

Vicks Reaches “On the Move” Users through Mobile Marketing

Vicks Teams with AccuWeather.com to Target Users in the Throes of Winter Flu Season

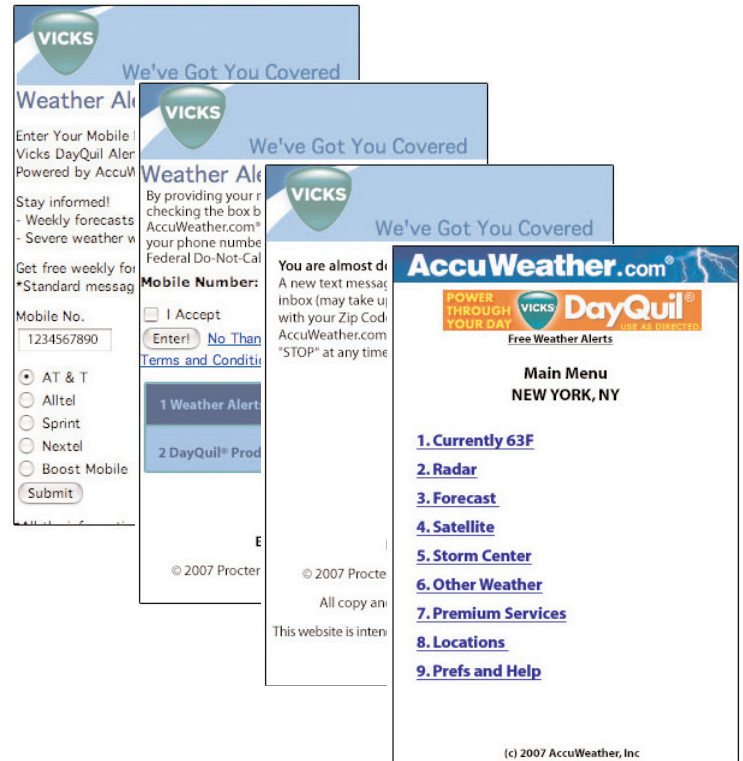
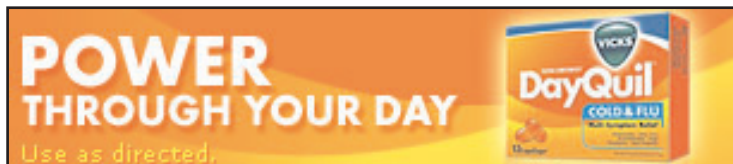
P&G Objectives

The world's #1 maker of household products was looking for a way to make a **brand-awareness splash for their Vicks DayQuil line of products**. Specifically, they wanted to reach “on the go” users that can benefit from Vicks DayQuil non-drowsy benefit during the cold and flu season. P&G launched a newly redesigned Vicks DayQuil mobile web site and turned to AccuWeather.com to help drive new traffic.

AccuWeather.com Solutions

Vicks DayQuil added a feature that allowed users to sign up for free AccuWeather.com winter forecasts from their mobile web site. They placed prominent banner advertising on the AccuWeather.com mobile web site – rated one of the top ten mobile brands by Nielsen Mobile.

The “Vicks DayQuil Forecasts powered by AccuWeather.com” were delivered by SMS and contained prominent Vicks DayQuil branding and links back to the new mobile web site in every message. **By registering users from both sites, P&G was able to encourage repeat usage on its own site while attracting new users from AccuWeather.com**



P&G Results

The free weather forecast messages were tremendously popular with P&G's audience. Links and banners on Vicks DayQuil and AccuWeather.com mobile web sites experienced excellent click-through rates. **Over 1.3% of users who visited Vicks DayQuil mobile web site went on to register for free weather alerts!** The mobile web site also experienced extended user visits and higher page views.

As a result of the campaign, P&G created significant exposure on the mobile web for their Vicks DayQuil brand.

ACCU WEATHER®

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