



CASE STUDY

CPG

A CPG brand worked with Placecast to create a location-based SMS campaign to create awareness for their pet food brand. Consumers that opted-in received messages with an invitation to purchase the brand's pet food at a named nearby location.

CPG BRAND USES MOBILE TO LAUNCH A NEW PRODUCT

The consumer goods brand, referred to as the “Company” for the purposes of this case study, is a U.S.–based food production and distribution company with a wide variety of products including pet food. The Company wanted to create awareness for their pet food brand when consumers were in close proximity to retail stores carrying the brand. The Company also wanted to leverage the campaign to build awareness around a new product line in the pet food division.

PROGRAM

The Company ran the program with a major carrier in the U.S. The target audience for this program were subscribers of that carrier that had opted-in to the program and were 18 years and older. Geofences were set up in four key DMAs in the U.S. around several hundred retail stores, including pet food stores. Subscribers who were located within the geofences were sent SMS messages with an invitation to purchase the Company’s brand pet food at a named nearby location.

RESULTS

The campaign ran for 3 months in 2011. Over 66% of consumers recalled receiving the text and 28% of the recipients made a purchase, while 17% of the recipients wanted to learn more about the brand. 78% of users who received these alerts were positive about the use of location in them.

66%

of consumers recalled receiving the text

28%

made a purchase after receiving the text

