

Case Study

MICHAEL C. FINA



Who They Are

www.michaelcina.com
LUXURY JEWELRY AND BRIDAL GOODS

Michael C. Fina is the perfect place to turn when celebrating all life's many milestones, big or small. As New York's premier family owned and operated retail destination, we have been providing customers with quality products and exceptional service for 75 years. The flagship store, located on Fifth Ave. New York, offers a stunning variety of engagement rings, wedding bands, fine jewelry, tableware, estate silver, and bath accessories.



SMS Mobile Scavenger Hunt Drives Successful Event For a Great Cause

➤ Campaign Setting

Michael C. Fina and Tacori, leaders in the jewelry and bridal industry hosted their second annual "Diamond Dash: Dash for a Diamond & a Cure" benefiting The Leukemia & Lymphoma Society.

Dashers raced around New York solving carefully crafted clues using the keyword and short code mobile technology. This one-day scavenger hunt took couples racing around NYC in 15 locations, receiving clues via SMS messages where they had to participate in tasks such taking a picture, finding a clue and replying back via text - all in real time. The first five teams to visit all the locations and solve the master puzzle were entered into the finals competing for the grand prize. Prizes include a hand crafted Tacori diamond engagement ring, valued at approximately \$20,000, and a five day honeymoon in the heart of the Riviera Maya in the Mexican Caribbean. Michael C. Fina used the platform's Text Marketing Services to drive incremental, efficient response rates and real time notification, each customized to its clue in the scavenger hunt.



MICHAEL C. FINA®



> The Opportunity

The 2010 Diamond Dash took place on September 25th at 12:00 noon. For a smooth and successful campaign, Michael C. Fina and company needed a reliable and easy to use platform as well as delivery on real time results throughout the campaign process.



> The Results

Over 300 mobile numbers registered for the event through flyers, printed publications, websites, blogs, as well as a number of media outlets. Michael C. Fina was able to secure all 15 keywords (ie. "Forever75" & "Proposal75") for all 15 scavenger hunt spots using a shared short code 69302. Diamond Dashers would text in the keyword and receive a customized auto-responder text message to collect anagram letters which lead them to the final clue/destination - a Tacori engagement ring at the Gansevoort hotel.



For the Dashers, Michael C. Fina used keyword and shortcode technology to create a more intimate interaction by using the Dasher's individual mobile devices. For viewers, Michael C. Fina engaged Facebook and Twitter to keep their fans and followers notified on the status of the campaign. At the end of the event, the platform delivered marketing statistics number of subscribers/mobile numbers and responses given for each keyword. Furthermore, it provided detailed information on keyword participation, opt-outs, and engagement rate. The overall campaign was a success and the event nearly raised \$25,000 through dasher donations, raffle ticket sales, and partner donations. The campaign connected with 343 participants and a 100% engagement rate (number of shown participants). Michael C. Fina used SMS marketing in an innovative fun way to bring awareness and support for a great cause.



Watch the NBC press coverage go to <http://tiny.cc/nbcDiamondsForACure>