

## The Brief

Electric Ireland wanted to promote their new remote control heating device which allows users to control their central heating remotely from their mobile phone or PC

Encourage audience to enter the competition to win a Climote worth €399

## The Solution

### Location Based Messaging:

We 'geo-fenced' The Aviva Stadium and 5 key locations during an International Rugby match on a cold February afternoon! We layered our target audience demographic information on these locations and sent them an MMS telling them how they could control their home heating remotely with Climote and have a warm house to return home to! We included a video link and a competition to engage users.

### Direct Messaging:

Thanks to our intelligent targeting capabilities, we identified over 24,000 25+ Homeowners and Housewives nationwide. Targeting Smartphone devices only, we sent both an SMS and MMS telling them about Climote and offering them the chance to enter the competition.

## The Results

Delivered 32,000 Targeted Messages

CTR 4%

Competition entries 50% of CTR

*O2 Media's unique ability to send the Electric Ireland Climote campaign out using behavioural and real time location targeting was the key to getting such strong response rates.*

*We were confident that the data was richer and the message more relevant which ensured our mobile product was communicated to the right people on the right handsets at the right time. This resulted in a very impressive Click through rate.*

**Colm Sherwin,**  
**Head of Digital,**  
**Mediavest**

