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ADMA MMA AWARDS 2008

Entry Form

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Creative Partner
Selected MMA Award
Designs & build
by Loaded Creative

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1. Details of Submission

Name: Kristy Manson
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Phone: 02 8288 4769
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Mobile: 0402 321 692
Email: Kristy.manson@mnetcorporation.com.au
Website: yahoo7.com.au

Award categories entered: Maximum of 2 categories per entry

- MMA Award for **m-Commerce**
- MMA Award for **Relationship Building**
- MMA Award for **B2B or Enterprise Application**
- MMA Award for **Most Creative Mobile Solution**
- MMA Award for **Consumer Content Offering**
- MMA Award for **Mobile Entertainment**
- MMA Award for **Promotional Campaign**
- MMA Award for **Cross Media Integration**
- MMA Award for **Mobile Advertising**
- MMA Award for **One to Watch**
- Mobile Marketer of the Year** - download separate Nomination Form

List of supplementary media included:

Include 2 copies of each supplementary media per category entered

- TVC or Video
- Radio
- Print
- Outdoor
- Direct mail
- Events
- Mock-ups of WAP Pages and WEB Pages

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Agreement

I, Kristy Manson, from Yahoo!7 Mobile confirm that I am authorised to submit this campaign into the MMA Awards and agree to the terms, conditions and rules of the MMA Awards which are displayed at www.mmaawards.com/howtoenter.htm.

- Yes, the brand/advertiser has granted permission for this campaign's entry into the 2008 MMA Awards.
- Yes, I understand that MMA Awards reserves the right to publish descriptions and case studies of winning entries, but if an entrant asks for any part of their submission to remain confidential, it will be treated as such.

Signed.....

Privacy

Your contact details will be used by ADMA to process your entry and to provide you with information about the MMA Awards. ADMA would also like to use the information to keep you up-to-date with relevant details on education, events, training, membership and other related services provided by ADMA. If you **do not** want to receive this information please tick this box

Your contact information (name, company, address and phone number) may be distributed to sponsors and exhibitors whose product/service offerings may be of interest to you. If you would prefer **not** to have your name distributed for this purpose, please tick this box

If you would like to receive offerings from relevant suppliers by email or SMS, please tick this box

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2. Campaign/Application Description

Title: Toyota Camry / The Great Outdoors Consumer Promotion
Client/Brand: Toyota Camry
Contributors: The Media Store / Yahoo!7 / Network Seven / m.Net Corporation
Creative Agency: The Media Store
Service Provider: Yahoo!7 Mobile / m.Net Corporation
Mobile Operator: m.Net Corporation

3. Upfront Summary

The Group Seven team and The Media Store worked closely together to showcase the Toyota 'Explore the Range' retail event and deliver a promotional campaign that can be best defined as true program integration.

- 6 weeks in-program (Network Sevens The Great Outdoors) and 4 weeks online activity.
- Online and SMS entry mechanic
- Integration of The Great Outdoors presenters within editorial segments on The Great Outdoors, including Tom as the face of the promotion
- Promotional and editorial integration on-line
- A custom built mobile WAP Site for Toyota featuring the Camry Range, Book a test drive invitations and exclusive mobile content downloads
- Integration from the SMS entry (MT response) to the custom built Toyota Camry WAP Site.

4. Background

The promotion showcased 3 x Camry's from the Toyota range – Grande, Sportivo and Ateva.

The objective was to support Toyota's Camry campaign 'A range of Camry's for a range of reasons' by presenting a range story, leading to The Great Outdoors tagline 'Explore the Range'.

To communicate the fact that there's a range of Camry's to choose from, the promotion gave viewers of The Great Outdoors the chance to win one of four weekly Australian driving holidays plus the grand prize of a brand new Toyota Camry.

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The viewers could check out the 'range of Camry's' either online via a promotional micro-site which linked directly through to the Toyota WEB site, or via a custom built Toyota Camry WAP site which the viewers connected to via their SMS reply MT message received after they entered the promotion via PSMS.

5. Details/Timeframe

The promotion ran for six weeks across the Seven Network (in-program of The Great Outdoors and Online at Yahoo!7.com.au

Week One – Pre-promotion

Week Two – Competition

Week Three – Competition & week 1 winner announcement

Week Four – Competition & week 2 winner announcement

Week Five – Competition & week 3 winner announcement

Week Six – Week 4 winner & grand prize winner announcement

6. Objective, Approach and Results

Objective	Strategy and tactics	Results - effectiveness and profitability *
Increase consideration of the Toyota Camry	<p>Tom Williams (presenter from The Great Outdoors) presented two minute in-program editorial piece on the Camry Grande for the 4 week promotion.</p> <p>Scheduling of four weekly versions of 30 second out of program competition spots.</p> <p>Dealer Hype Reel fronted by Tom Williams.</p> <p>SMS entrants were invited to click through to a WAP Site from their reply MT message.</p> <p>Visitors on the WAP Site were then invited to 'Book a Test Drive'. They were required to enter their personal details, 'tick' a Terms & Conditions box then hit submit.</p>	<p>1.48% of users on the Toyota Camry WAP Site actually converted and 'Booked a Test Drive'.</p> <p>This was 50% of 'Test Drives booked' overall (including Test Drives booked on-line).</p> <p>4.43% of these viewers which visited the Toyota Camry WAP site Opted in to the Toyota Database</p>

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	<p>The personal details of each viewer were then sent to a Toyota call centre to call and schedule a test drive in their local area.</p> <p>If the viewer could not successfully download the WAP Site (they were not WAP enabled or capable), the MT message also suggested they go to 'Toyota.com.au/camry if they cannot connect via mob'.</p>	
<p>Drive dealer traffic and enquiry level</p>	<p>SMS entrants were invited to click through to a WAP Site from their reply MT message.</p> <p>Visitors on the WAP Site were then invited to 'Book a Test Drive'. They were required to enter their personal details, 'tick' a Terms & Conditions box then hit submit.</p> <p>The personal details of each viewer were then sent to a Toyota call centre to call and schedule a test drive in their local area.</p> <p>If the viewer could not successfully download the WAP Site (they were not WAP enabled or capable), the MT message also suggested they go to</p>	<p>1.48% of users on the Toyota Camry WAP Site actually converted and 'Booked a Test Drive'.</p> <p>This was 50% of 'Test Drives booked' overall (including Test Drives booked on-line).</p> <p>4.43% of these viewers which visited the Toyota Camry WAP site Opted in to the Toyota Database.</p>

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	Toyota.com.au/camry if they cannot connect via mob'.	
Encourage entrants to find out more about Camry	<p>To communicate the fact that there's a range of Camry's to choose from, the promotion gave viewers the chance to win WEEKLY - one of four weekly Australian driving holidays plus the grand prize of a brand new Toyota Camry, valued up to \$43,000.</p> <p>A 30 sec competition spot aired during commercial airtime over the 4 week competition.</p> <p>Participants which entered via the SMS channel received a reply (MT) message thanking them for their entry, plus inviting them to 'Click Now' on WAP URL within the SMS message to "Learn more about the Toyota Camry Range"</p> <p>The user clicked on the WAP link to download the custom made Toyota Camry WAP Site which featured the complete Camry Range including details and features and images of each vehicle.</p>	<p>A Grand total of 4% of all viewers which entered the competition via SMS successfully 'clicked' through and landed on the Toyota Camry WAP Site from the direct invitation within the SMS message to "Click Now learn more about the Toyota Camry Range".</p> <p>28% of viewers on the WAP site 'clicked' through to 'See the entire Camry range' page.</p> <p>The conversions to each vehicle sub-pages are;</p> <ul style="list-style-type: none"> - Grande 36% - Sportivo 28% - Ateva 21% - Advantage 9% <p>1.48% actually converted and 'Booked a Test Drive.</p> <p>This was 50% of 'Test Drives booked' overall (including Test Drives booked on-line).</p> <p>4.43% of these viewers which visited the Toyota Camry WAP site Opted in to the Toyota Database.</p>
Generate leads and prospects	SMS entrants were invited to click through to a WAP Site from their reply MT message.	A Grand total of 4% of all viewers which entered the competition via SMS successfully 'clicked' through and landed on the

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	<p>Visitors on the WAP Site were then invited to 'Opt-in'. To 'Opt-in' the viewer was required to enter their personal details, 'tick' a Terms & Condition box then hit submit.</p> <p>The personal details of the viewer were saved and included in the Toyota customer opt-in database.</p> <p>'Book a Test Drive'. They were required to enter their personal details, 'tick' a Terms & Conditions box then hit submit.</p> <p>The personal details of each viewer were then sent to a Toyota call centre to call and schedule a test drive in their local area.</p> <p>If the viewer could not successfully download they WAP Site (they were not WAP enabled or capable), the MT message also suggested they go to Toyota.com.au/camry if they cannot connect via mob'.</p>	<p>Toyota Camry WAP Site from the direct invitation within the SMS message to "Click Now learn more about the Toyota Camry Range".</p> <p>1.48% actually converted and 'Booked a Test Drive.</p> <p>This was 50% of 'Test Drives booked' overall (including Test Drives booked on-line).</p> <p>4.43% of these viewers which visited the Toyota Camry WAP site Opted in to the Toyota Database.</p>
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- You should have at least 3 points for each, ensuring that the specific tactics and results relate to the relevant original objective.

*Refer to "How to Enter" Information sheet for specific details on how to reflect results including an indexing system to cater for sensitivities.

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7. Mechanics in Detail

The promotion ran over six weeks in The Great Outdoors (the program) on the Seven Network through a 30 sec competition spot that aired during commercial airtime as follows;

- All on-air communications promoted entry via;
 - o online (yahoo7.com.au/thegreatoutdoors)
 - o SMS entry to Premium Short Code
 - SMS entry was selected as a requirement for the in-program promotion to enable accessibility to a larger proportion of viewers and ensure that entry is available to everybody (not only those viewers with internet access)
- The entry mechanic was communicated to viewers through;
 - A 30 sec competition spot that aired during commercial airtime over the 4 week competition period broadcast on the Seven Network.
- Viewers which entered via the PSMS channel received an SMS reply MT message. This MT message confirmed the viewers entry in to the weekly draw, plus it also contained a WAP URL link inviting them to 'Click Now to learn more about the Toyota Camry Range'.
 - ☑ This downloaded the Toyota Camry custom built WAP Site
- The Toyota Camry WAP Site creative was carefully and purposely designed based on the new look Camry Range campaign, providing brand and visual consistency across TV, Online and Mobile. It featured the same font size and colour, and the same background colour scheme seen online and in the TVC.
- The creative and design layout was created to support Toyota's Camry campaign 'A range of Camry's for a range of reasons' by presenting a range story, leveraging off The Great Outdoors and the tagline 'Explore the Range'.
- The Toyota Camry WAP Site offered the following features and functions'
 - ☑ Click to see the entire Camry Range
 - ☑ Book a Test
 - ☑ Free mobile content
 - ☑ Optin
 - ☑ Help
- **Camry Range:** The viewers were given the opportunity to learn more about each specific vehicle in the Camry range. The introduction to the Camry range gave a brief intro into the three (3) vehicles – supporting the 'Explore the Range' campaign.

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Viewers could then 'click' on the image (or text link underneath image) of each vehicle (3 in total) to go through to a vehicle specific sub-page.

These sub-pages each offered a further description and special features of each vehicle and an image. Each page also included the following easy quick links for the viewer to navigate to other sub-pages;

- logo of Toyota Service Advantage – hyperlink
- Book a Test Drive
- Home

In addition, from the Camry Range page, the viewer could learn more about Toyota Service Advantage by clicking on the 'Advantage' logo. This sub-page provided the benefits of the service including costs. To find out more the viewer was provided the advantage.toyota.com.au WEB URL.

- **Book a Test Drive:** The viewers were required to enter the following personal details;
 - First Name
 - Last Name
 - Postcode
 - Mobile Phone (this field was already pre-populated with their mobile phone number – detected with their entry via the SMSC)
- There was also a 'tick box' for the user to confirm they agreed with the Terms & Conditions.
 - The viewer was able to click on a 'link' next to the 'tick box' to read the full Term and Conditions of requesting a Test Drive.
- Once all fields had been completed and the user had clicked the submit button, a 'Confirmation' page was viewed;
 - "Thank you 'First Name'! Your details have been successfully submitted. Toyota will call you to organise a Camry test drive at their closest Toyota dealer.
 - This confirmation page was personalized with the viewers 'First Name'.
 - The confirmation page also provided easy quick links for the viewer to navigate to other sub-pages;
 - See the entire Camry range
 - Download FREE mobile content (wallpapers)
 - Home
- **Opt-in:** The viewers were required to enter the following personal details
 - First Name
 - Last Name

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- Email address
- Postcode
- Mobile Phone (this field was already pre-populated with their mobile phone number – detected with their entry via the SMSC)
- There was also a 'tick box' for the user to confirm they agreed with the Terms & Conditions.
 - The viewer was able to click on a 'link' next to the 'tick box' to read the full Term and Conditions of opting in to the Toyota database.
- Once all fields had been completed and the user had clicked the submit button, a 'Confirmation' page was viewed;
 - "Thank you 'First Name'! Your details have been successfully submitted. You will now receive details o Toyota's latest news, events and offers via email.
 - This confirmation page was personalized with the viewers 'First Name'
 - The confirmation page also provided easy quick links for the viewer to navigate to other sub-pages;
 - It encouraged them to 'click here' if they would like Toyota to call in regard to Test Driving a Camry.
 - See the entire Camry range
 - Download FREE mobile content (wallpapers)
 - Home
- **FREE Mobile Content:** Viewers were invited to download FREE wallpapers to save on their mobile phone;
- - Image of each Camry vehicle (three)
 - Image of Tom Williams from The Great Outdoors (the program) to tie back in to the consumer promotion.
- A disclaimer was present informing the viewer they would be charged standard GPRS rates to download the content (wallpaper).
- This page also provided easy quick links for the viewer to navigate to other sub-pages;
 - It encouraged them to 'click here' if they would like Toyota to call in regard to Test Driving a Camry.
 - See the entire Camry range
 - Home
- **Help:** If the viewers were uncertain of the costs or other technical issues on tge WAP Site, there was a Help section 'Need Help? Click here'
-

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- The 'Help' sub-page provided;
 - Contact details of each service provider
 - Telstra:** 125 111
 - Optus:** 1300 300 937
 - Vodafone:** 1300 650 410
 - Three:** 133 320
 - Orange:** 133 488
 - A disclaimer this service may not be available to customers on 3, & Vodafone Prepaid
 - Other Customer Support;
 - support@mnetcorporation.com or 1300 783 035
 - When Contacting Customer Support by either phone or email please include the following details:
 - Mobile Number
 - Date of Request
 - Requested Download
 - Carrier
 - Mobile Handset Make and Model
- From Online, the viewers were required to enter their personal details, invited to 'Book a Test Drive and also Opt-in to the Toyota database.
- Every week, the SMS and online entries were merged into the one database and one winner was selected for that week (this occurred for four weeks).
- On the final week, the weekly winner was selected, plus a Major prize winner was selected from ALL entries received through the entire promotional period.

8. Outstanding Features

Refer to "How to Enter" Information sheet for hints and examples from previous winners

- Introducing a 'new' technology (WAP link) via a common, mass market service (SMS reply MT message) is an outstanding feature in this integrated campaign. It literally took each viewer by the hand from two trusted points of reference (Seven Network & Toyota) and led them to experiment with their mobile phone for further content and information surrounding the promotion, Toyota and The Great Outdoors.
- Including the Toyota WEB Site address within the SMS reply MT messages and instructions to visit if the viewer could not connect via mobile, allowed every viewer access to the information and features offered. This did not discriminate against those viewers which did not have a WAP capable or enabled Mobile phone. It also assisted in

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driving traffic to the promotional web site and incidentally online entries.

- The promotion offered four (4) weekly prizes and one Major Prize on completion of the campaign. Offering weekly prizes encouraged multiple participation levels via SMS, as each week there was another chance to win.
 - Total SMS entries: withheld
 - Unique: withheld
 - Showing on average most viewers entered twice throughout the four week promotion.
- The KPI for total online (unique) entries was withheld
- Actual online (unique) entries were: withheld (4.5x higher than KPI).
- Actual unique opt ins were 6.8 x higher than the opt in KPI
- From the total number of unique SMS entries an overwhelming 4% of viewers successfully clicked through to the Toyota Camry WAP Site.
 - This is an additional withheld unique (potential) customers exposed to additional Toyota Camry branding and information that would not have been engaged further than their initial SMS entry.
- Of the total number of Book a Test Drives captured via Online and Mobile, the Toyota Camry WAP site captured 50%. If the SMS reply MT message did not invite the viewer to '*click now*', Toyota may not have captured the extra 50% of Book a Test drives and potential customers.
- The information / data captured in the 'Book a Test Drive' and 'Opt-in' was consistent with the data capture required for Toyota's existing customer database.

9. Key Learnings

- A simple, standard and 'safe' mechanic as SMS (entry to a competition) is an effective channel to educate viewers on new mobile services such as WAP links and WAP Sites. Use something familiar to introduce something new.
- Leveraging iconic and trusted brand names such as Toyota and the Seven Network paves the way for users to explore new technologies. The user / viewer is comfortable knowing they have a trusted point of reference they can contact of anything 'goes wrong'.

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- Including the invitation 'Click Now' as opposed to 'Click Here' generates a higher response of users clicking on the WAP URL link within the SMS message. As it decreases confusion on whether they have to copy the WAP URL into a WEB Browser.

10. Privacy and Database Collection

- On all communication promoting 'How to enter' the Toyota Camry Promotion, the following legal requirements were clearly displayed;

**SMS your full name, state, postcode & age to 19 77 47 77 Or
Log on to www.yahoo7.com.au/thegreatoutdoors
m.Net Corporation max entry cost \$0.55. Mobile calls to 1902 extra.
Closing date: 29/05/08 @ 09.00 (AEST). VIC: 08/1251, SA: T 08/1179,
NSW: LTPS 08/02817, ACT: TP 08/01163.
Terms and Conditions available from the Seven Network.**

- On the WAP sub-page 'Book a Test Drive', a link to read the Terms & Conditions was clearly available and visible (different colour text link) for the user. The 'tick box' for the Terms & Conditions when requesting to 'Book a Test Drive' was mandatory for the user.
- On the WAP sub-page 'Opt-in, a link to read the Terms & Conditions was clearly available and visible (different colour text link) for the user. The 'tick box' for the Terms & Conditions when agreeing to 'Opt-in was mandatory for the user.
- The 'FREE Downloads' sub-pages provided a disclaimer that the user would be charged their standard GPRS rates to download the content. They were also required to be 15 years or older.
- The WAP Site provided a 'Help' section. *'Need Help? Click here'*
 - The 'Help' sub-page provided;
 - Contact details of each service provider
 - **Telstra:** 125 111
 - **Optus:** 1300 300 937
 - **Vodafone:** 1300 650 410
 - **Three:** 133 320
 - **Orange:** 133 488
 - A disclaimer this service may not be available to customers on 3, & Vodafone Prepaid
 - Other Customer Support;
 - support@mnetcorporation.com or 1300 783 035

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- When Contacting Customer Support by either phone or email please include the following details:
 - Mobile Number
 - Date of Request
 - Requested Download
 - Carrier
 - Mobile Handset Make and Model
- Each sub-page which displayed a vehicle image included a 'Range image disclaimer' which outlined the vehicle name and colour shown in the image.
- The 'footer' on each WAP page provided the business details of Toyota (copyright, business name and ABN number). It also provided details of the service provider m.Net and a link to connect through their business WAP site,

11. Supplementary Media and Creative List

This is a list of additional media clips which you wish to be reviewed alongside this entry form.

We strongly suggest you include visual examples of as many elements of your campaign or application as possible. This helps the judges visualise your entry, and also helps in gaining exposure and recognition on the Awards night should you be a winner!

- [TVC or video clips (MPEG/AVI format no more than 60 secs)]
- [Print and outdoor (JPEG, PSD or EPS format minimum 150dpi in resolution)]
- [Radio clips (MP3, WAV or AIFF)]
- [Testimonials, Press]
- [Creative examples, e.g. logos, wallpapers etc. (format as above)]
- [other]
- [List all supplementary media and creative supplied]

Toyota Camry / The Great Outdoors Competition segment

Online Editorial and Promotion Page

SMS Reply MT Message

Mobile WAP Site;

- Home Page
- Camry Range Page
- Vehicle Page
- Book a Test Drive Page

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- Optin Page
- Download Page
- Tailored/ personalised confirmation page

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