



## How did Radiohead & AT&T engage young fans nationwide to interact with their favorite band while simultaneously promoting the practicality and appeal of text messaging?

*ipsh! recently collaborated with Capitol Records' multi-platinum recording artist Radiohead and AT&T to leverage the award winning **ipsh! Interactive** platform to create a 2way SMS Radiohead virtual tour' experience. **ipsh! Interactive** uses artificial intelligence algorithms to accurately understand a user query via SMS and process and deploy an appropriate response.*

### Objectives

- Enhance fan and concert experience with a new medium of fan/band/fan interactive communication while concurrently promoting the band
- Create intrigue and knowledge of band through trivia, live tracks, tour information, setlists, reviews, pictures and discography
- Design opt-in application driven by the user that is geared towards the interests and requests of user
- Build loyal AT&T text messaging customer base through introduction and actual use of text messaging
- Target Radiohead fan base and elusive youth market

### Campaign

Users began a Short Message Service (SMS) conversation by entering a shortcode (2250' – after Radiohead's hit single '2+2=5') that responded by requesting the user's zip code. ipsh! Interactive compared the zip code to those of Radiohead's US Summer 2003 tour locations and offered users a variety of options to interact with the band on their cell phone. Menu options included accessing tour and band information, reading show reviews and setlists, listening to exclusive live tracks linked to IVR (interactive voice response) and receiving links to win concert tickets and view tour pictures. In addition, users were prompted to text their own unique trivia questions about the band to the virtual tour.

### Results:

- Viral application generated over 2,500 unique questions and was able to answer 99.2% of them (.08% received a prompt to ask another question)
- Average text messages per user was 3.87
- Top 3 interactions per user were "Welcome", "Main Menu" (user guided menu to find resources), and "Listen" (SMS interaction with richer media via IVR)
- Engaging band to fan interactive experience
- Increased awareness and trial of SMS by AT&T customers

