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MONDAY, NOV 10

VoodooVox Helps Chevy, J&J with Mobile Campaigns

The **VoodooVox** In-Call Network played a major part in recent mobile marketing campaigns for **Johnson & Johnson** and **Chevrolet**, *Mobile Marketer* reports.

The In-Call Network, which inserts audio ads into call streams, kind of like video ads are inserted into a video stream, helped Chevy find kids to join its summer street team in the Midwest using a 20-second audio clip added into specific types of calls.



Johnson & Johnson used the audio ad network to drive consumers to its WAP site where they could sign up to get a trial pair of contact lenses.

Like most successful text campaigns, the audio campaigns are also opt-in, but in this case listeners needed to "press 9" instead of texting a reply to opt-in.

Chevy's campaign reportedly had a 10% opt-in rate; the J&J campaign saw a 4%-5% response rate.

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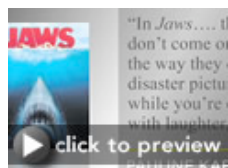
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- Mobile coupon guys Cellfire have been in trials with Caribou Coffee. Going live with all Caribou shops on Tuesday. Yay! **60 days ago**
- SinglePoint, which does text-to-whatever interactivity for TV shows, says it has 85% of the market. The other 15% is just American Idol. **60 days ago**
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