



SMS MEGA PROMOS

Preferred Telemedia



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Introduction

SMS Mega Promo

SMS Mega Promo is an interactive SMS contest (a quiz game or a promotional lottery) under Operator's brand.

Subscribers receive bulk SMS that calls them to participate in an interactive SMS game. Then depending on the selected game format, subscribers send blank SMS or SMS including their answers to entertaining questions at a premium price in order to collect points and gain prizes.



How User Can Enter This Competition

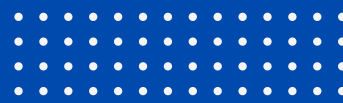
- Subscriber must send by SMS "OK" to the Short Code.
- The user will have to follow a double opt-in step process in order to successfully subscribe
- Participant is charged with specific amount per Day, week or month.
- After subscription, Participants will receive a welcome message and the daily kit of questions.

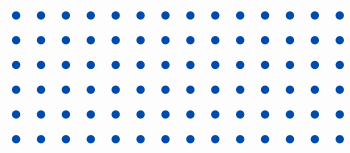
Competition
Just Ahead



Mega Promo Features

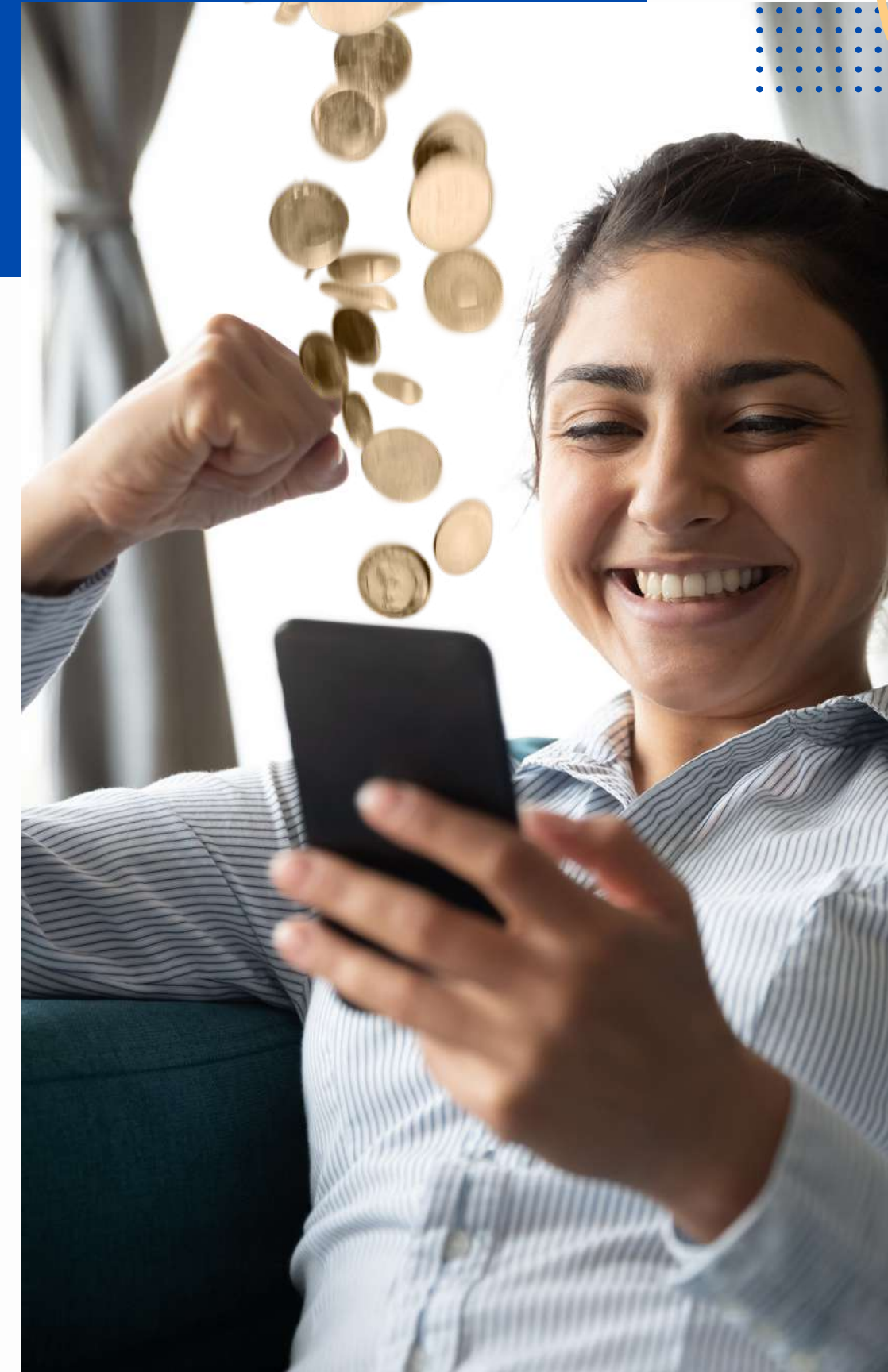
1. The Participant must select the correct response
2. The participant shall receive in return one SMS, informing him of the correct answer.
3. Participants' SMS will be limited to X SMS per day.
4. Participants can terminate their subscription by sending "STOP"
5. Cancelling by sending an SMS message reporting "I do not want to participate".

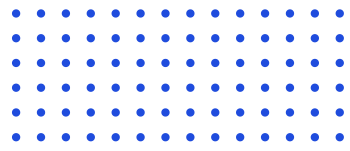




Mega Promos Types

- 1- Sports Predictions/Competitions about " Football (Soccer), Basketball, Cricket, Tennis, Badminton, etc.."
- 2- Polls create giveaways and contests that involve active participation from the people. For example, check out this giveaway where the Mobile Operator took a poll as part of the giveaway. Now you don't just get an answer to your question, you additionally get huge engagement.
- 3- Quizzes Interactive quizzes are your gateway to high customer engagement, lead generation, and skyrocketing sales. Add a fun quiz to your contest ideas. Answer the questions & Win exciting prizes every day. The competition includes a wide and rich set of various general information questions covering topics including sports and lifestyle, customs, traditions, heritage and country culture.





4- A, B, and C response competitions Invite customers to enter a daily, weekly, or monthly contest for Competition Award by submitting a written response to a case scenario.

Vote contests Give you the ability to interact with your prospective customers. Vote contests give you priceless insight into your consumers' buying habits, interests, and habits.

5- Fawazeer Ramadan: Ramadan challenge includes many specific contests from the MNO Increasing the customer winning chance of a grand prize. The Entertainment contest provides entertainment content and a daily tip.

6- FIFA World Cup 2022 Prediction Competition As the World Cup enters the knockout stage, we launch a contest to predict the winner. We will ask the participant many questions Before and during the World Cup. At the end of the tournament, the winners' participants will ride home the bumper prize.

7- Reply to the message with a limited timeframe and win.



Quizzes' Competition

You can send an SMS with a quiz question to subscribers and then they reply to your assigned quiz keyword with an answer. If the answer is correct or incorrect, then an automated SMS goes to the customer for answering correct or incorrect to the customer.

It's
Quiz
Time

What is the most popular food in India ?

1. Samosa 2. Biryani 3. Curry



1.Samosa

**That's correct!
You've earned 10 points
For more reading on this, visit:
www.readinglab.com**

Win 10 free points by answering this survey!
How often do you read HubSpot blogs?

Please choose your answer:

1. **Never**
2. **Rarely**
3. **Always**

Thank you for completing the previous survey! 10 points were added to your account.

2. Rarely

Completing Surveys

By completing the survey service, operators will be able to collect accurate data, and the subscribers will get the benefit to win free points for every survey they complete. Hence these points can be redeemed later to win a prize.

World Cup 2022 Opportunity

If people can't wait for the FIFA World Cup Qatar 2022 to kick off then this is one of the best competitions people should get involved in.

- Mobile Network Operators' in collaboration with Qatar Airways passengers giving the chance to the winners participants to win World cup tickets, special savings and prizes, including a fantastic FIFA World Cup Qatar 2022 experience.
- The airline is partnering with Visa to give footie fans the chance to bag the exciting prize packages.
- The package includes match tickets along with three to four nights of hotel accommodation in Qatar.



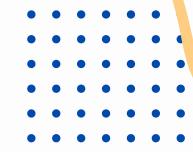
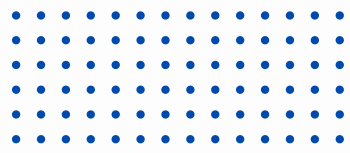
World Cup 2022 Content of Mega Promos

As the World Cup enters the knockout stage, we launch a contest to predict the winner. We will ask the participant many questions Before and during the World Cup. At the end of the tournament, the winners' participants will ride home the bumper prize.

Participants can predict the outcome of the matches until specific times on the day of each match. The aim is to correctly predict the result of the FIFA World Cup Qatar 2022™

- Predicting which countries may play each other in the Knockout stage of the World Cup.
- Predicting the scores of the day's games.
- Final Draw shows which teams play each other in the Knockout stage.
- Predicting which teams will move their way through the tournament to glory in addition to which group each country will be drawn into.
- How many Red's or Yellow's Cards this game will have.
- How many Penalties the game will have.
- What player will be the man of the Match
- Many more of contents.





Let's have a look at some World Cup 2022 Content Example



World Cup 2022 Content Example

- The Participant must choose the National Team who's expecting to be winning the Match today's then once choosing the correct answer and sending the corresponding number 1 or 2 or 3 or the options verbatim then the participant will get the maximum points.
- Participant Points will go up with every right prediction.
- The one with the most points will be chosen as the winner. If several people get the same points, we will select the winner by drawing lots.
- Selecting the day's winner from among those participants who had got the outcome rightly predicted.



Benefits of the Mobile Network Operator

Mega Promo delivers in multiple directions:

- It is proven to boost ARPU
- Increasing the annual revenues
- Create a buzz around the brand
- Increase customer loyalty
- Attract new customers from competitors
- Reactivate "sleeping" customers



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