

## Case Study – AMD, DreamWorks, HP

### Challenge

AMD and DreamWorks were looking for ways to:

- Initiate first joint promotion between AMD and DreamWorks
- Create worldwide competition
- Create local Australian competition
- Create database of entrants of competition (future marketing purposes)
- Compile approximately 12,000 entries for competition
- Show connection between AMD computer hardware and ‘Madagascar’ movie

### Solution

#### **“AMD Madagascar Competition”**

Phone Australia worked closely with Oracle Advertising to create an SMS and web competition that included a trip to New York as the major prize, and Madagascar DVD’s as minor prizes.

Phone Australia:

- Composed the competition terms and conditions
- Processed the trade promotion permit applications
- Set-up the SMS entry mechanic
- Created the web entry mechanics for the competition website
- Merged SMS and web entries for prize winners selection
- Selected the prize winners with its Approved Electronic Drawing System
- Compiled a database of entrant information for future marketing purposes



## Results

AMD and HP exceeded their sales targets for this program and together we enrolled over **15,000** competition entries.

AMD and HP were supplied a large database of potential customers for future promotions and research.

