

Norton^{HD} Case Study 006

Norton iConnect

Network Run:

September 4 – 14, 2007

(11 total days)

Recently, Norton Outdoor Advertising conducted a test of its latest marketing solution offering – the Norton iConnect program.

For 10 days, consumers were prompted to use their mobile phones to **text the keyword “NortonPHONE” to 78247** to enter to win an Apple iPhone™.

The Norton iConnect giveaway occupied one exclusive Playlist on the NortonHD Outdoor Network, meaning an iConnect giveaway ad played 1 out of every 6 times (8 second hold times per ad).

Over the course of the 10 days, **hundreds of consumers responded** to the iConnect challenge and texted in. One winner was chosen at random from the received entries.

- 29% of the total texts were received the first day the designs went “live” on the network.
- An altered design with a giveaway-ending countdown was initiated halfway through the contest. Prompted by these ads, 33% of the total texts were received in the last two days of the contest.
- A total of 62% of texts were received during 3 days of the 11-day campaign.

Overall, the power of the **NortonHD Outdoor Network** combined with the interaction of the **Norton iConnect** program has proven to be a **successful combination in consumer-focused outdoor marketing**.

