



Ad2Txt Case Study Fantastic Mr. Fox

Players

118 118 is a major UK directory enquiry service, responding to telephone, web and SMS enquiries for numbers, train times and general questions. Telephone enquiries are answered verbally and via a confirmation SMS. This confirmation SMS can contain an advert.

Fox Movies has been lighting up the silver screen since 1904. Fox Movies are likely to have made many of your favourite films, both new and old.

Objective

Fox Movies wanted to promote the release of their film of Roald Dahl's classic children's novel, Fantastic Mr Fox, to people looking for entertainment, ideally those intending to go to the cinema. Having reached those people, Fox Movies wanted to let them discover what the film was about, directly influencing their choice of viewing.

Campaign

The campaign consisted of a combination of highly-targeted adverts exploiting Ad2Txt's contextualisation features coupled with 118 118 categories. Various text messages were used promoting the trailer, the gallery and the opening date. All messages linked to a mobile site created by Rapid Mobile Media for this campaign.

Inventory

118 118 offers fantastically targeted inventory. With over 1.7m impressions monthly broken down into 900 categories and 19 super categories precision targeting of adverts to people with purchase intent becomes possible. The Fantastic Mr Fox campaign ran over a combination of out-of-home entertainment categories, including Cinema, as well as broader leisure groups including Takeaway food, Restaurants and Video Rental.

Results

The 118 118 campaign returned exceptional results, averaging a **0.72%** click through rate across all the selected categories, with over 125,000 targeted impressions over a four-week period. Requests for cinema details offered even more compelling results with **1.69%** people clicking through to view the trailer.

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FOX MOVIES



Ad2Txt is the measurable in-text advertising solution from Rapid Mobile. Ad2Txt supports fully trackable click to call, click to message and click to mobile internet site calls to action.

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