



## **Mobile Coupon Campaign by Jiffy Lube and Clear Channel Yields Significant Redemption, Including Approximately 50 Percent New Customers**

*Mobile Marketing Dramatically Demonstrates Benefits in Recession*

**Kirkland, Wash. – February 11, 2009 –** A recent advertising campaign for [Jiffy Lube](#) that featured mobile coupons produced significant redemption, including approximately 50 percent from new customers. The program, created by a Clear Channel station with mobile marketing pioneer [HipCricket](#), proved the benefits of mobile marketing, even in a recession.

Beginning in September, [105.1 Channel Q](#) (KCCQ, Ames, Iowa) ran a promotion that offered listeners the chance to win free oil changes for a year, if they texted the word JIFFY to 55981.

All who entered received a mobile coupon that included a discount on various Jiffy Lube services, including oil changes, wiper blades, tire rotations and filters. Participants also had the ability to opt in for future offers. Of those who redeemed the mobile coupon, approximately 50 percent were new customers.

“We’re reaching a new market of consumers that our traditional advertising hasn’t been effectively targeting,” said Andrew Storjohann, general manager of Jiffy Lube of Ames. “Roughly 50 percent of the respondents have been from new households and our other advertising methods only bring in 20 percent.”

“I appreciate the trackability that HipCricket provides my radio campaigns,” said Kris Barrientos, account executive at KCCQ. “It enables Jiffy Lube, who has a system of coding all their coupons, to see their mobile marketing results, compute ROI and compare them with their other advertising,” she said. “Now we have quantifiable data to discuss, something not typical for radio.”

HipCricket has twice been given a pioneer award from CTIA – The Wireless Association and NeuStar for its leadership in the use of short codes.

“Every day, mobile marketing proves its value,” said HipCricket president Eric Harber. “This example shows the effect campaigns with mobile coupons are having especially in the recession. In this economy, do you know anyone who isn’t open to hearing about a pertinent offer representing value?”

**Mobile – Powering Marketing that Works**

Starting next month, HipCricket will launch its “Customer of the Month” program, highlighting brands and broadcast outlets that succeed in selling products and services and engaging consumers.

**About HipCricket**

HipCricket, Inc. drives new revenue and customer loyalty for broadcast stations and consumer brands through strategic, creative and measurable mobile marketing interactivity. Recognized as a pioneer by CTIA, the preeminent wireless association, the mobile marketing software and solutions company has delivered more than 24,000 successful campaigns for customers including Clear Channel Radio, Premiere Radio Networks, Sandusky Broadcasting, NBC, Coca Cola, Staples, Hershey’s and Jameson. With its unique technology and experienced, customer-focused team, HipCricket produces interactive campaigns through SMS, Mobile Web/WAP, and mobile advertising and now connects brands with audiences they desire to reach via broadcast stations that are part of the first comprehensive Hispanic Mobile Marketing Network. The company is based in Kirkland, Wash. with additional operations in New York and Mexico City. More information can be found at [www.hipcricket.com](http://www.hipcricket.com).

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