

## Black + White Opts For Text-Response Only Ads

Mobile phone operator Black + White has needed to be smart to take on the giants of the industry. This has meant figuring out exactly which advertising is working best – and maximising ad response rates and leads for follow up...

**N**ew mobile player Black + White offers a simple, low-cost, no-contract prepaid service. It only set up shop last October, so it's still very much in the business of pushing its message out to potential customers.

However, what may surprise most marketers is the company's move to stop promoting an 0800 number in its ads in favour of a TXT keyword alone. In this case, the keyword 'black', which is sent to TXT2GET's shared shortcode, '244'.

According to CEO Johnathan Eele, texting not only provides higher response rates than an 0800 number, but also lays the groundwork that much better for more successful follow-up calls.

"With ads on television, people are reluctant to call an 0800 number while watching an interesting programme. They're worried they'll be caught on hold or on the phone when the ads end. So, there's comfort in feeling they can control the information flow process better by responding via a text message," explains Eele.

This suits Eele fine, as it means Black + White doesn't need to staff a call centre throughout the night. Staff still call back texters within 24 hours, however, and, says Eele, people have no problem with taking a call back.

In fact, he sees making it easy for people to respond to ads 24/7, via a TXT keyword with the advertiser then following up, as a great opportunity that too few businesses are leveraging.

When pushed for a reason, he says he believes business people and ad agencies became lazy in the good economic times and tended to sit back and wait for the ads to drive business to them. Coming from the competitive telecoms world, he learned that it is the following up and closing that counts.

Black + White has also used TXT response to help work out which advertising media drives most leads on a dollar-for-dollar basis. The findings: in Black + Whites case television and radio ranked highest, followed by print.

He likes the fact that with TXT2GET's online set-up and real-time reporting he can check which creative is working and, if necessary, change it mid-campaign. One such lesson was to maximise results by mentioning the keyword twice in ads. Being able to test a creative




Black + White CEO  
Johnathan Eele

also helped him triple his daily leads through radio, and means he can keep an eye on his marketing from anywhere.

"I was in Australia for two weeks recently and would just log in to TXT2GET to check that the television station was running my ads and how many leads we had," he says.

Eele says the text response – which contains his website address ([www.bw.co.nz](http://www.bw.co.nz)) – has also resulted in significantly higher web sales the following day. He puts this down to the ease of getting the website address out to people by text, instead of them having to write it down, as well as the credibility that above-the-line advertising has given his brand.

"We're also able to gather email addresses and build our database around the mobile number and email when our staff call people back," says Eele. "That's a huge advantage when we come to developing different products." 

### For more information:

Black + White: Text black to 244; call 0800 021021  
or go to [www.bw.co.nz](http://www.bw.co.nz)

TXT2GET: Text ads to 244; call 0800 333012  
or go to [www.txt2get.co.nz](http://www.txt2get.co.nz)

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