



BURNS ON BUSINESS

THE SHARPEST QUICK HITS ON THE BUSINESS WORLD
BY GREG BURNS

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Shedd Aquarium's cell-phone connection

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For those who believe that someday the whole world will run through their cell phones, the Shedd Aquarium is supplying a new piece of evidence.

In a TV ad campaign aired this summer on the four major broadcast networks, one of Chicago's leading tourist attractions tried an unusual experiment. The commercials, which offered free tickets to the premiere of a new aquatic show, were identical in all but one respect.

Some asked viewers to enter the contest by clicking on a Web site, while others asked them to text. The so-called "SMS" plea worked better, resulting in a three-to-one contest entry rate over the "Url." Click here to see one of the spots.

This research comes from Mobile Commons, a company specializing in mobile marketing. Anyone who thinks it's merely self-serving can voice their opinion through the Web. Those who see the future in this simple test can go ahead and text.

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That is great. We've seen tremendous results from various mobile marketing campaigns we run for our clients at QWASI. Mobile is the future - but it's here now and ready for every company.

Dave Geipel
QWASI, inc.
Mobile Marketing

Posted by: Dave | 10/01/2009 at 04:28 PM

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