



Step Up Mobile Coupons Campaign

Hamilton Southeastern High School in Fishers, Indiana created a program to combat the growing trend of underage alcohol and drug use plaguing the school. By pledging to stay drug and alcohol free for 60 days, students received a card that earned them discounts and deals at local establishments. However, issues arose when many students didn't have their card available in the stores, and were not able to redeem the discounts they should have been granted.

“ I never had my Step Up card and Student ID with me when I would try to get a discount. Plus I never really knew what deals were available, they weren't communicated well. ”

MARSHALL OSBORNE
Step Up member/ HSE student

“ We needed to find a better way to communicate with the Step Up members, what better way than through the phone? No teenager leaves the house with out their cell phone. ”

STEVE GUENIN
Step Up Faculty Mentor/ HSE teacher

“ Our first offer sent to the Step Up members blew the doors off. 30% of the members came in to redeem the offer. Visitation of our high school demographic has really picked up since we joined the campaign. ”

NIKKI HALCOMB
HotBox Pizza/ Director of Marketing

THE CHALLENGE

1. To better-inform students on what benefits they can receive; driving more students to participate.
2. Provide participating retailers the ability to change or modify stagnant offers.

THE SOLUTION

Tetherball worked with the school's Step Up sponsors to create a mobile version of the program where active members text "stepup" to a number provided and began to receive their discounts via text message. This allowed all students enrolled in the program to receive offers on their phone, and redeem the offer even if they forgot their card.

THE RESULTS

By the end of the 30 day trial period, there were close to a third of all members enrolled into the Step Up Mobile Program. 30% of those redeemed the first offer given, with 10-15% redeeming all subsequent offers.