



COMPLETE MOBILE MARKETING IMPLEMENTATION



OBJECTIVE

1. Increase Sales in off Season.
2. Engage & Motivate consumer to drink Mountain Dew despite of Winter.



REQUIREMENT

1. Generation of Unique Code 3.5 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.



RESULT

1. 3.5 Cr Unique Code Generated in 1 days.
2. 4 Lac Responses received in 15 days.
3. 4k + Conference Call.



Thank you !!!