

Mxit drives 55,870 consumers to Woolworths App

Stepping into the mobile advertising domain to attract new applications to affiliate loyalty programme MySchool MyPlanet, Woolworths has selected Mxit as its mobile social networking partner.



Given Mxit's reach and the platform's ability to engage directly with consumers, post-campaign results revealed that Mxit delivered 55,870 MySchool MyPlanet app subscribers and 19,964 entries to a promotional competition over the two-week campaign period.

Taking advantage of Mxit's splash screen advertising to promote entry into the Woolworths competition, consumers were able to enter their details via the MySchool My Planet app and stand a chance of winning one of five Samsung Galaxy S4 handsets. The campaign not only assisted Woolworths in creating a new community, the mobile platform enabled the brand to engage directly with its growing audience.

Advertisers can zone in on target markets

Mxit Head of Sales, Andrew Kramer, explains "As users sign in to Mxit, the full screen, full-colour campaign splash screen is displayed for roughly five seconds, enabling advertisers to zone in on specific target markets to receive the messaging exclusively."

Working in tandem with the Splash Screens, Woolworths made use of Mxit's TradePost Messages with the promotional call to action to "Raise funds for your favourite charity without costing a cent! PLUS, stand a chance to win 1 of 5 Samsung Galaxy S4's. Apply now for a MySchool card and every time you shop give something back"

Kramer comments that for the Woolworths campaign, the value of Mxit as a media channel was its ability to provide fast-

tracked visibility while enabling the brand to be part of the conversation with millions of consumers - all backed by the accuracy of measurable statistical data.

In good company

"We're excited that more and more blue chip brands are stepping into the mobile ad space each month. Woolworths now sits alongside our portfolio of clients including Vodacom, Coca-Cola, Cadbury, Castle Lite, BlackBerry, Kimberley Clarke, L'Oreal, Unilever and KFC", adds Kramer.

MySchool MyPlanet is one of South Africa's biggest fundraising programmes, raising over R3m every month for over 9,000 schools, charities and animal welfare or environmental organisations. The initiative allows consumers to link their card to the Woolworths loyalty card, enabling them to contribute and make a difference just by swiping the card as they shop.

Mxit

Mxit is a South African created mobile social network. It has 7.4 million monthly active users, of which 6.5 million are in South Africa. Being device agnostic, over 3,000 different handsets and mobile devices can download and access the Mxit platform. By acting as a gateway to functions not otherwise available on feature phones, Mxit affordably bridges the gap between feature and smart phones.

For further information on the Mxit advertising platforms, visit www.mxit.com/pages/advertise or follow Twitter Andrew Kramer [@MxitMedia](https://twitter.com/MxitMedia).

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