



Company: AMF Bowling Centers

AMF Bowling Centers, Inc. is the world's largest owner and operator of bowling centers. Since the introduction of the automated pin spotter in 1946, AMF has been a leader in the bowling industry.

Industry

Entertainment

Objectives

- Communicate with customers through a medium that is effective for younger generations and moms with young kids.
- Reposition bowling as a fun and interactive game that entices younger generations and moms with kids to participate.
- Increase frequency of bowling visits in each demographic from one to two times per year to three to four times per year.
- Drive additional food and beverage sales

Solutions

- SMS & Facebook for College Night
- SMS Coupons (mClub)
- Mobile Web
- Traditional Web: Corporate, General Customer-Facing, and Summer Unplugged
- \$1,000 a day holiday sweepstakes

Concept

Increase activity among college students and moms with kids at bowling centers across America by repositioning bowling as a modern, fun, and interactive activity while from 1-2 visits per year to 3-4 visits per year. In order to effectively communicate with these two distinct demographics, 3Seventy used an initial strategy that integrated mobile and social media to target each audience, and created opt-in campaigns to build the initial AMF mobile database through its unique SMS two way interactive dialog capabilities to capture key demographic information and distribute unique coupon codes by individual. 3Seventy's couponing technology allowed for integration to AMF's POS system with no major changes or overhaul. This gives them the ability to measure at both the campaign and individual coupon redemption level.

AMF was able to collect demographic information about its customers while incentivizing them to spend more time and money while at the location. Now enabled with a strong database of loyal customers, a message or special offer is pushed to mobile club members every two weeks.

3Seventy also built a mobile website allowing customers to search for locations through GPS device detection, choose a preferred location, sign up for mobile rewards program, and see special offers by location.

Due to the continued success of the mobile VIP club, 3Seventy has built a platform for AMF to enable a \$1,000 -A-Day Giveaway in December. Beginning November 18, anyone can go to an AMF bowling center and receive a scratch off like lottery ticket for an instant chance to win. Bowlers can then enter into the \$1000/day Sweepstakes from the scratch off through SMS or web. Winners will be announced daily starting December 1st through mobile and Facebook.

Results

The results of the mobile campaigns were immediate and strong. "Since launching its multi-channel mobile marketing strategy in January 2011, AMF Bowling Centers has built their SMS database to over 126,000 bowlers and obtained over 28,000 new members coming direct from mobile web as of October 2011. AMF Bowling Centers and 3Seventy have developed a strategy that includes SMS, mobile web, and social media integration to develop rewards programs that add value for their customers and increase revenues for the business. "We've seen an increase in bowlers actively participating in our SMS program, and we are excited to offer our customers more incentives, promotions, and features on our mobile website in 2012." Merrell Wreden, Vice President of Marketing. 3Seventy generated over a million outbound coupons to the mobile database through SMS which contributed over \$1.3M in revenue to the bottom line.

<ul style="list-style-type: none"> ● 126,000 bowlers via VIP mClub ● 28,000 new mobile web visitors ● Over \$1.3 million in revenue contributed by mobile coupons 	<p>Number of mClub Opt-ins</p> <table border="1"> <caption>Number of mClub Opt-ins</caption> <thead> <tr> <th>Quarter</th> <th>Number of Opt-ins</th> </tr> </thead> <tbody> <tr> <td>Q1 2011</td> <td>~40,000</td> </tr> <tr> <td>Q2 2011</td> <td>~65,000</td> </tr> <tr> <td>Q3 2011</td> <td>~115,000</td> </tr> <tr> <td>Q4 2011</td> <td>~135,000</td> </tr> </tbody> </table>	Quarter	Number of Opt-ins	Q1 2011	~40,000	Q2 2011	~65,000	Q3 2011	~115,000	Q4 2011	~135,000
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