

Based on the ad clip in PublicTV, which can also be distributed in other digital channels: GDN, social media, Youtube etc.

Objective: onboarding new customers; collecting data; registering interest etc

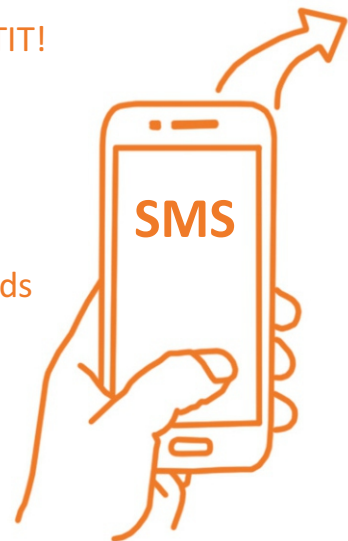
Suggested campaign length: minimum of 2 weeks

Suggested: set a prize to motivate the public (the activation thus contains a lottery element)



1. The client sees the clip on our screens, content example: „Would like a 100€ XYZ gift card?
Send an SMS „IWANTIT!

2. Reacts to it and sends a message with the keyword;



3. Receives an automated reply message with notification of participation, CTA and additional necessary info.



The content of the reply message depends on the length and structure of the campaign:

- „Thanks for taking part! Also download the app: www.cherry.ee!“
- „We are happy about your interest! Register here: www.cherry.ee!“
- „You are interested in our e-store! Cool! Please register here: www.cherry.ee!“
- „Thanks for participation interest in our query! You can fill it here: www.cherry.ee!“

All clicks from the phone are monitored and provide measurable conversion.