



## Got Milk...and Mobile Marketing

In order to promote its 'White Gold' campaign, the California Milk Processor Board - the creators of GOT MILK? - has leveraged the mobile expertise of Hipcricket to include a "first-ever mobile element into the celebrated milk campaign."

Hipcricket was selected to design the mobile elements of the integrated campaign, which invited users to interact with a fictitious guitar rock god named - you guessed it - "White Gold."

The brainchild of advertising agency Goodby, Silverstein & Partners, 'White Gold and the Calcium Twins' is a rock band that stars in TV, out of home print and online ads touting the health benefits of drinking milk. The ads, coupled with the band's interactive website, [WhiteGoldisWhiteGold.com](http://WhiteGoldisWhiteGold.com), show music lovers, especially teens, how cool and beneficial drinking milk can be.

Hipcricket designed the campaign's mobile WAP/website, which invited milk drinkers to visit White Gold's online site right from their mobile phones. The website contained a lot of interactive content, like full track downloads from the band. Mobile keywords that reinforced the brand were promoted on posters throughout California shopping malls and outdoor advertisements encouraged consumers to download free White Gold ringtones simply by texting in keywords to a common short code.

"The White Gold campaign is all about reaching teens where they already are, such as social networking communities like MySpace, Facebook and YouTube. It was only natural to make White Gold accessible on their most personal device," said CMPB Executive Director Steve James. "Now as teens reach for their mobile phones, they'll think about reaching for a glass of milk too."