



Quick Take

At a glance

Industry:

- Soft drinks
- Mobile marketing

Solutions:

- OpenMarket Charge To Account Gateway
- OpenMarket Network Lookup Gateway
- OpenMarket Bulk SMS

Benefits:

- The UK's first ever cross network crediting solution
- Raised brand and agency awareness
- Increased consumer response rate



We are always looking at innovative ways to engage with our teen consumers. We know mobiles are integral to their lives and we wanted to bring them both value and a point of difference that will fully engage them with the promotion.

*Cathryn Sleight, Marketing Director,
Coca-Cola GB*

Gimme Credit Leads the Way for Coca-Cola On-Pack Marketing Campaign

When Coca-Cola wanted to give away free phone credit with three of its drinks brands, it turned to OpenMarket to create “the fizz” in its offer. In a UK first, pioneered through Coke’s Gimme Credit promotion, OpenMarket enabled money to be added to mobile accounts, either as additional pre-pay funds or appearing on a contract user’s monthly bill, during two campaigns which ran throughout the summer months of 2009 and 2010.

Managed by mobile marketing agency Sponge, the “Every Pack Gets 50p” promotion featured on bottles and cans of Fanta, Dr Pepper and Sprite, as well as on special cups sold in Cineworld and Vue cinemas across the UK. The promotions offered a unique code with every purchase that could be redeemed by submitting to an SMS short code or via an online portal in return for monetary mobile phone credit to both pre pay and contract customers.

Challenge

OpenMarket was challenged by its agency partner to develop the UK’s first ever cross-network mobile crediting solution to support the Gimme Credit campaign. The promotion was featured on tens of millions of cans, bottles and cups stocked in retailers nationwide. Though a significant majority of customers were expected to be pre-pay mobile users, OpenMarket’s solution had to be capable of supporting contract customers too.

Solution

OpenMarket is the largest, most technically advanced and reliable aggregator of mobile services in the UK. This legacy provided all the mobile network operators with the confidence to support OpenMarket’s Mobile Crediting solution.

OpenMarket built additional functionality into its Charge To Account Gateway, which is the service behind the Payforit WAP and web billing solution, in order to handle the crediting.

 **Gimme Credit**

The Gimme Credit campaign has performed phenomenally well. We're absolutely delighted with how well mobile crediting works.

Jude Brooks, Digital & Activation Manager, Coca-Cola GB

OpenMarket offers a real-time network lookup service. You supply the MSISDN and we return the network either via an HTTP or TCP/IP socket server interface or a simple web-based interface.

The quality of OpenMarket's solutions and the professionalism and dedication of their team were essential to the great success of this project. They always deliver.

Dan Parker, Sponge CEO

OpenMarket's crediting solution allows partners to offer monetary credit to both pre- and post-pay users on all UK mobile networks. The amount added can be used by consumers in exactly the same way as any other form of top-up and appears as either additional pre-pay funds or on a contract user's monthly bill.

To credit a user, Sponge would send a request to OpenMarket to check that the user's mobile number was on a valid network. OpenMarket then passed the credit request to the relevant mobile network in a format customised for the target system. Credits were applied in real-time in most networks. OpenMarket notified Sponge of the outcome and the agency then sent an SMS to the user confirming the account would be credited with 50p.

Benefits and Results

Mobile Crediting lets companies send money to practically any mobile phone account for all sorts of reasons, including refunds and rewards for mobile gaming and competition prizes. Delivering this cross-network crediting solution is another first from OpenMarket, which possesses the unparalleled technical excellence required to turn a novel project like Gimme Credit around for a top brand with the speed that Sponge's campaign demanded.

OpenMarket's reliable, flexible, high capacity solutions handled the massive uptake triggered by the Gimme Credit promotion and ensured a great user experience. In 2009, Gimme Credit was the best performing brand experience campaign for Coca-Cola and the results for 2010 were even better. The result was a UK mobile marketing first from Coca-Cola and Sponge, boosting customer uptake and giving Coca-Cola a competitive edge in a crowded FMCG market.

Award Winning

OpenMarket won a Mobile Entertainment Award in 2010 for the Gimme Credit campaign within the Best Mobile Transaction Provider category and were also highly commended in Mobile Marketing Magazine's EMMA's for Best Sales Promotion Campaign. Mobile Crediting is ideal for applying mobile refunds, potentially saving the significant overhead of generating and sending cheques. It doesn't stop there though - the potential of crediting is as far reaching and dramatic as mobile payments, from innovative new marketing campaigns through to game-play rewards. The facility allows customers to add money to practically any mobile phone account for competition prizes and incentives for mobile gaming too. OpenMarket also offers the option to zero-rate short codes in the UK, making it completely free for the end user.