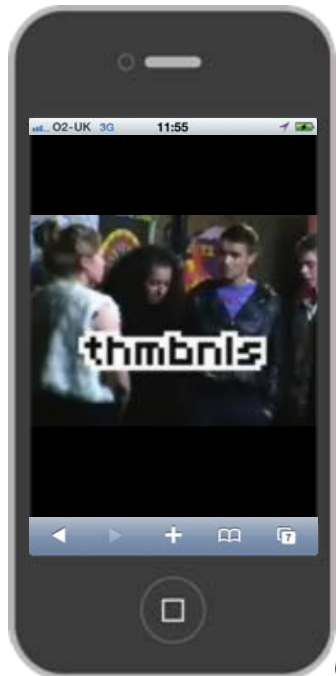


DCSF launches world's first interactive mobile soap opera

Business need

To engage elusive teenagers, raising awareness of sexual wellbeing, at no cost to them.



The solution

Mobile internet banner ads, plus posters distributed at schools, directed viewers to register at www.thmbnls.mobi to receive 22 weekly episodes, exclusively on mobile, at 7pm on Fridays.

The 'Mobisodes' were personalised: viewers' names appear in characters' mobile phone books and are also spoken. The weekly reminders come from the characters and viewers can change the storyline by replying by text.

A 'vCalendar' can be downloaded to activate the handset's alarm function. Data charges were zero-rated so all video downloads are totally free to viewers.

Functions

- Mobile advertising
- Direct response
- Mobile internet
- Multimedia messaging

