

Mxit adds flavour to Steri Stumpie

Leading flavoured milk brand, Steri Stumpie reveals that its six-week advertising and engagement campaign, implemented on Mxit, attracted 41,421 new users, with 7,427 users entering the brand's competition, 2,640 users taking part in the flavour poll and 1,922 wallpapers being downloaded.

Post-campaign stats resulted in the brand securing a spot on the February 2014 Mxit Brand Index as one of the 'Brands to Watch'.



Encouraging users to sign up

Embedding its campaign onto Mxit's Splash Screen media, a full screen, full colour ad displaying for five seconds on sign in, Steri Stumpie encouraged users to sign up to the app where they could poll for their favourite flavour, download free wallpapers and enter a competition to win R2,500 a week from the Steri Fund.

Mxit's Splash Screens delivered over 1.4 million impressions for the campaign, resulting in 45,347 clicks at a click through rate of 3.4%.

Building a mobile community

Shauna Carter, sales consultant at Mxit comments, "In partnership with agency Society/King James Group, the campaign builds on its loyal youth and young adult fan culture, which stems back to the 70s. The brand is expanding into mobile social network advertising with the aim of building a mobile community and enticing engagement to maintain its leadership position. In addition, the Mxit app enables the brand to gain real-time, targeted consumer insights through the favourite flavour poll.

Andrew Kramer, Mxit VP Sales explains, "With its consumers being synonymous with fun, friends and rewards, the Mxit platform was the perfect fit to gain instant traction in the mobile social network domain.