



## The Numbers

**85,400 unique Mobile & Online entries**

**11% of all unique sweepstake entries were submitted via SnapTell's camera phone technology**

**98.5% image recognition match rate for the UL mark**

### Underwriters Laboratories (UL) Mobile Sweepstakes

#### “Just Look for UL” - Safety at Home Holidays

##### The Company:

Underwriters Laboratories (UL) has earned a reputation among manufacturers as a global leader in product safety standards development, testing and certification. Yet, despite its strong B2B reputation, UL lacked high awareness among the broader U.S. consumer population. While baby boomers and their elders were familiar with the iconic UL mark – a seal of approval - younger generations had little to no awareness of UL and didn't understand its role in helping safeguard their homes.

##### Objectives:

- Generate awareness and understanding among our target of UL and its commitment to safety
- Create demand and a new generation of consumers who only purchase products with the UL mark
- Start a “safety movement” by encouraging a new generation of mothers to spread the UL message
- Leverage a community of mobile consumers who could participate by finding the UL mark in a wide variety of places

##### Solution:

UL created an engaging digital program rooted in the simple task of finding and recognizing the UL mark. **Mobile sweepstakes** entry was the centerpiece of the creative idea and execution plan, allowing participants the flexibility of finding and submitting the UL mark virtually wherever and whenever they saw it. Through print and online ads, consumers were encouraged to enter the contest by submitting camera phone photos of products bearing the UL mark to [UL@safetyathome.com](mailto:UL@safetyathome.com), or the 707070 short code.

Through SnapTell's innovative content delivery and image-recognition capabilities the campaign offered a major wow factor; allowing UL to deliver customized responses to entries sent via mobile email or MMS. Entry into the \$10,000 UL sweeps was then confirmed and consumers were driven to a micro-site for more UL safety related content.

##### Outcome:

The results of the “Just Look for UL” mobile program exceeded expectations and created successful consumer awareness of UL and the UL mark. By leveraging mobile applications, UL was able to effectively connect with its target consumer and extend the safety movement to the hands of new mothers.

*For Additional info also see the MMA & Mobile Marketer reviews:*

- [UL activates readers of People, OK! with mobile - Mobile Marketer](#)
- [“Just Look for UL” - Safety at Home Holidays \(MS&L\) - MMA](#)

