



# COMPLETE MOBILE MARKETING IMPLEMENTATION



## OBJECTIVE

1. Increase Sales.
2. Engage & Motivate consumer to drink Mountain Dew against Sprite.



## REQUIREMENT

1. Generation of Unique Code **18.96 Crore.**
2. 10 Digit Mobile Number to receive unique Code.
3. Verification of Unique Code.
4. Push SMS
5. Online Randomizer to fetch Daily, Weekly & Overall Winner.
6. **Two way Conference Solutions to their Team to communicate will winners with recording & Miss Called Facility.**
7. Push Recorded Voice.

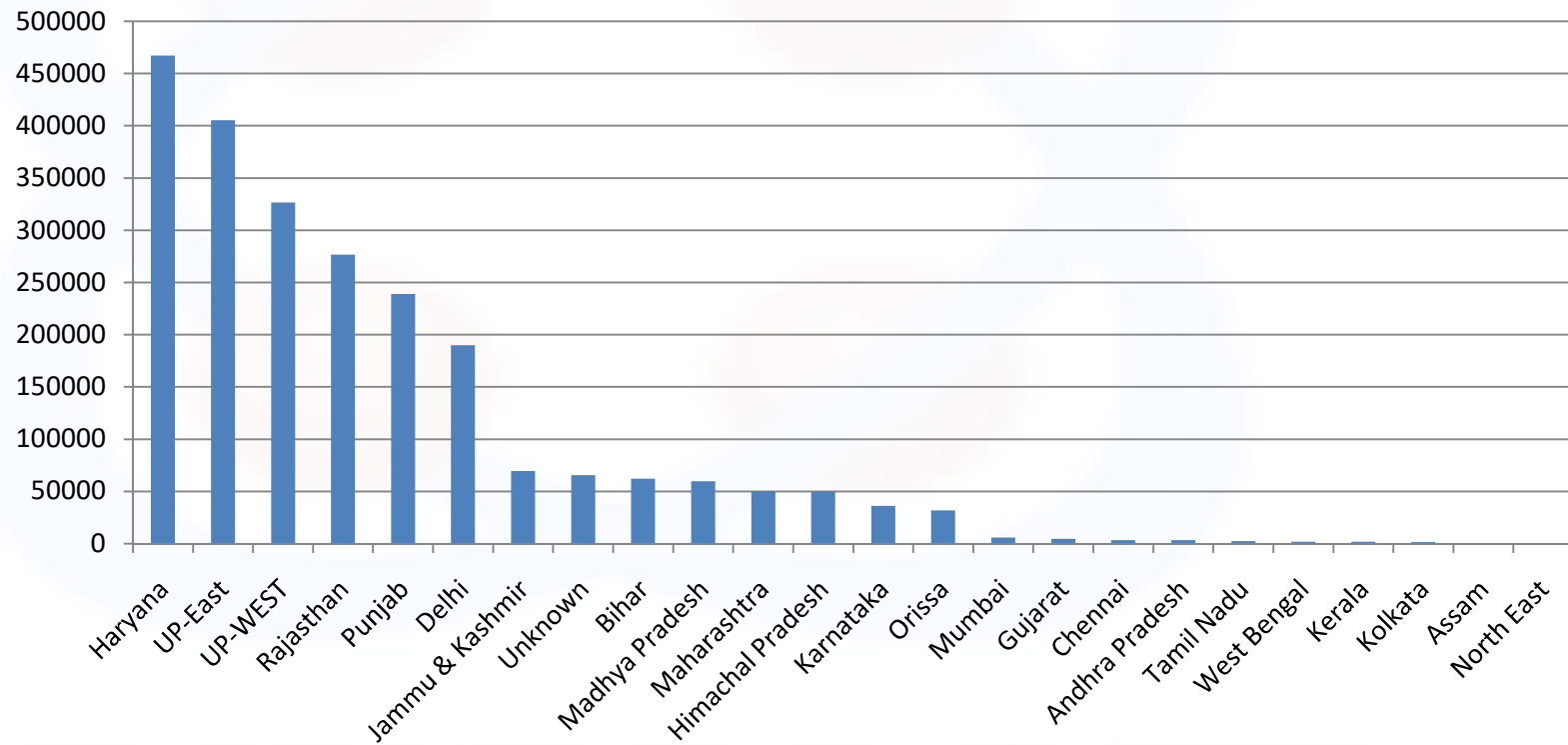


## ACHIVEMENT

1. **18.96 Cr Unique Code Generated in 3 days.**
2. 23 Lac Responses received in 45 days.
3. 10k + Conference Call.
4. 40 Lac + Push Voice & SMS.

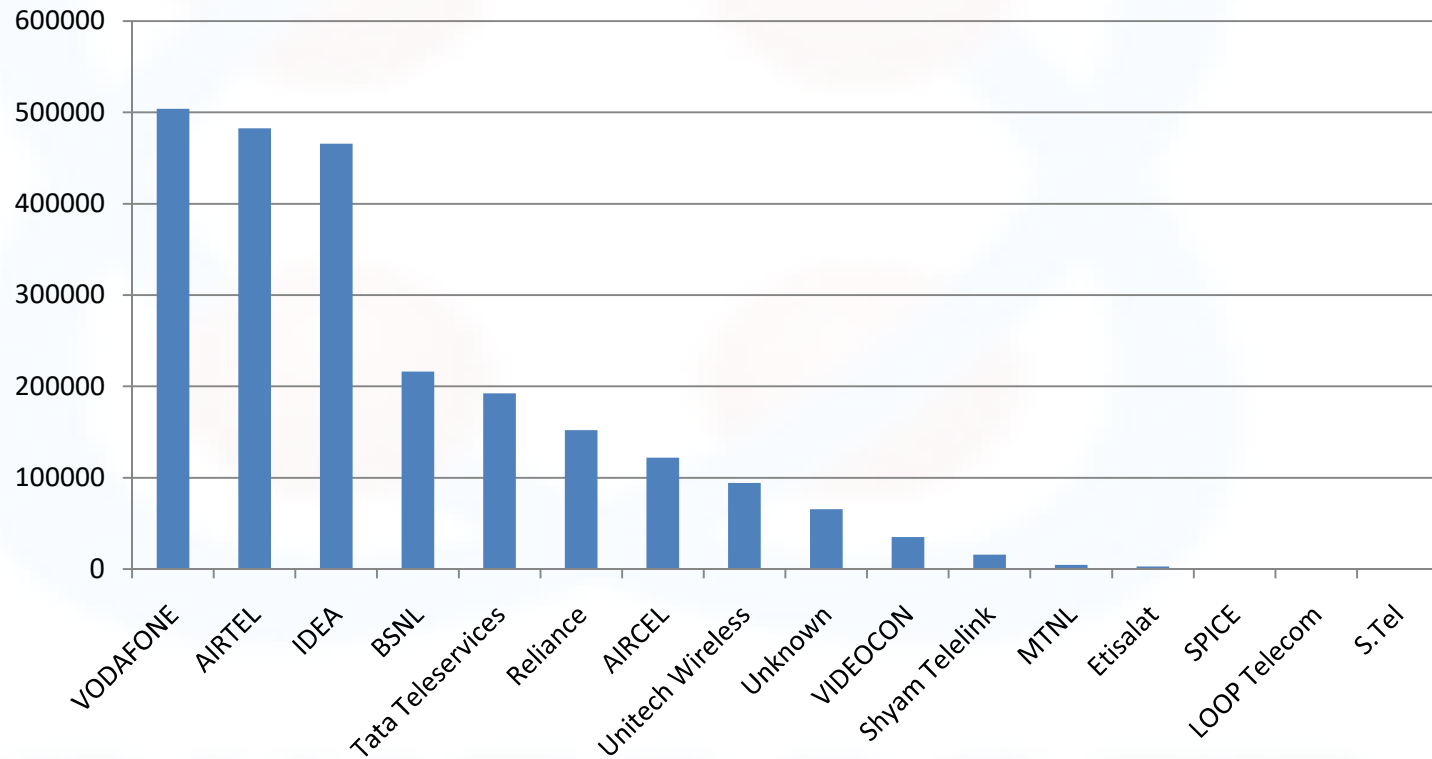


# RESULT





# RESULT





Thank you !!!