



Twentieth Century Fox



Mobile 365's unique global reach makes them an ideal partner for a blockbuster film release. The mobile marketing element was integral to this film's UK release strategy.



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Mobile 365 & Twentieth Century Fox Invade the UK with "AVP"

Mobile 365 and Twentieth Century Fox joined forces in autumn 2004 for an ambitious and innovative wireless campaign: the UK release of the feature film "AVP" –Alien vs. Predator.

Mobile 365 created exclusive wallpaper and "alien" ring tones based on the blockbuster hit from Twentieth Century Fox. These exclusive images and ring tones were sold to operators or third-party users—such as ring tone and logo providers—or sent straight to the mobile phones of film fans.

By texting "ALIEN" or "PRED" to short code "83200," fans voted on who would win the greatest battle on Earth. Voters with color handsets received free, exclusive Alien vs. Predator wallpaper to display on their phone, and got the chance to order more mobile content.

Mobile 365 was able to rapidly deploy a very complex service to Fox utilizing Mobile 365's robust messaging network, application platform, and content management platform—everything that Fox needed—because Mobile 365 manages end-to-end delivery of service and relies on no third parties.

Fox and Mobile 365 broke the mold for pricing on this project. Traditionally, mobile marketing campaigns are free to subscribers, thus becoming a cost for the brand. By "up-selling" during the mobile campaign to premium (chargeable) content, Fox and Mobile 365 were able to generate revenue that covered the cost of the promotional activity.

In addition, Fox was able to view information and statistics on the campaign 24/7 via Mobile 365's Web-based reporting tool.



Objective

Fox needed a global partner who could quickly deploy a service across multiple territories. They needed to produce promotional materials that would carry the five-digit short code promoting the service.

Results

An opt-in mobile database of over 20,000 unique mobile numbers was collected during the campaign. 25% of campaign participants went on to order an additional piece of mobile content. The revenue generated paid for the costs associated with setting up the campaign.



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