

# Energiser scores with Mxit

During the 2014 FIFA World Cup, Energiser South Africa ran a campaign with Mxit and in just one week of the campaign, its app grew from a zero base to 33,789 followers.



To reinforce the fact that it provides the world's longest lasting battery and to take advantage of the excitement generated by the World Cup, the company launched its 'Making the Game Last Longer' campaign. The promotion was centred on an on-pack competition, where consumers could win one of 100 DSTV Exploras. The campaign was amplified on Mxit with splash screen advertising, sponsored content and an 'upload your team' photo competition that encouraged consumers to sign up for the app.

Mxit reports that the campaign delivered 749,688 impressions and over 27,500 clicks at a high click through rate of 3.68%. Andrew Kramer, Mxit VP sales comments, "The response to the campaign has been phenomenal. We received 780 competition entries via Mxit. The concept of uploading photos to qualify for a prize demonstrates just how interactive the user is and highlights that becoming a content creator is a marketing strategy that resonates with consumers."

## CSI component

In partnership South Africa's foremost for-good marketing agency, [dot]GOOD, Energizer sponsored content within Every1Mobile's MAD4SOCCA Mxit app, encouraging consumers to download its app from each page of the MAD4SOCCA environment.

Michael Baretta?MD of [dot]GOOD explains, "The sponsorship was a natural fit for us, as it brought the campaign to life in a relevant way. Mxit provides a unique platform to engage the mid to lower market and all the campaigns that have run to date have yielded high click through rates and consumer engagement."

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