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Godfrey Phillips - Establishing a Musical Connect with the Customer

A Case Study

December 2007

Introduction

Founded in 1936 as collaboration between the Modi group and Phillip Morris, it has one of the largest distribution networks and has revenues in excess of \$250 million.

Business Need

Because of regulations against the tobacco advertisement Godfrey Phillips was looking for alternative means of greater brand recall amongst the consumers, so as to have better customer stickiness and hence more repeat business.

Scenario

Since tobacco advertisement was prohibited, Godfrey Phillips wanted its brand identity to be stored in the mobile phone of the consumer. Due to the popularity of ring-tones, it was chosen as a medium to establish an emotional connect with the consumers. Also, Godfrey wanted to use this opportunity as a medium to create opt-in profiled database from the consumers

Mobile was chosen as a medium to build a long-term relationship with the customers because of mobile being personal in nature.

The mobile solution which Godfrey Phillips was looking for was supposed to meet these all requirements:-

- Secure information transfer and reliable enterprise grade infrastructure
- Operator and handset independent
- Easy integration with their existing application and scalable for future requirements

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
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Solution

After carefully analyzing the needs of Godfrey Phillips, it was proposed to use **ValueFirst Messaging suite** along with **long-code** as the solution. The unique long-code service was chosen over short-code as Godfrey Phillips wanted to make the ring-tone download cost effective for the consumers.

- **ValueFirst Messaging suite** is capable of pushing monophonic ring-tone on consumers mobile phone
- Long-code is a **10 digit virtual number** which can be configured on ValueFirst virtual SMS gateway to receive SMS from subscribers of any mobile operator.

Application

The integration and configuration required for executing the campaign was done in less than 2 man days.

The Campaign

- Cigarette packs to be released with unique code and instructions on their back.
- Buyers to scratch the unique code and SMS it to a long-code
- Godfrey Phillips to mobilize 500 people on the ground to give demo to people buying the cigarette packs
- Customers to receive ring-tones on their mobile phones, once the ValueFirst's server receive the SMS from consumers

Benefits

Hard Benefit

Opt-in database of smokers who can be sent regular mobile marketing SMS

Soft Benefit

Build a long-term emotional connect with the consumers to ensure life-long stickiness (*It received over 5 million hits for ring-tone download till the time campaign was up*)

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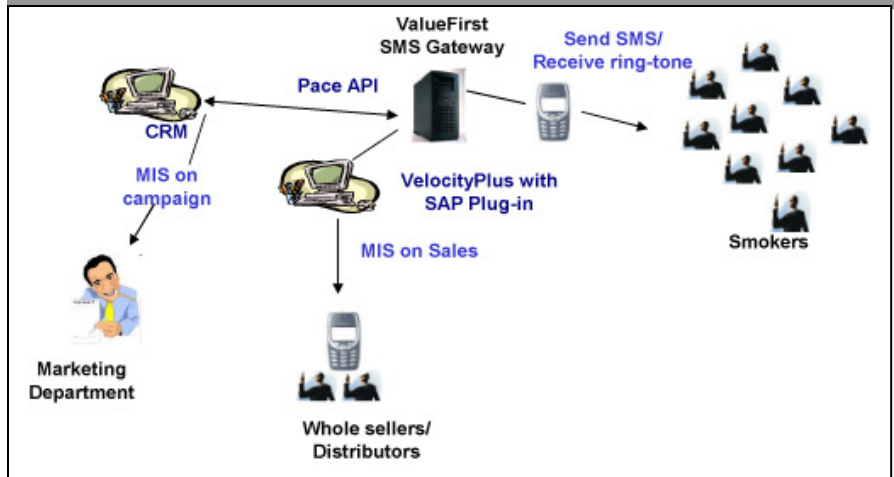


ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

ValueFirst Mobile Data Service Architecture



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