

Mxit sweetens Huletts response

Gaining instant traction and enticing engagement with thousands of South Africans, Huletts got active in the Mxit space by delivering a strategic two-week campaign, offering users R2 free airtime when downloading its brand app.



Embedding the campaign onto Splash Screen media - a full screen, full colour ad displaying for five seconds on sign in, users were urged to 'click 5' to download the brand app. It received over 2.2 million impressions and 31,964 clicks at a click through rate of 1.4%. In 15 days, the company encouraged 30,874 users to sign up to the brand app.

Once signed up, they could unlock access to free airtime and the private social brand page, where they could engage with the brand through sharing content or browse through product info, recipes, hints and tips and explore its renowned Sweet Motivations quotes.

With the creative prompting users to submit a picture of themselves with their dad to stand a chance of winning a hamper valued at R1500, the company received 259 photo submissions in two days.



Mxit Account Manager, Samantha Billingham says, "The campaign was successful and delivered great numbers in terms of active visitors. Consumers spent an average of on 2.32 minutes on the app, with 45% of consumers messaging the app for the competition and poll. The poll attracted 1,282 responses in just seven days. On average each member browsed six pages of the app and the client's mobile community is now 33,091 users strong."

For more, go to www.get.mxit.com.

