



Automaker Quadruples Response using Interactive SMS Campaign

BACKGROUND

Infiniti, the luxury car division of Japanese automaker Nissan Motor Co., Ltd., offers a full-line of performance sports coupes, sedans, crossovers, and SUVs. With operations in North America, Europe, Asia, and the Middle East, the automaker sells its vehicles through a network of more than 230 dealers in 15 countries.

In 2009 Infiniti introduced their first new convertible in nearly two decades, the G37. Though the economic climate was less than ideal, Infiniti's brand strength and the car's beautiful design inspired considerable early excitement in the automotive world.

"mBlox helped us maximize the effectiveness of our mobile media, matching their messaging inventory with our client's ad needs."

ALEC ANDRONIKOV | CEO | MoVoxx, Inc.

CHALLENGE

Knowing that luxury cars are not an impulse purchase, Infiniti decided their best approach would be to focus on reinforcing the brand and engaging customers over time. They also needed a campaign that generated response as cost-effectively as possible.

The criteria led them to using online and mobile media, even though these channels had typically been associated with younger consumers. How could Infiniti capture the desired target group of sophisticated, middle-aged, higher household income consumers? The answer as developed by the automaker's media-buying agency, OMD, involved the right combination of incentives and creative — and the use of interactivity.

SOLUTION

Initially, OMD developed visually stunning creative around the theme "Own the Sky" — a perspective best appreciated from inside a convertible with the top down. Then they brought in MoVoxx - a mobile advertising company with deep interactive and mobile engagement experience.

MoVoxx faced two tasks. First, to reach a highly-targeted, sophisticated audience with a mobile medium that was in itself a rewarding interactive experience. Second, to generate qualified leads as an extension of Infiniti's CRM efforts into the mobile space.

Scripting a series of actions for the campaign, the team designed the interactivity not just to capture leads, but to begin what MoVoxx CEO Alec Andronikov describes as "a conversation between the automaker and the consumer that could eventually lead to the purchase of a new G37 convertible."

CASE STUDY

MoVoxx reached the target audience via business, news and travel SMS updates already being sent out to their mobile content network. They simply placed brief, text-based teaser ads -- with links -- below the update's content. These ads/links invited smartphone-using consumers to enter a contest for a Bose SoundDock system. The links, once clicked on, opened phone browsers to an Infiniti landing page and site, where consumers could supply contact information and be automatically entered into the prize drawing.



To play on the overall campaign's "Own the Sky" concept, the WAP site also invited consumers to use their phones to take inspiring pictures of the sky and email them via their phones. Optionally, consumers could request a brochure, and also message friends about the contest — a viral feature that, as it turned out, generated considerable additional response in the final two weeks of the campaign.

Another unique feature was tying in a traditional remarketing concept with mobile consumer-generated information. To enter the contest, consumers provided their addresses and phone numbers, enabling Infiniti to build a remarketing database. A few weeks later, participants were pleasantly surprised to receive a customized postcard, via the postal service, of their mobile sky image — alongside Infiniti G visual branding, and stamped with the nearest dealership's address.

A portion of the premium mobile SMS audience required by the client was provided by mBlox, the world leader in mobile messaging. mBlox now powers a service (currently operating on a pilot basis) that inserts ads into unused SMS text message space. The huge inventory of text messages running on the mBlox network provides a cost-effective new channel for advertisers and allows content providers to earn incremental revenue from previously unused message space. Using this resource, MoVoxx was literally able to pick and choose from a vast message inventory and append their "Own the Sky" campaign ad/link to just the messages they wanted.

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BENEFITS

The three-and-a-half month SMS-based campaign turned out to be highly successful. The consumer interacted with SMS mobile media, used mobile device media features, engaged in mobile user-generated content, and received an incentive with a traditional direct response mailer component. This highly successful campaign yielded conversion rates 2x higher than baseline for past Infiniti direct response efforts and costs per lead nearly 3x more efficient than baseline. From these metrics Infiniti built a highly-qualified user database while maintaining a consistent sense of visual and personalized experience with the G convertible. In addition, follow-up text messages reminding contestants to supply contact info (when missing) resulted in doubling the number of entries during the campaign's final week.

The Infiniti campaign also put to rest any notion that SMS "is just for kids". As research is now commonly indicating, and this campaign reinforced, texting has become far more widespread among all age groups.

Finally, the campaign showed that SMS's ease of forwarding makes it a particularly viral tool. According to MoVoxx, this quality was responsible for generating an extra 19 percent more entry submissions — essentially, all free advertising for Infiniti.

Australia
T +61 (0) 2 9360 3917
F +61 (0) 2 9475 5022
sales_australia@mblox.com

France
T +33 (0) 1 70 38 51 50
F +33 (0) 1 70 38 54 12
sales_france@mblox.com

Germany
T +49 (0) 2 11 13 86 62 20
F +49 (0) 2 11 13 86 62 21
sales_germany@mblox.com

Italy
T +39 0277297540
F +39 02772940
sales_italy@mblox.com

Singapore
T +65 62485761
F +65 62485762
sales_apac@mblox.com

Spain
T +34 (0) 91 790 12 12
F +34 (0) 91 790 11 12
sales_spain@mblox.com

Sweden
T +46 (0) 8 791 2700
F +46 (0) 8 791 2790
sales_sweden@mblox.com

United Kingdom
T +44 (0) 20 8432 1260
F +44 (0) 20 8432 1290
sales_uk@mblox.com

USA
T +1 408 617 3700
F +1 408 617 3799
sales_americas@mblox.com

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