

AMERICAN BEVERAGE CORPORATION USING HIPCRICKET



Hipcricket is a one-stop mobile marketing and advertising section of Augme Technologies Inc. Hipcricket announced on Tuesday that American Beverage Corporation has decided to leverage the company's AD LIFE mobile marketing and mobile advertising platform as a part of its summer promotion of Daily's ready-to-drink cocktails. Daily's is the premium brand for American Beverage's because of its expanding line of ready-to-drink cocktails that are refreshing and innovative. American Beverage contacted Hipcricket in order to promote the entire line of Daily's cocktails so Hipcricket can manage American Beverage's mobile marketing strategy. Consumers are rarely out of reach of their smartphones, which means that mobile has taken the lead in the area of digital marketing. People have also begun making purchases using their smartphones and other mobile devices such as tablets. Hipcricket developed a mobile website for Daily's Cocktails that features a product locator that allows consumers to find retailers that carry the Daily's cocktails. All of the mobile advertising is also now being handled by Hipcricket for American Beverage. This includes rich media and banner ads as well. American Beverage is also going to take advantage of the post-click engagement strategy used by Hipcricket when creating an opt-in database of consumers. The database will allow American Beverage to engage with its customers after the first click they make on their website. Consumers also have the ability to join the VIP club by sending a text to the company. "Working with Hipcricket has enabled us to provide a call to action - through mobile advertising and QR codes on product packages - that allows us to leverage a remarketing strategy that engages with consumers throughout the year with timely communications about their favorite Daily's products," said Molly Boras, Director of Marketing and Strategy at American Beverage Corporation. "Having an SMS database allows us to encourage consumers to opt-in to receive promotional information on new Daily's products, coupons and sweepstakes information." The software-as-a-service (SaaS) AD LIFE platform from Hipcricket has powered over 200,000 campaigns for brands and advertising agencies. The software uses messaging, mobile web applications, 2D/QR bar codes, mobile coupons and mobile web applications. "Daily's was first to market with its ready-to-drink frozen cocktails and quickly recognized the need for additional digital tools to maintain its leadership position in the competitive beverage industry. Using mobile as the pillar of its fully integrated summer campaign - which also includes online, social, print and television spots - not only provides information regarding the new ready-to-drink category, but also generates one-on-one conversations with individuals at the point of decision, ultimately converting consumers to the new product category," said Doug Stovall, Hipcricket Executive Vice President - Sales and Services.

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