

# Mobile drives free book giveaway

## Business need

To encourage parents and carers to enjoy books with children from an early age by offering them a free book per household.



bookstart

## The solution

TV ads featuring a prominent text call to action ran during daytime TV shows on 34 channels for four weeks.

By texting BOOK along with their name, house number and postcode to 80800, viewers can receive a free book from Bookstart.

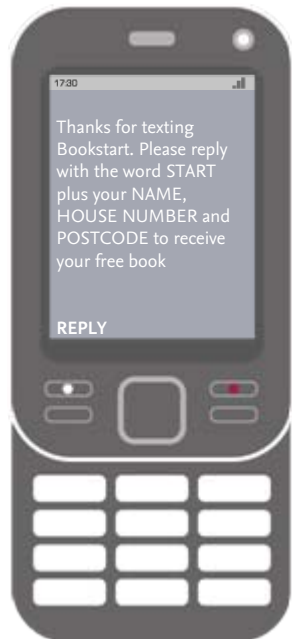
Mobile was the only medium used to request a book.

Texts were totally free to viewers.

## Results

- Just over 119,000 people texted in with 8,500 texts received on the first day alone
- This represents 15%\* of UK households with pre-school age children
- CPA was 34p, not including cost or postage of the book

\*Source: ONS



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participated