue Groove Party SMS Drink Ordering with YIELD-MCC.

YIELD-MCC was approached by IMG on behalf of Nokia to create an innovative mobile program for an international V.I.P. Nokia party. The party featured live artists, chocolate fountains, video feeds, costumed dancers, a custom-designed Nokia ice bar, all catered to the top international Nokia executives. Nokia needed a partner that could deliver a mobile campaign that would impress executives from around the world

THE SOLUTION

Yield used the its Marketing Control Center ("MCC") to produce an SMS drink ordering system. Interactive Pods (stations) containing a drink list, instructions for ordering, and new Nokia handsets were placed on 10 different tables throughout the facility. Nokia street team members handed out information flyers to partygoers as they walked in the doors and were later positioned at each pod to provide partygoers with assistance.

Once at a Pod, partygoers could choose from a menu of 3 Nokia branded martinis. Once the partygoer had selected their order, they submitted a text message containing their preferred drink code(s) followed by the quantity of drinks to the short code 66542 "NOKIA".

Once the SMS order was received in the YIELD-MCC, a message would appear on all the close-circuit TV screens thanking that person for their order and the order would appear instantly for the bartender in the MCC drink management interface [MCC DMI]. The MCC DMI would also trigger real-time and live telemetry displayed on the screens throughout the facility, including a drink.

Popularity graph and a table-by-table drink comparison, indicating which drinks were the most popular and which tables ordered the most drinks.

Once the bartender finished fulfilling the partygoer's order s/he would mark the order as complete in the MCC DMI by selecting the order and clicking it once. New orders appear on separate lines in the MCC DMI, including quantity of each drink, table number, and order time, and are automatically placed in sequence based on order time.



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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

“ The SMS ordering was one of the **highlights of the event** and we received very positive feedback from the client. ”

Darcy Taylor
Vice President
IMG

THE DELIVERABLE

- ⇒ Short Code Registration
- ⇒ Testing and Integration with all wireless carriers in Canada [Bell, Rogers, Telus, Microcell, Sasktel, MTS, Aliant, NorthernTel, Telebec
- ⇒ Live text ordering engine
- ⇒ On-screen real-time results telemetry
- ⇒ MCC Drink Management Interface
- ⇒ Real-time reporting in the Marketing Control
- ⇒ Nokia handsets audience demographic of 19-24 year olds for event

THE RESULTS

- ⇒ Estimated Party Attendance: 200 People
- ⇒ Number of drinks ordered via SMS: 171
- ⇒ Drinks ordered via SMS/Attendance: 85.5%
- ⇒ Average number of drinks per order: 1.78
- ⇒ audience demographic of 19-24 year olds

“ One of the most innovative wireless campaigns I have ever seen. ”

European Nokia Executive
presented by Nokia

“ Next day in the office I called YIELD to inquire about using this same SMS ordering system for an upcoming party. ”

Paul Burns
Marketing Planner,
Sponsorships/Promotions
Nokia Canada



www.yieldtechnology.com