

As Sponsor of So You Think You Can Dance Australia 2008, Optus worked together with Channel 10 to drive awareness of and integrate our mobile content story associated with the program.

The multiple platforms used by Optus included: demonstrations within the television program, television commercials, cinema, outdoor, press, in retail outlets, direct to consumers via their mobile, via various methods online and even experiential activity at The Royal Easter Show 2008.

Optus created two mobile content packs (2G & 3G) called 'Backstage Pass' which housed a variety of content from the show itself plus exclusive video content not available to see anywhere else. Further to that standard mobile content such as wallpapers were also available to subscribers of the content packs. Customers could access the subscription service by simply sending an SMS with the word 'Dance' to 966, or via the Optus Zoo mobile portal. They were given an option, either a \$1 or \$2 per week content pack subscription, depending on whether they were 2G or 3G customers.

The Backstage Pass subscription service regularly refreshed content items such as ring tones relating to tracks from the show, dance news, trivia and dancer profiles and wallpapers. And specifically for 3G subscribers the rich video content of dance performances, auditions, dancer diaries and exclusive backstage footage and interviews were updated on a weekly basis.

The mobile site was free to browse and by subscribing to the packs, customers also automatically entered themselves in the draw to win tickets to the dance finale show as well as having unlimited access to all the content.

Subscribers to the Backstage Pass received weekly alerts communicating site updates and performance highlights. A number of SMS blasts also occurred throughout the campaign which pushed customers to the mobile site and when viewers voted for their favourite dancers, they received a reply-back message which directed them to the view the Backstage Pass mobile dance content.