



**CASE STUDY** : SMS PERMISSION MARKETING

# Sick of sharing?



When homebuilder Homestart wanted to distinguish itself in the marketplace with a savvy e-commerce marketing campaign, it turned to the Vivid Group for inspiration.

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# “Vivid works with Homestart to ‘dump’ traditional marketing”

- Ian Anthem, General Manager

The BRW Fast 100 member worked with Homestart to not only develop an innovative SMS campaign, but also ensure its accountability.

For Homestart, the SMS campaign was a complete departure from its traditional marketing method of shopping centre displays where patrons entered a competition to possibly win a cash prize.

Entitled “Dump the Landlord”, the SMS campaign centred on gauging why people renting – in other words, potential home buyers – wanted to dump their land lord.

And with almost 2000 new homeowner leads as a direct result of the campaign, its success is undisputed.

For Homestart, an added bonus was that the campaign was also exceptionally cost effective and easy to manage. [All competition entries were immediately stored into a data base and Homestart could log in from anywhere to access details of the SMS recipients].

Consequently, Homestart now views this new technology as an important tool to incorporate – where appropriate – into all its future campaigns.

Homestart readily admits the “Dump the Landlord” campaign was specifically designed to test SMS as a marketing medium and assess the merit of an independently branded competition designed to gauge the dominant buying motives of its target audience.

Its subsequent evaluation of the campaign found that all the respondents fitted within the targeted audience group and the opt-in competition entries collected provided Homestart with a highly targeted prospective data base.

Vivid managed the logistics of the campaign, creating the “dumpthelandlord.com” website, registering a mobile telephone number for respondents, and compiling the final list of entries.

The list now remains the property of Homestart to be used as a database for future campaigns.