

OBJECTIVES

- Create a mobile marketing campaign surrounding the second season of Discovery Channel's "I Shouldn't Be Alive"'s first three programs as part of the company's overall marketing initiative to promote the series. The campaign would include branded web pages, mobile wallpaper and ringtones, as well as program trivia and text messages, to help increase viewership among Discovery Channel's loyal audience base.

RESULTS

- More than 17,000 people signed up via text and web combined to receive SMS trivia and reminders to watch the show. More than 16,000 users entered the sweepstakes; with twice as many users entering via text vs web. 30 percent of users who signed-up opted-in to receive future notices from Discovery Channel.



"I Shouldn't Be Alive"

The Discovery Channel's "I Shouldn't Be Alive" profiles stories of human courage, survival and endurance. An edgy and adrenaline-filled series such as this, with an adventurous viewership, seemed an ideal candidate for a mobile promotion campaign.

ipsh! designed and hosted a series of web pages that allow users to register for "I Shouldn't Be Alive" text messages, and participate in an online and mobile trivia game, which automatically enters them into the show's sweepstakes. The answers to the trivia could be found by watching the week's episode and enter them into the sweepstakes to win weekly prizes and one grand prize (an adventure trip) after the conclusion of the third episode. To facilitate viral marketing, users could send text messages via discovery.com to encourage their friends to participate and win prizes. By signing-up for the alerts, users (Cingular, T-Mobile and Sprint) were also able to download free wallpapers and/or ringtones.

**I SHOULDNT
BE ALIVE**
The Series

ipsh!