

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

Objective: collecting feedback or customer insights about your products; market research etc

Suggested campaign length: minimum of 2 weeks (depending on the nature and length)

Suggested: set a prize to motivate people to participate



1. The client sees the clip on our screens, content example: „Giving away 50 € gift cards to all study participants. Send an SMS „STUDY” answer all the questions!”

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



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



• **Example reply message:**

- „Thanks! The query takes only # minutes! After sending an answer, you will get the next question. The final SMS you receive will have a discount code in the value of ####€! 1/5. Begin? Y/N?”
- **It is possible to send a link to a chosen landing page, a coupon code etc with the last SMS. SMS can act as a coupon on its own because it is received from a unique short number.**