

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study

## The Big Cheese Competition

*Mobiqa team up with O2 to offer Big Cheese customers fun prizes at the Big Cheese Festival in Wales.*



## CASE STUDY: The Big Cheese Competition

In July 2005, at Caerphilly Castle, Wales, Mobiqa's partner; O2 used our competition platform technology to host the Big Cheese Competition.

The Big Cheese is an annual funfair held near Caerphilly Castle. This year, those attending the fair were in with a chance of winning an iPod, tickets to the Community Shield Final or a selection of other prizes by using the new texting service.

To enter the competition, participants sent a text message with the word 'cheese' plus the make and model of their phone to a promoted number. A mobile ticket was then sent back to

their mobile phone in the form of a standard text message containing a unique barcode and information about the competition.



learned whether they had won a prize or not.

Everyone who entered the competition could subscribe to a service called CyberK8. This service offered all the latest news and

information from the council such as events, activities and roadwork updates.

By using Mobiqa's core competition platform and mobile tickets, Caerphilly council were able to successfully re-launch their CyberK8 service and renew interest in local events. The Big Cheese competition demonstrated how effective this type of marketing medium is and that it is delivered at a fraction of the cost compared to more traditional methods.

To find out more go to [www.mobiqa.com](http://www.mobiqa.com)



## Technology Overview

*O2 and Mobiqua's Big Cheese added an extra dimension to the Big Cheese funfair.*

1.

Customers text CHEESE to a shortcode in order to receive their mobile competition entry to win prizes.



2.

The ticketing platform transmits the relevant data—barcode number, mobile phone number, handset make and model and dynamic text underneath to Mobiqua in XML format.



3.

Mobiqua send out the mobile tickets by SMS/MMS/WAP Link/WAP Push to the customer's mobile phone.



4.

Customers takes mobile phone to the O2 Battlebus and it is scanned by staff to see if they're a winner..



5.

MC50 scanners either contain or link to the original ticketing platform are used to complete validation.

