

at&t

Vans Warped Tour 2007

Mangocasestudy

OBJECTIVES

- Create an exciting interactive mobile marketing campaign to enhance the concert going experience for Warped Tour fans.
- Leverage the Warped Tour brand to increase brand awareness for AT&T.
- Introduce new mobile technology to target base an exciting interactive mobile marketing campaign to enhance the concert going experience for Warped Tour fans.

GEOGRAPHIC REGION

- United States

TIMING

- June - August, 2007

TARGET DEMOGRAPHIC

- Males and Females, 13 - 17 years old

SOLUTION

- Much like last year, fans had access to band line-ups, Acoustic Set contests, and Skip the Line contests—to meet the band. This year it didn't stop there though! Added to the program were exclusive mobile shout outs from popular bands such as: Chiodos, Killswitch Engage, Paramore, Red Jumpsuit Apparatus, and The Almost. Fans also received notifications for promotional WWE appearances hosted by AT&T in select venues. As if that weren't enough incentive, participants received AT&T WAP pushes to access exclusive Warped Tour content on their mobile phones! Comparable to last year, people were able to opt in to the mobile program via online, radio promotion, and on-site. However, this year they got a head start as the online and radio promotions began a month before.

RESULTS

- The 2006 Vans Warped Tour paved the way for mobile marketing to its youthful fans. The 2007 tour however, established a new standard for mobile participation in the entertainment industry with over 600,000 total messages delivered throughout the two month tour!
- Messages exchanged wasn't the only remarkable number, a total of 62,632 individuals opted in to the mobile program versus only 23,158 last year.
- All things considered the 2007 Warped Tour mobile campaign increased brand awareness to 21,800 AT&T customers and almost 41,000 non AT&T customers.

