



# DEMOCRATIC NATIONAL CONVENTION

## CASE STUDY

### OBJECTIVES

Integrate our client, AT&T, into the event's activities in a manner that would be meaningful and remembered. Successfully monitor and display incoming messages. Enhance the overall experience by providing a creative outlet and a convenient means for the masses to be heard.

### SOLUTION

Txtstation, the industry leader in text-to-screen campaigns, used its proprietary software to aggregate, review and display all SMS messages. Attendees were encouraged to participate in two campaigns by taking out their mobile phone and sending a text message starting with the keyword 'DNC'. At that point, participants could either include their first name and hometown or send in their reason as to why they joined the campaign for change. All messages were then sent to the short code 62262 and subsequently reviewed for inappropriate content. If approved, the messages were then displayed in a high definition lower third scroll on the stadium screens.

### TXTSTATION PLAYS MAJOR ROLE IN MAKING HISTORY!

When presidential candidate, Barack Obama, announced in early July that the fourth and final night of the Democratic National Convention would be held at Invesco Field at Mile High, it was clear that history would be in the making. Expectations did not disappoint as an electric crowd of over 80,000 was treated to a full day of events, only to be capped by a monumental speech from Senator Obama. As part of the event, AT&T, the official wireless provider of the convention, introduced an in-stadium text-to-screen feature, marking one of the highest profile mobile marketing campaigns ever. Txtstation, in conjunction with Distributive Networks and Singlepoint, executed the program flawlessly.



### POST CAMPAIGN RESULTS

The tremendous response rate (final numbers are to remain confidential) truly satisfied our client, AT&T. Feedback was outstanding and the AT&T brand was prominently showcased throughout the day. Many lucky attendees had their moments of fame while others were able to read the insights of their fellow Democrats. The event was deemed a true success and history was made.