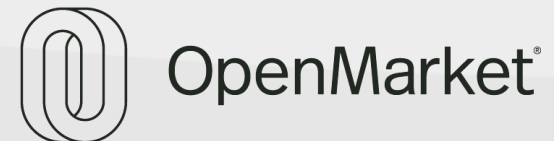




## Using RCS to build a better communications strategy.

**Peter Mossman**  
Director of Production and Strategic Delivery,  
Interactive, ITV plc.



itv

itv3

itv4

itvBe.

Citv



The ITV Hub

itv  
STUDIOS

itv



**What does ITV Interactive do?**



**Commission and deliver all interactive content across ITV programming where the outcome of that interactivity is critical to either the programme format or interactor themselves.**

**Competitions**

**In show Votes**

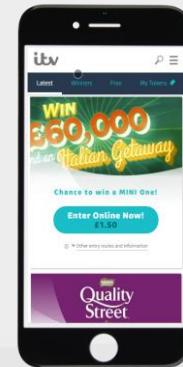
# Competition Stats

**150+** competition events per year

**6.11m** unique entrants

**5.65** average entries per unique

**34.5m** paid competition entries



[www.itv.com/comps](http://www.itv.com/comps)

12:48:16  
07/02/2018

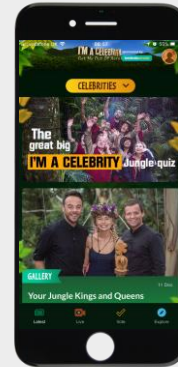
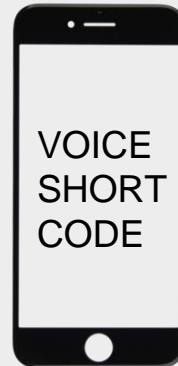
itv



**LW**  
@loosewomen

# Vote Stats

**64 vote events per year**



**90+m votes cast per year**





**RCS is a very exciting development...**



**SMS has been messaging is critical to our success in competitions..**

**85% of competition revenue is generated by PSMS**

**43m+ Bulk messages sent per year for marketing and engagement (multiple messages per campaign)**

**Average paid response rate average 15-20% per SMS marketing campaign**

**Opt out rate average 0.30%**



# **RCS - The potential to drive higher engagement..**

**Rich imagery and media to grab attention**

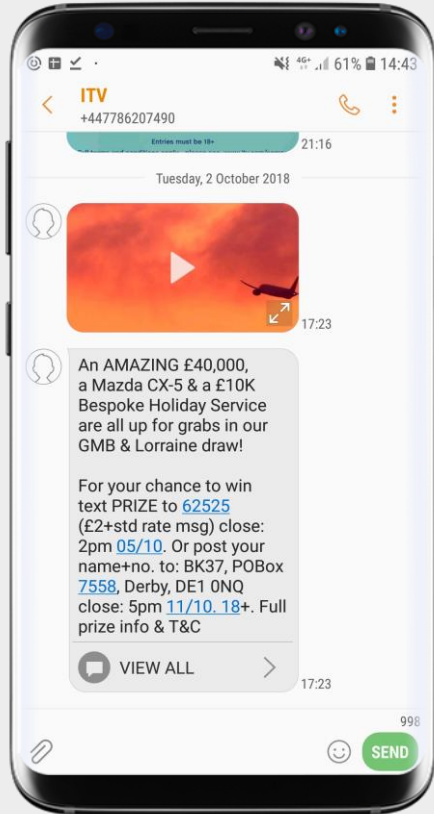
**The art of conversation – extending the brand relationship**

**Making complex tasks simple**

**Maintain the open rates of SMS ( 90+%)**

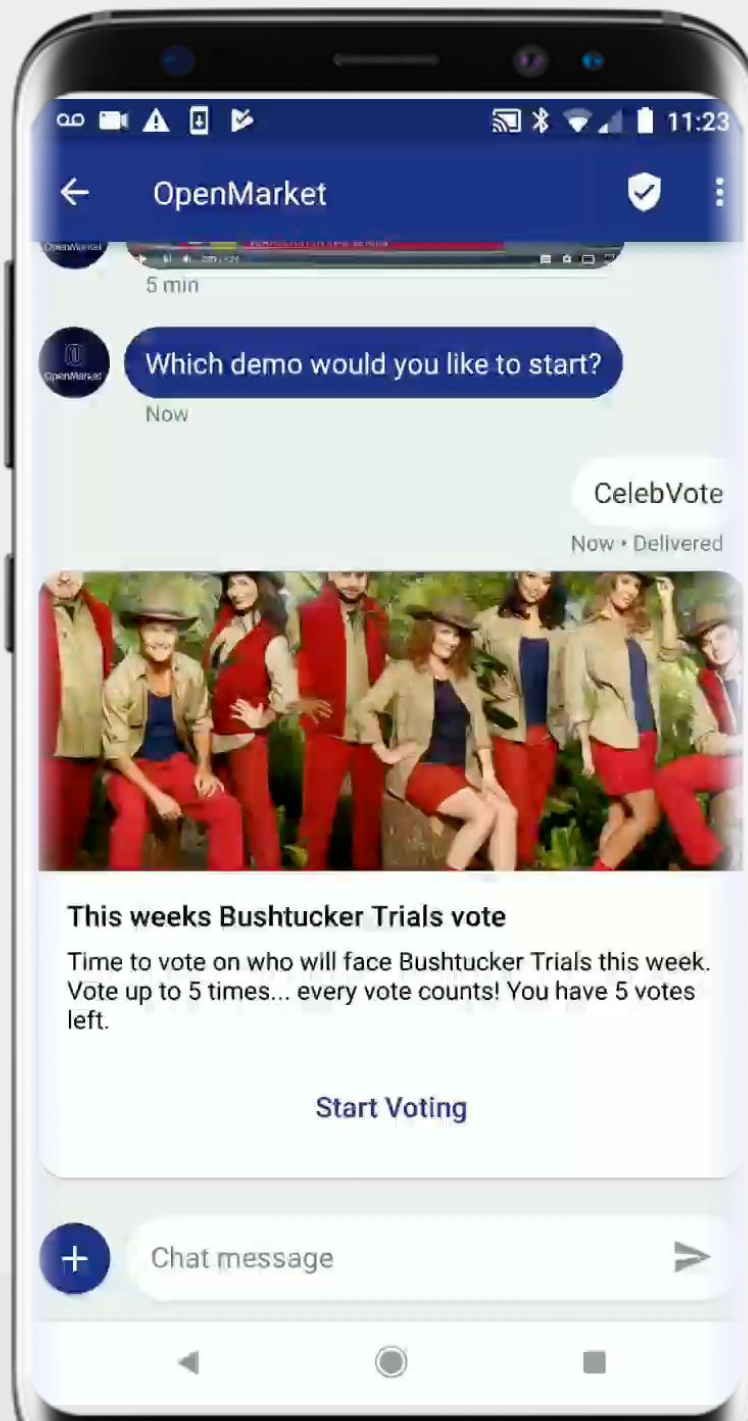
**Existing marketing/spending relationship in SMS**

# Tests and Trials



The graphic features a red Mazda CX-5 car, a £20 banknote, and the Good Morning Britain logo. The text reads: "WIN £40,000, A MAZDA & A £10,000 BESPOKE HOLIDAY!". Below this, it says: "For a chance to win: Text PRIZE to 62525 (£2 + 1 standard rate message) or post your name and phone number to: BK37, PO Box 7558, Derby, DE1 0NQ." At the bottom, it provides details: "Prize draw closes for entries via SMS at 2pm on 5th October 2018. Prize draw closes for entries via post at 5pm on 11th October 2018. Entries must be 18+. Terms and conditions apply - please see: www.itv.com/win. To opt out of all marketing messages text STOP to 62525. To opt out of Rich Communication Messages (RCS) text END RCS to 62525 (1 standard network rate message). Please do not reply to this message. Replying to this message may use some of your data and additional data charges may apply."





which demo would you like to start?

Now

WIN

Now • Delivered



**£100,000 Cash and a Mercedes!**

We're giving you a chance here at Good Morning Britain and Lorraine to win a mega £100,000 in tax free cash and a Mercedes GLA 220d 4MATIC AMG Line in your choice of metallic colour.

Enter Now £2.00

[Terms & Conditions](#)

+ Chat message



# The challenges we need to address...

**OPT IN – can we rely on existing SMS relationship**

**Payments within RCS**

**This cannot become another email platform**

**Making the experience too complicated**

**Commercial model**





Thanks

