

# Wind Mobile Campaign

Wind Mobile ran a mobile campaign with the objective of acquiring new users for their one year plan.

The mobile campaign ran across targeted sites with both an adult demographic and a student demographic.



Wind created custom mobile landing pages featuring simple, useful functionality including click to call and find a location.



### Search results

Your search for locations in Toronto yielded 32 results.

**Blockbuster Video**  
2940 Finch Avenue East, Toronto, ON  
Sun-Thurs 10 am - 11 pm, Fri & Sat 10 am-12 am  
**647-260-1400**

**Blockbuster Video**  
5825 Yonge Street, Toronto, ON  
Sun - Thurs: 10am - 11pm, Fri & Sat: 10am - 12am  
**647-260-1401**

**Blockbuster Video**  
837 Danforth Avenue, Toronto, ON  
Sun-Thurs 10 am - 11 pm, Fri & Sat 10 am-12 am  
**647-260-1402**

**Blockbuster Video**  
75 Hanna Avenue, Toronto, ON  
Sun-Thurs: 10am - 11pm Fri & Sat: 10am -12am  
**647-260-1403**

**Blockbuster Video**  
125 The Queensway, Toronto, ON  
Sun-Thurs 11 am - 11 pm, Fri & Sat 11 am-12 am  
**647-260-1404**

**Blockbuster Video**



**\$150 credit**  
when you join WIND mobile

**CLICK TO CALL NOW!**

### In other words, "Come hither."

Get a \$150 service credit when you sign up for a WIND Mobile Always Shout or Always Talk plan.  
For a limited time only!

### Shop Now!

Enter your city or province to find a WIND Mobile store near you!

Enter your city: e.g.: Edmonton

Calgary

Enter your province: e.g.: Alberta

Alberta



The Power of Conversation™

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## Case Study: Cover Girl

### Objective

- **Increase** brand awareness for 'Clean' makeup line and drive in-store purchases

### Strategy and Programs

- Engage targets users through an interactive mobile experience: Custom-built interactive 'shade finder' and Store locator feature for easy search of retailers carrying the 'Clean' makeup line
- Combine custom mobile content with streamlined content from the wired CoverGirl website
- Create a loyal, mobile audience through an opt-in SMS club
- Build database and excitement through 'Be a Top Model' Sweepstakes, in association with America's Next Top Model, for the chance to win a makeover

### Results

- Campaign received over 1.5MM impressions
- Over 400K unique visitors to the microsite
- Close to 20K user opt-ins

