

Sprint

Winter X Games



Mobile Event Activation

The Challenge

- Sprint wanted to make the most of their ski operator relationships by driving brand awareness and, if at all possible, sales to the consumer
- The active, youth customer was well targeted within the alps, the key challenge was how to engage them in such an environment
- The operator also wished to test mobile couponing in the important American youth market
- Inside Mobile worked with Sprint to plan and implement a mobile SMS-based campaign across a number of resorts, kicking off with the Winter Sports 'X Games' in Aspen, Colorado



Project
assessment and
initiation

Media planning
and set up

Analysis &
Optimisation

Reporting

The Solution

- Inside devised and managed an SMS-based promotion that drove consumers to Sprint tents at the resorts
- Skiers were given free bottles of sunscreen in the mornings and chap sticks in the afternoon, both bearing the promotion's details and response shortcode
- Upon texting this shortcode, consumers received mobile coupons, redeemable at the Sprint tents for prizes



We captured 40x the target of mobile phone numbers

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