



Clients: **MTN Nigeria | Buongiorno UK**  
Project: **Supercontest**  
Platform: **SMS**  
Target: **MTN customers**  
My Role: **Managing Editor**



## ■ BRIEF

Draft, edit or revise all copy for this text message question-and-answer competition lasting 100 days.

## ■ SOLUTION

This simple brief masked a complex goal. Each communication - written to a maximum of 160 characters - had to explain the game mechanic, relate a narrative, contain a call-to-action, update a score or incentivise play. Working with the CRM team, I would refine the service each day based on real-time user response, creating a persuasive tone of voice. Segmentation enabled further targeted messaging, which rocketed response rates among selected groups,

## ■ RESULTS

- **Most successful venture in Buongiorno's history**
- **More than 1m players recruited**
- **Over 34m messages received**
- **Aggressive acquisition and revenue targets exceeded routinely**
- **Served as template for similar projects worldwide**

