

SUCCESS BRIEF | Anheuser Busch



Challenge

As America’s leading brewery and one of its largest and best known brands,

Anheuser Busch is also among the best at understanding its customer’s preferences and using these to drive more relevant promotions and greater consumption by its customers.

One of the ways the company does so is via field marketing programs. Contests and sweepstakes are effective on a local level, but cumbersome and costly to execute. Tear-pads are easily damaged, destroyed or abused, and manually counting all the entries adds an unwanted additional layer of administration to manage. To say the least, consistent and reusable data collection is also a challenge. The Field Marketing team hoped to find a better solution with mobile marketing—one that would eliminate waste, lower costs and provide an ongoing forum for customer communication.



Solution


Signal had just the ticket. Their flexible mobile platform includes turnkey marketing templates for many common mobile campaigns like polls, contests and instant-win sweepstakes. After a brief consultation with Interactive Mediums’ mobile marketing experts, Anheuser Busch was up and running with the “Bud Free Gas for a Year” campaign. The promotion was the centerpiece of colorful in-store displays featuring easy instructions to Text to Win.

Results

Anheuser Busch was very pleased with both the process and the results, citing a “cleaner, simpler solution,” that had the added benefit of accelerating time to market; no print, distribution or tallying time required relative to paper based promotion. Overall, the time to launch and administrative requirements were greatly diminished, freeing up resources for other campaigns, and supporting the company’s efforts to drive additional, responsible consumption by its customers.

- **Conversation starter:** When the contest is over, now you can “reach back” to customers and engage them in an ongoing mobile conversation about new products and promotions.
- **Entirely turnkey:** For marketers who prefer to remain hands-off, the Signal team manages everything from concept to winner selection.

Signal allowed Anheuser Busch to not only more quickly execute a higher response promotion, it established the basis for continuous dialogues with consumers aimed at driving sales.

Rather than utilize the time worn method of sweepstakes and other promotions via paper sign up, this forward thinking marketer used TextMe to automate in store sweepstakes and the collection of related data. This allowed Anheuser Busch to not only more quickly execute a higher response promotion, it established the basis for continuous dialogues with consumers aimed at driving sales. 

Additional benefits cited by Anheuser Busch include:

- **Immediate engagement:** Consumers can opt into a campaign in an instant without looking for a pen to fill out a form or a stamp to mail it in.
- **Improved image:** Anheuser Busch enjoys the perception of being modern and hip!
- **Lower costs:** Lower print costs, no lost or damaged tear-pads, no third-party management—everything is managed online.
- **Instant reporting and results:** Monitor entries by day or by week and manage winner selection online.

About Signal | Signal develops and provides innovative marketing solutions designed to help companies acquire, retain and develop customer relationships via mobile and other marketing channels. The company’s easy-to-use software-as-a-service cross channel campaign management platform (Signal) enables marketers to rapidly develop, execute and analyze campaigns using multiple channels, all feeding a common customer database embracing the concept of a universal profile. Used by many leading brands, retailers, online services, agencies, and broadcast media, Signal processes millions of customer interactions each month. For more information, call 877-450-0075, go to signalhq.com or send email to info@signalhq.com.

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