

Springer Mountain Farms 'Text & Win'

Springer Mountain Farms kicked off another season as a sponsor of the Gwinnett Braves, a AAA minor league baseball team in Georgia. Looking to activate their sponsorship and create memorable brand interaction, Springer Mountain Farms teamed up with Tetherball to create a mobile contest that is a homerun with the fans.

THE CHALLENGE

- Promote brand awareness and activate sponsorship by developing a fun, interactive contest for baseball fans attending the game
- Provide real-time notification of results to the press box via text and e-mail
- Keep the solution simple and highly automated



THE SOLUTION

Tetherball created a fully automated, real-time contest utilizing SMS messages and its contest event manager module built in Mobiquitous™, Tetherball's proprietary technology.

Here's how it works. The play-by-play announcer at the game kicks off the contest at the beginning of the second inning at each home game, asking the fans to text a keyword to the Springer Mountain Farms short code. Entries are accumulated in real-time by the contest event manager module in Mobiquitous™. Once the fiftieth text entry is received, Mobiquitous™ instantaneously notifies the press box via text and e-mail of that winning mobile phone number. The prize? The winner earns a savory Springer Mountain Farms chicken sandwich.

THE RESULTS

- Contest participation has been off the charts. Since the beginning of the baseball season, the contest has averaged over 600 entries with the winner typically responding within less than one minute of the contest kick-off... all for the potential of winning one really tasty chicken sandwich.

