

CASE STUDY

Teasing with Text

CLIENT : Barvest

BACKGROUND

Barvest plc represents a unique collection of individually promoted clubs & bars, from the venues operating under the widely known Po Na Na brand to the legendary Hammersmith Palais, Fez Clubs, Embargo and Bondai, each one is managed in a truly independent style.

It is this collective approach that makes Barvest the antithesis of a High Street chain. Hosting a bespoke selection of nights or tailoring the environment for the local area, each barclub creates a varied but stylish experience for its customers.

To deliver its unique style of independent operation Barvest hunts far and wide to find management with the right mix of skills to deliver this vision. The manager and team at each Barvest location combine expert operational skills with a unique ability to build relationships and network their site in a particular town or city, creating the best possible environment for 'those that know'. It's this responsibility for designing nights that means Barvest managers have put together and are credited with some of the most credible nights in the UK - from the small & exclusive to large scale events and including: Red, 2Close, Smile, Jazzamatazz, Close Quarters, Delve, Hedflux, Blanco, Liquid Soul, Twisted Skunk & Ebonics.

This bold commitment to creating a unique scene away from the mainstream has led to cutting edge collaboration with some of the UK's most successful promoters. These partnerships have made Barvest barclubs home to some of the most infamous nights nationwide: Shindig, Stone Love, Promise, Boutique, School Disco, Warning, Ko-Ko, Fat Poppadaddys and more.

THE CHALLENGE

Barvest wanted to develop a mobile relationship strategy with key patrons of its clubs. Database management was already a high priority to this pub and club group, and as a result ongoing traditional and web site methods were being used to grow client databases which included both email addresses and mobile phone numbers.

The team at Barvest decided to upon a strategy which combined current affairs topics with a “Tease and Reveal” promotion. As current affairs were to be used then the speed of message delivery was of paramount importance. The only vehicle suitable for such a campaign was SMS texting.

THE SOLUTION

The Michael Jackson trial was in the headlines everyday and the verdict of this 19 month legal ordeal was nearing. The speed at which any message was to reach the intended target was of paramount importance to any impact that was to be achieved. The verdict would be announced and the messages needed to be sent immediately to have the desired reaction.

Using Dynmark’s e-txt™ PC based, bulk SMS software, Barvest decided to send two text messages relevant to the court case to their database of patrons. The first message was a general text from ‘Wako Jacko’. The message was signed “Michael” signed. The recipients of the first text message were not aware of the sender or of the purpose of the message.

On the day Michael Jackson was found not guilty, a second message was sent using e-txt™. Once again it was from ‘Wako Jacko’. It explained his delight and relief at being found not guilty, and invited the recipient to come and have a drink at PoNaNa with a RSVP and redemption mechanic which is built into the e-txt™ software.

The resulting outcome of the campaign was overwhelming. Over 50% of the recipients responded to the message and over 30% visited a Po Na Na nightclub within three days of the final message.

Ben Bendall, Database Marketing Manager of Barvest plc, commented “Dynmark offers an unrivalled quality of customer service, but their number one attribute is their e-txt[™] software. E-txt[™] operates at the cutting edge of SMS technology whilst being easy to use and extremely cost effective. This tool has become an integral part of our marketing strategy”.

- ENDS -

NOTES TO THE EDITOR

About Dynmark International

Dynmark International Limited – (pronounced Dine-Mark) is the UK’s leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions for businesses globally. The range of products and services includes the award-winning* e-txt[™] bulk SMS text messaging application and the Mobile Promotions Exchange (MoPEX), a unique environment which puts advertisers in touch with owners of opt-in lists of mobile numbers.

About e-txt[™]

e-txt[™] (pronounced e-Text) is award-winning*, powerful bulk SMS text message distribution and management system that operates like familiar e-mail applications – but rather than e-mails it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites, set-up email, and loads more.

* 2004 New Product Award - DMBusiness/International Direct Marketing Fair (IDMF)

Visit www.e-txt.co.uk and www.dynmark.com for more.

For more information and photography contact:

David King/Oscar Jenkins
Dynmark International Limited
Tel: +44 (0)1242 257938
david@dynmark.com or oscar@dynmark.com