

Case Study:



Goal

DIDMO's goal was to promote and expose their world-class brand of headphones to a qualified audience of avid music lover consumers. To accomplish this Sennheiser assisted in the creation and distribution of a mobile band application for an up & coming independent band, endorsed by Sennheiser, called The Material, that could be viewed on virtually every mobile phone on the market. The cross-platform compatible mobile band app would be made available to loyal fans and feature an interactive component in the form of a contest whereby fans could enter for a chance to win a set of Sennheiser headphones. The project was to serve as a pilot for Sennheiser in gauging the effectiveness of using mobile marketing to reach out to end consumers.

Background



DIDMO first began to work with Sennheiser back in Fall 2009 when one of the world's leading manufacturers of microphones, headphones and wireless transmission systems was testing the mobile marketing waters. Sennheiser's 'inside-out' mobile business strategy meant its first project involved a B2B mobile product promotion application for its internal US sales force. The application was created and is maintained by their marketing staff using DIDMO's award-winning Magmito mobile content creation platform, a testament to the platform's ease of use.

Sennheiser initially launched a pilot campaign to a sample of sales reps. Since then, they have expanded the program; which updates their sales force with current product promotions on a regular basis, to reach all 40 US-based representatives. Based on the success of a 100% conversion rate, Sennheiser plans to further enhance the campaign with the incorporation of training and other corporate apps.

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Sennheiser decided to take its initial internal mobile campaign success to the next level by supporting consumer campaigns. The testing grounds involved creating Sennheiser sponsored mobile applications for bands and venues they have sponsorship relationships with so to promote the Sennheiser brand to those clients' networks of relevant customers. The first application developed was for an up and coming American band, The Material, that would promote the band as well as Sennheiser's support of independent musicians.

The Material is the number one unsigned band in San Diego Myspace's music polls and their fans voted for them out of 4,000 bands to perform live on MTV's Dew Circuit Breakout.

The Campaign

The Material's mobile band app was created by Sennheiser in collaboration with DIDMO. Featuring a Band Bio, Show Schedule, Media (incl. links to YouTube performances), Blog RSS Feed, Merchandise & Music, a contest to win a set of Sennheiser headphones and band photographs, the app was first distributed via email to a list of 2500 fans. The contest portion of the app requested fans to submit their name, mobile phone number and email address for a chance to win Sennheiser HD238 headphones (retail value \$99.95).



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Results

Of the 2500 emails sent and opened, approximately 9% of fans downloaded/viewed The Material mobile application.* Of those 9%, an impressive 61% converted by entering the contest. In other words, the majority of those who accessed the app, engaged with the interactive content and participated with a response..

Of note, 27% of fans that accessed the application actually downloaded it to their phones, with the remainder viewing the application as a WAP page via their phone's browser. Allowing fans the option to access the content one of two ways and regardless of phone make or model, ensured universal reach, an important factor for Sennheiser in selecting the Magmito platform.

Sennheiser has succeeded in building the beginnings of a mobile database for The Material and will therefore begin to evaluate alternate mobile distribution mediums for later mobile marketing campaigns.

The success of The Material's mobile band application will see Sennheiser reach out to other independent artists as well as larger, more established bands and venues. The continued goal will be to create compelling mobile applications that engage and convert consumers as well as build brand awareness for the artists and venues, and Sennheiser.

* - assumes an approximate 30% open rate

THE MATERIAL

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