

Resonate Increases Awareness & Applications for LIHEAP Traditional Ad Campaign

For six months, one of the nation's largest public utility companies executed a traditional advertising campaign utilizing TV, Radio, Print, Mass Transit, and Spanish language creative. Focused on maximizing awareness of a federally funded home energy assistance program called LIHEAP, a mobile component was deployed using mobile tech firm Resonate.

Campaign Objectives

With a large pool of consumers eligible for this program, the campaign's goal was to increase awareness of the LIHEAP program, AND increase the number of residents requesting applications. Resonate was asked to deploy its mobile platform to make the traditional media campaign interactive.

"With Resonate as our technology partner, our traditional media campaign became a gateway to a rich, interactive mobile experience, irrespective of device. The results greatly exceeded expectations."

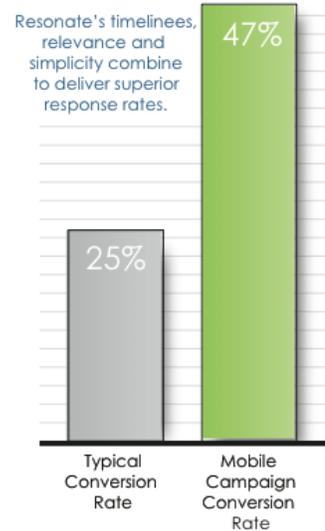
-Director of Corporate Communications

Solutions

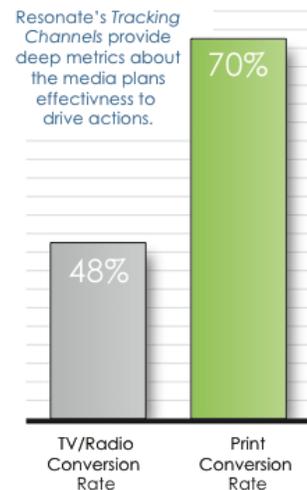
Resonate's mobile platform was the ideal solution to the needs of this traditional advertiser. Their mobile content delivery technology empowered all consumers to get information and take actions, via SMS, MMS, e-mail and mobile web. with the apps everyone already has, on the device everyone carries. This solution included:

- A mobile call-to-action that prompted consumers to interact with the ads via SMS and QR codes,
- E-mail addresses – submitted via SMS – enable consumers with feature phones to get campaign content.
- An instantly available mobile web-app, to learn about the requirements, and request an application.
- Tracking on all anonymous interaction data, aggregated to the media placement and creative that drove the interaction.

Campaign Conversion Rate



TV/Radio vs. Print Channel comparison



The Results

High Interactions

14,563 consumers interacted via their mobile devices, confirming that consumers do wish to use their mobile device get more info.

SMS leads the way

99% of all interactions were initiated by SMS (text messaging).

Mobile web-app engagement

57% of all consumers interacting visited the mobile web-app during the campaign. 60% of those consumers had Android devices, and 29% had iPhone devices.

Results Cont.

TV & Radio viewers, very engaged.

76% of all interactions were driven by the TV and Radio channel. Additionally, these channels were also responsible for 76% of leads generated.

Print, obtains highest conversion rate.

70% of all consumers interacting via the print ads, submitted all contact information, and performed the bottom funnel actions desired.

Conclusion

Resonate, working closely with the advertiser and agency, enabled consumers to use their mobile device to investigate an ad offering, powering over 36,000 actions

In doing so, Resonate increased the engagement of the target market, met both corporate communications and direct response goals, simultaneously giving the utility company valuable information about the efficacy of their traditional media placements.



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