

Southwestern Bell Communications (SBC)

AdverTickets gives telecommunications giant a new way to reach potential customers in unexpected ways with valet and machine-issued spitter ticket campaigns

SITUATION

In 2003, Southwestern Bell Communications (SBC), a telecommunications giant which is now a part of AT&T, was looking for ways to compliment its traditional out-of-home advertising buys to promote its long distance, 1-411 directory assistance and DSL Internet services.

STRATEGY

In search of a fresh approach to reach potential consumers in unexpected ways, SBC and its agency of record GSD&M brought AdverTickets on board to help create several valet and spitter ticket (automatically dispensed from parking gate machines) campaigns throughout cities across the U.S.

EXECUTION

In June 2003, AdverTickets launched two valet ticket campaigns for SBC in the Houston and Dallas markets to reach affluent drivers who worked and played at establishments with valet service. The campaigns ran for three months throughout the summer and distributed SBC's message promoting its 1-411 directory assistance service to 546,000 people in Houston and 286,000 people in Dallas.

After the success of the first two campaigns, SBC came back to AdverTickets later that year to help promote its residential long distance service. This time, AdverTickets created a multi-market campaign reaching more than 2 million consumers in Dallas, Houston, Austin, San Antonio and St. Louis with nearly 1.3 million valet tickets and 972,000 spitter tickets.

SBC also utilized two AdverTickets campaigns to reach new customers for its DSL Internet service. The company launched a major campaign that ran from September through December 2003, putting its DSL message on nearly five-and-a-half million valet tickets and more than two-and-a-half million spitter tickets in major markets around the country including Cleveland, Chicago, San Diego, Houston, Dallas, Los Angeles, Indianapolis, Oklahoma City, Austin, Detroit and Sacramento. In 2004, SBC spread its DSL service message again in Las Vegas with 300,000 valet tickets and 240,000 spitter tickets.

RESULTS

Today, after the merger of SBC and AT&T, the company stands as the largest telecommunications company in the U.S. and one of the largest in the world. AdverTickets continues to provide advertising solutions such as valet and spitter ticket campaigns that get results for the company.

Heather Armstrong, GSD&M's out-of-home buying director explains why her client found value in AdverTickets campaigns:

"Valet and spitter tickets have been a big part of SBC's non-traditional advertising effort. We have continued to use them because of the impressive response we have received from the client, as well as the exceptional execution by AdverTickets. SBC looks to this media vehicle for a 'wow' factor. It is not ordinary advertising; it's something that goes directly in the consumer's hand and gets the consumer's attention with the bold printing and production."

