

Delivering “marketing on the move” for a mobile world

For immediacy of impact and exceptional levels of consumer involvement, few communications innovations rival Common Short Codes (CSCs). CSCs enable brands and businesses to create an interactive relationship with hundreds of millions of mobile consumers in the United States directly and inexpensively.

Working with the CTIA®—The Wireless Association and mobile operators across America, Neustar has established and manages the CSC Registry.

What Are Common Short Codes?

CSCs are short five- and six-digit numbers with which mobile phone users can send and receive text and multimedia messages, regardless of who provides their mobile phone service. These short codes provide marketers the greatest reach when compared to all other methods of accessing today’s mobile consumer; this is because they are “common” and work across most mobile phone service providers. CSCs are leased by brands, enterprises, or organizations for a specific period of time (three, six, or 12 months). With CSCs, these entities are able to interact and engage with mobile subscribers, sending and receiving messages based on what these consumers themselves have requested.

By simply adding a CSC to a brand’s traditional advertising and marketing efforts, brands and enterprises can improve the return on investment (ROI) of their existing media buy, track results more effectively, and build a database of consumers who interact with a brand.

How Do CSCs Work?

To use a CSC, a mobile subscriber simply composes and sends a text message on his or her mobile phone, using the appropriate five- or six-digit CSC in the address field. After taking this initial step, the subscriber and the brand or enterprise are now connected to each other.

Savvy communicators across many industries use CSCs to connect with their customers in unique ways. Here are just a few examples of brands and organizations currently using CSCs for information alerts, customer rewards, sports and entertainment interactivity, and advocacy/fundraising.

- Google (366453)
- Wells Fargo (“Wells” / 97522)
- American Idol (51555)
- Hell’s Kitchen (33088)
- The Today Show (46833)
- Los Angeles Clippers (“myLAC” / 68522)
- Disney (73833, 347639, and 42319)
- Coors Light (71938)
- Amber Alerts (“Amber” / 26237)
- The Weather Channel (“4cast” / 42278)
- Federal Express (36726)
- USA Today (“4info” / 44636)
- America’s Got Talent (86946)
- CBS News (66247)
- MTV (23882)
- Seattle Seahawks/Qwest Field (429512)
- Starbucks (“mySBUX” / 697289)
- Red Bull (21523)
- US Airways (839887)
- ASPCA (22727)

www.USshortcodes.com

Today's mobile consumers have a wealth of CSC choices available to them. Consumers use CSCs to check weather forecasts, register for contests and promotions, interact with their favorite musical artists and television programs, review their bank balance or pre-paid debit card balances, vote for most valuable players at sporting events, acquire free or paid content (ringtones, games, etc.), obtain package delivery status alerts, purchase goods and services, and more. New uses for CSCs are limited only by the imagination and ingenuity of the entities offering CSCs to their customers.

How Businesses And Enterprises Are Using CSCs

CSCs allow organizations and businesses to reinforce positive brand messages; encourage direct consumer participation in marketing initiatives; distribute reports, notifications, alerts, new prospects and order/delivery confirmations; entertain and reward loyal consumers; reach highly attractive retail demographics; announce new stores and/or products; sell content and services; and compile meaningful metrics. CSCs provide the most direct access to mobile consumers and enable an interactive, personal, relevant, and immediate connection unparalleled in any other medium.