

Rise London United Festival captures London's diversity

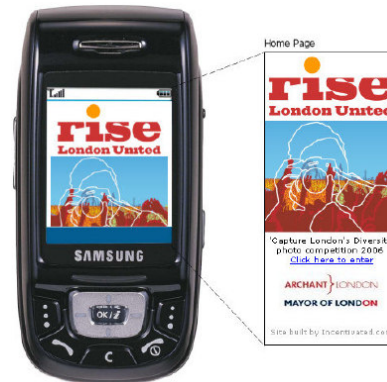


MAYOR OF LONDON



The Solution:

Design and manage the mobile phone photography competition 'The People's Choice'.



Participants sent in entries as picture messages (MMS) to **07922 4 36 36** with **RISE** in the subject. On receipt of the picture, a text message is sent back to the entrant with a link to the mobile internet site.

Provide a mobile internet site to display range of entries, last year's winners and details about the festival.

Business Need:

To provide Mayor of London's 'Rise London United' festival with a fun, interactive communication channel to bring the diversity of London to life and generate interest with a young audience.

Why Mobile?

- ✓ More than 97% of urban adults own a mobile.*
- ✓ Majority of mobile phones include cameras.
- ✓ Measurable results by above-the-line media channels used to prompt text response.

* Source: Metro, 2005