



red FISH media
YOUR GATEWAY TO THE MOBILE WORLD

CASE STUDY

Client

Verizon Wireless, GeoSmack and Anmore Media

Objective

- Create entertaining holiday campaign for parents and children
- Raise brand awareness
- Utilize Verizon wireless on-deck capabilities

Solution

Red Fish Media created Santa Tracker, Favorite Reindeer Vote and a Naughty or Nice poll that was hosted on the Verizon's entertainment page. Santa Tracker sent time zone specific text messages alerting children of Santas location, the Reindeer Vote allowed children to vote for the favorite reindeer, and the naughty or nice poll gave children the ability to text santa if they were naughty or nice.

