



JACK IN THE BOX

CASE STUDY

OBJECTIVES

First, Jack in the Box wanted to explore the mobile channel and how it could help activate their brand within a sports broadcast. Second, they wanted a tangible means for measuring a return on investment. Finally, the hope was to create a new and unique entertainment experience that would interact with the Oakland Raiders fans and thus generate a high response rate.

SOLUTION

Txtstation handled all real time activities for KCBS/KCAL and Jack in the Box. For ongoing and post-event reporting, Txtstation arranged access to its web-based Control Center. There, Jack in the Box was able to view the responses as they arrived. Key pieces of information included mobile phone numbers, timing and contents of the actual message, mobile carrier, and total unique participants. Each participant received a branded reply message with the chance to participate in a team quiz. Prizes, such as signed merchandise and corporate box seats, were awarded to winners while all others received a special offer at Jack in the Box.

JACK IN THE BOX GOES MOBILE

KCBS/KCAL, one of the largest independent news and sports affiliates of CBS, asked Txtstation to integrate a mobile promotion involving a key partner, Jack in the Box, into a pre-season broadcast of a live Oakland Raiders game.



POST CAMPAIGN RESULTS

The promotion went well with over 5% of viewers responded to the call to action and voted. Of those participants, 37% engaged in the Jack in the Box branded trivia questions and 20% provided further demographic information. Even more impressive, 15% went on to show their phone at a local Jack in the Box location to receive a free drink with their meal.