



red FISH media®

SWEEPSTAKES MADE EASY

# TEXT2WIN – A BIG WIN FOR CONTESTANTS AND YOUR CRM DATABASE

Red Fish Media's mobile sweepstakes service, TEXT2WIN, allows participants to enter a contest by simply texting a KEYWORD to a shortcode – that's it. Entry is immediate and confirmation instant – explaining the highest rate of entry by any marketing channel. People love a chance to win, and love to talk about their chances, which creates buzz and excitement for your brand. With 65 - 70 percent of entrants opting-in for future contact, mobile sweepstakes are an easy way to grow your CRM database.

## MOBILE MARKETING IS...

ECONOMIC	ROI percentages in the hundreds are not uncommon.
IMMEDIATE	Text messages are typically read within minutes of being received
SUCCESSFUL	Response rates are 10 - 20 times higher than email
MEASURABLE	Captures both qualitative and quantitative consumer marketing data
COMPLEMENTARY	Easily integrates with your existing marketing strategy
CONNECTING	Two-way flow of communication begins with personal, concise messages
COMPREHENSIVE	Serves as a gateway to web, phone, or physical location through hyperlinks
ENCOMPASSING	The most effective medium regardless of age, race or gender
ECO FRIENDLY	Eliminates paper coupons and contest entry forms

## BY THE NUMBERS

- Over **4 billion text messages** are sent every day (and growing)
- Over **90%** of Americans own a mobile phone and **100%** can receive texts
- Estimated **5.3 billion** mobile phones worldwide and growing
- Everybody's doing it – 35-55 year-olds are the fastest growing text messaging demographic
- **73%** of respondents in a recent Forrester Research survey claim their mobile device is the electronic device used most – not their computer



## MOBILE SWEEPSTAKES DELIVERS

**Simple, immediate entry option** no need to stop and fill out a form, just a quick text on the go and done!

**Effective and measurable results** typically up to 60% of participants opt-in for future offers

**Valuable time savings** no need for employees to constantly check that forms and pens are available and no data to record Red Fish Media handles all campaign maintenance and reporting for you

**Increased participation** no entry forms to run out or pens to get lost, and a broad target audience with 90% of Americans having cell phones

**More accurate entrant data** no manual interpretation involved

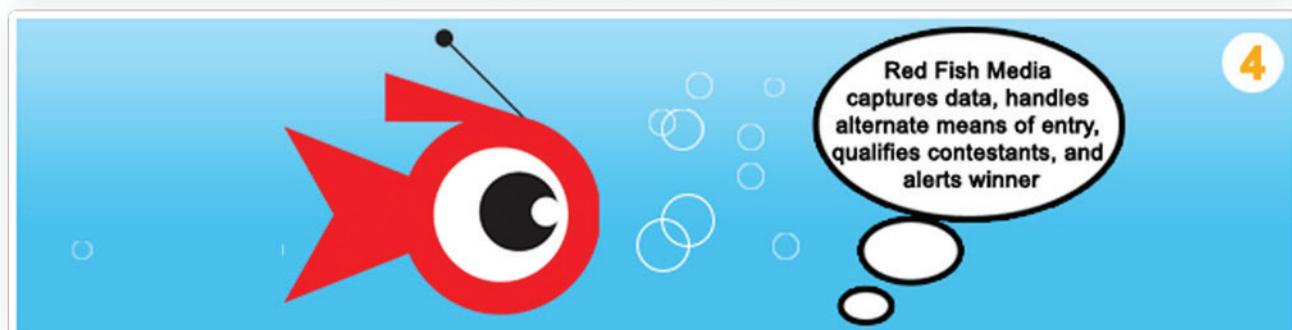
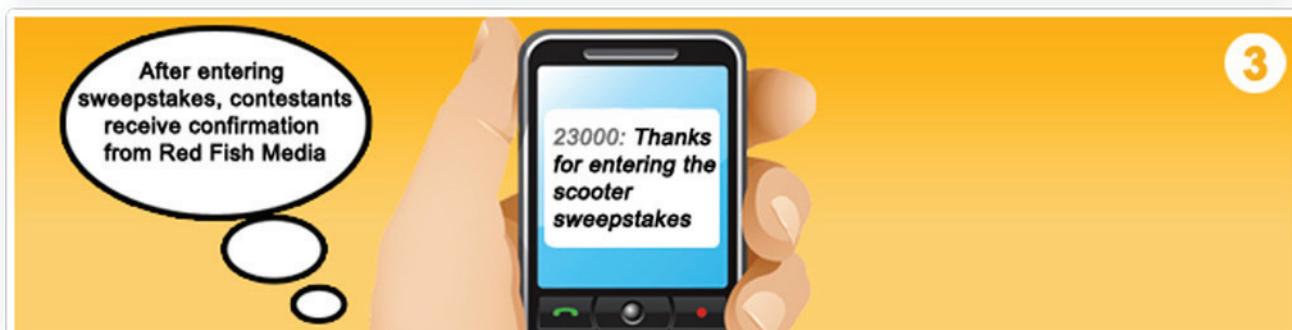
**Growth for your CRM database** include an opt-in for product alerts converting participants to subscribers

**Foot traffic to a retail store or event** with MobiDecoder entrants receive an electronic game piece that can only be read by with a decoder at a specified location

MOBILE VS TEAR- PADS & BALLOT BOXES	Mobile Sweepstakes	Tear-Pads // Ballot Boxes
Convenient for participant	X	
No maintenance required on your part	X	
No data interpretation required	X	
Elicits continued communication with participant	X	
Positions you with new generation	X	
No risk of misplaced or lost entries	X	
Eco friendly	X	
Immediately grows CRM database	X	



## TEXT 2 WIN PROCESS



## BEST PRACTICES FOR AN EFFECTIVE MOBILE SWEEPSTAKES

### 1. CALL TO ACTION

Tell your customers how to enter your contest – Text your keyword to 23000. Be sure to include your call to action on your existing marketing efforts: advertising, billboards, website, social media, in-store signage, email blasts, cash register receipts, etc. The more publicized your call to action the greater number of participants you will receive.

For best results your call to action should:

- Be eye catching, compelling, easy to read and visibly appealing
- Display the entry instructions clearly
- Be prominently placed at point of sale
- Include the 3 items seen below for compliance



1. Msg&Data Rates May Apply disclosure
2. Alternate means of entry URL
3. Terms & Conditions URL

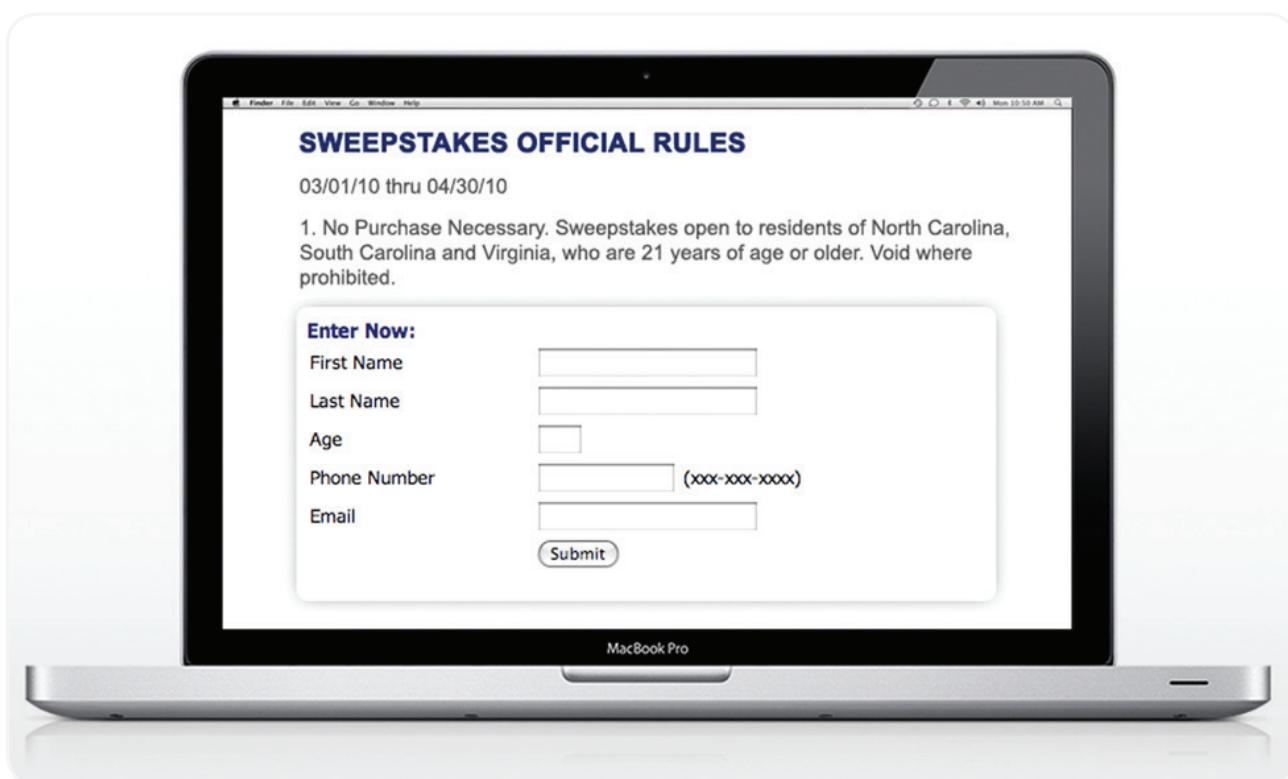
Including these three items will ensure that your display is compliant.

## 2. AGE VERIFICATION

Red Fish Media has developed an age verification application which is a standard function performed when entering a sweepstakes through Text Message, Alternate Means of Entry (web entry) or Prize Redeem. Before participants can confirm their entry in the sweepstakes, they are required to reply with their date of birth. If the birth date entered is not valid participants are notified of their ineligibility. All sweepstakes participant data, including mobile phone number, carrier, date & time stamp along with birth date, is made available via Red Fish Media's backoffice and can be conveniently exported to Excel format.

## 3. ALTERNATE MEANS OF ENTRY (AMOE)

A second method of entry into the sweepstakes is not only required by law, but also increases overall participation. This allows your company to convert interested browsers into additional participants, thus capturing even more valuable consumer data. Red Fish Media offers AMOE hosting services in conjunction with our Text2Win application.



## 4. WINNER SELECTION, NOTIFICATION, AND QUALIFICATION

Unless you anticipate choosing your winners out of a hat, mobilizing your winner selection and notification is the easiest and most effective way to run a sweepstakes. Our uniquely designed winner selection tool quickly and efficiently chooses a winner or winners and sends a notification via text message or email. Winners could also be notified by phone if so desired. All winner information including, name, address, mobile number, email, date of entry, and date of birth will be made readily available to you via email. Additional client specified information can also be required of the winner, such as favorite product.

## 5. PRIZE REDEMPTION PLATFORM

Red Fish Media has created a prize redemption platform that allows winners to enter all required information online. Each site can be customized specifically for each company by our creative team. In collaboration with your staff, we'll ensure that the site is consistent with the look and feel of your brand and current sweepstakes. Online redemption not only enables the process to move swiftly, it also produces a report for the company to use as a reference. Additional winner qualifications such as state of residency can also be verified on the redemption site ensuring that you will not have any complications from ineligible winners.

The diagram illustrates the Prize Redemption Platform. On the left, a laptop screen shows the homepage with three main input fields: 'Age verification' (with sub-fields 'Month', 'Day', 'Year'), 'Enter your code' (with sub-link 'Where do I find codes?'), and 'Enter your email or Phone #' (with sub-instruction 'Please enter the email address or phone number blah blah'). A red arrow points from the 'Enter your email or Phone #' field to a larger form on the right. This form contains fields for First Name, Last Name, Phone, Mobile, Email, Address, City, State, Zip Code, and a 'Submit' button.

**Website Redemption Homepage:** Winner enters Date of Birth, Unique Prize Code and Email or Mobile number.

**Prize Redemption Form:** Winner will enter Name, Mailing Address and Email. Upon submission, a confirmation email is sent.

## GETTING STARTED

To provide you with a full service, turnkey solution, all we need is the following information:

### 1. Job Details

- Program start and end date
- Prizes
- Number of winners

### 2. Sweepstakes Rules

### 3. Artwork banner for use on AMOE and Redemption Sites

### 4. For Prize Redemption:

- Name and address of prize pick-up location
- Date and time of pick-up
- Contact person's name and phone number on location

**TEXT "SWEEPS" TO 23000 FOR A LIVE DEMO**



1. Text Entry

2. Age Verification

3. Confirm. Msg. & Link to Rules



## COMPANY PROFILE

Since its inception in 2004, Red Fish Media has continually pushed the boundaries of what is possible with SMS text messaging while never losing focus on their founding principle – to provide the best mobile customer experience feasible. This tenacious drive has allowed Red Fish Media to consistently harness mobile's reach and convert its power into strategic branding and strengthened customer relationships for their clients.

Red Fish Media is the premier full service mobile marketing boutique that delivers innovative and reliable mobile solutions to any company seeking to extend into the mobile arena. Red Fish Media's connectivity with all major wireless carriers provides clients with the ability to reach nearly all of the more than 380 million mobile phones in the United States and Canada.

Red Fish Media has developed a vast expertise of all aspects of mobile marketing including program creation and design, shortcode management, carrier service provisioning, compliance assessment, messaging program execution, and program reporting and analysis. By leveraging assets and experience gained through countless campaigns, Red Fish Media has the technology and know-how to design and rapidly deploy effective mobile marketing campaigns.

Red Fish Media has provided mobile services to some of the nation's most prominent brands, including: Starbucks, Sony, Nike, Bank of America, Microsoft, Anheuser-Busch, Oracle, Proctor and Gamble, Google, Altec Lansing, Mazda, State Farm Insurance, Ralph Lauren, Martha Stewart, IMG, Lennar Homes, Subaru, Guitar Center, MGM Mirage, Fox News, Big Brothers Big Sisters, Blue Cross and Blue Shield, Verizon Wireless, among others.

Ready to hook more customers? Learn more about Red Fish Media's mobile marketing solutions and how they can benefit and grow your business today -visit [www.redfishmedia.com](http://www.redfishmedia.com) or call 305.538.2731.



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