smsdome®

trusted by thousands to reach millions

an ISO 9001 : 2015 certified organisation

SmsDome – Customized System (Contests)

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Contest System Features

1. Custom Form Fields

Set your required fields for the system to assist you in data collection from TRUE consumers that enter contests.

2. Online Generated Reports

Generate password protected reports - User ID Fields are segmented into individual columns for your easy reference.

3. Accept Online entries

Receive contest entries from Facebook or websites in one interface; and identify repeat submissions even from multiple platforms.

4. Winner Selection

Select your lucky draw winners from online reports. The system can automatically select single or multiple Winners for you.

5. Customized System

Customize your lucky draw contest mechanics to fit your campaign criteria.

6. Accept SMS Entries

Collect entries via SMS. A convenient way for all types of consumers to send in their contest submissions.

7. Set Age Restriction

Filter contest entries by age. EG: A minimum of 13, 18 or 21 years of age before entering.

8. Entry Requirements

Allow multiple entries. EG: 1 entry per NRIC or Receipt No.

Types of Customized Systems

1. Basic Lucky Draw

2. WhatsApp Lucky Draw

3. Multiplier lucky Draw

4. Instant Win

5. Quiz Campaign

6. Event Registration

7. Interactive System

8. Basic Join Mailing List

9. Basic Sample Giving

10. QR Code Sample Giving

11. Registration System

12. Basic Mobile Coupon

13. Voting System

14. Multi-channel Lucky Draw

- SMS & Online

- SMS, Online & Facebook

1. Basic Lucky Draw

Ayam Brand™
Lucky Draw
$125 x 68 Winners

Celebrating 125 years

Promotion period: 01 Mar – 15 Apr 2017

Purchase ANY two Ayam Brand™ Sardines and stand a chance to WIN!*

SMS TO 9010 2322 IN THE FOLLOWING FORMAT:

AYAMBRAND<SPACE>NAME<SPACE> NRIC<SPACE>RECEIPT NUMBER
EXAMPLE: AYAMBRAND PATRICK LIEW S1234567G 8888

*T&C apply. Visit ayambrand.com.sg/125 for more information.

AYAMBRAND <SPACE> NAME <SPACE> NRIC <SPACE> RECEIPT NUMBER

SMS System:
9010 2322 (Long Code service: 8-digit number)

SMS in format:
AYAMBRAND<SPACE>NAME<SPACE>NRIC<SPACE>RECEIPT NO.

Example:
AYAMBRAND Patrick Liew 888A 5121314

System Mechanics:
- All fields must be present.
- Check on last 4 characters of NRIC (000S)
- No repeat entries based on NRIC and receipt number
- No repeat entries based on Mobile Number and receipt number.

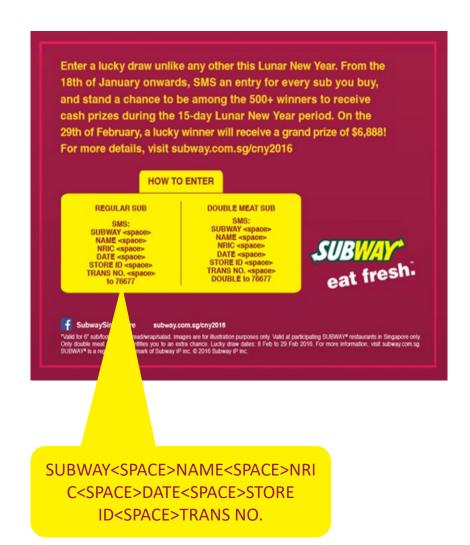| Description	Cost
Setup Fee	$300
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

1. WhatsApp Lucky Draw

 WhatsApp

System Mechanics (View example):
- Entries are to be submitted to **9767 3663**.
- The WhatsApp Shared Number must be **saved in the phone contacts**.
- Participants can scan the provided **QR code** to access the WhatsApp page too.

Description	Cost
Basic WhatsApp Setup Fee • Separation of Fields (eg: Name / Receipt Number) • Online Tracking Report	$600.00
Add on SMS submission platform • Upload receipt images via online after SMS submission	$300.00
Customization Fee if any (optional)	$300 onwards
Monthly Maintenance Fee (Shared Long Code: 9767 3663)	$500.00
Incoming WhatsApp messages	$0.065/message
Acknowledgement WhatsApp message	FREE
Post-campaign data hosting	• Free hosting for 4 wks after contest ends • Auto Purge if no extension • $50 / week (After 4 weeks)

Scan the QR code and upload receipt to participate via WhatsApp

3. Multiplier Lucky Draw

Enter a lucky draw unlike any other this Lunar New Year. From the 18th of January onwards, SMS an entry for every sub you buy, and stand a chance to be among the 500+ winners to receive cash prizes during the 15-day Lunar New Year period. On the 29th of February, a lucky winner will receive a grand prize of $6,888! For more details, visit subway.com.sg/cny2016

HOW TO ENTER

REGULAR SUB	DOUBLE MEAT SUB
SMS: SUBWAY <space> NAME <space> NRIC <space> DATE <space> STORE ID <space> TRANS NO. <space> to 76677	SMS: SUBWAY <space> NAME <space> NRIC <space> DATE <space> STORE ID <space> TRANS NO. <space> DOUBLE to 76677

SubwaySin...re   subway.com.sg/cny2016

*Valid for 6" sub/foo... ...read/wrap/salad. Images are for illustration purposes only. Valid at participating SUBWAY® restaurants in Singapore only. Only double meat... ...ntitles you to an extra chance. Lucky draw dates: 8 Feb to 29 Feb 2016. For more information, visit subway.com.sg. SUBWAY® is a re... ...mark of Subway IP Inc. © 2016 Subway IP Inc.

SUBWAY<SPACE>NAME<SPACE>NRIC<SPACE>DATE<SPACE>STORE ID<SPACE>TRANS NO.

SMS System:
9010 2322 (Long Code service: 8-digit number)

SMS in format:
SUBWAY<SPACE>NAME<SPACE>NRIC<SPACE >DATE<SPACE>STORE ID< SPACE>TRANS NO.

Example:
Subway Cathryn Ang 888A 15Feb2021 152 8888

System Mechanics:
- All fields must be present.
- Check on last 4 characters of NRIC (000S)
- Multiplier effect (10*10 = 100 chances)
- No repeat entries based on NRIC and receipt number
- No repeat entries based on Mobile Number and receipt number.

Description	Cost
Setup Fee	$600
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

4. Instant Win

OREOJW<SPACE>NAME<SPACE>AGE<SPACE>RECEIPT NO.

SMS System:
9010 2322 (Long Code service: 8-digit number)

SMS in format:
OREOJW<SPACE>NAME<SPACE>AGE<SPACE>RECEIPT NO.

Example:
Oreojw Aaron Liew 26 8888

System Mechanics:
- All fields must be present.
- Check on last 4 characters of NRIC (000S)
- No repeat entries based on NRIC and receipt number
- No repeat entries based on Mobile Number and receipt number.
- Prizes are pre-set to a selected group of CODES.
- Instant acknowledgement to each CODES, informing participants if they have won.

Description	Cost
Setup Fee	$900
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

5. Quiz Campaign

SMS System:
9765 9372 (Long Code service: 8-digit number)

SMS in format:
ANSWER<SPACE>NAME<SPACE>NRIC<SPACE>RECEIPT NUMBER

Example:
178 Cathryn Ang 888A 5121314

System Mechanics:
- All fields must be present.
- Check on Answer (M1 to M3)
- No repeat of entries base on receipt number

Description	Cost
Setup Fee	$600
Maintenance fee	$800 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

6. Event Registration

APM <SPACE> NAME <SPACE> MOBILE NO.

SMS System:
9113 6891 (Long Code service: 8-digit number)

SMS in format:
APM <SPACE> NAME <SPACE> MOBILE NO.

Example:
APM Ben Huang 967673663
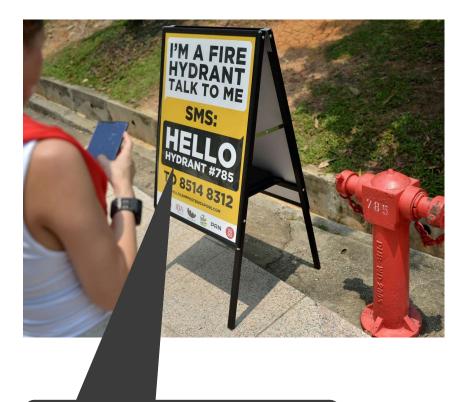
System Mechanics:
- All fields must be present.
- Email must have @.com

Description	Cost
Setup Fee	$300
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS

7. Interactive System

HELLO HYDRANT<SPACE>#785

SMS System:
8514 8312 (Long Code service: 8-digit number)

SMS in format:
HYDRANT<SPACE>NUMBER

Example:
Hydrant #785

System Mechanics:
- All fields must be present.
- Number must be within range.

Description	Cost
Setup Fee	$900 (onwards)
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS

8. Basic Join Mailing List

SSV<SPACE>NAME<SPACE>EMAIL

SMS System:
9177 9277 (Long Code service: 8-digit number)

SMS in format:
SSV<SPACE>NAME<SPACE>EMAIL

Example:
SSV Lucas Chan lucas.chan@smsdome.com

System Mechanics:
- All fields must be present.
- Email must have @ and .com
- Mobile number cannot be repeated.

Description	Cost
Setup Fee	$600
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

9. Basic Sample Giving

HADALABO <SPACE>NAME< SPACE >EMAIL<SPACE >ADDRESS

SMS System:
9010 2322 (Long Code service: 8-digit number)
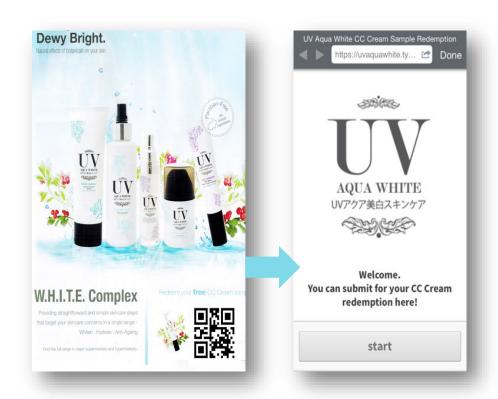
SMS in format:
HADALABO <SPACE>NAME< SPACE >EMAIL<SPACE >ADDRESS

Example:
HADALABO Carolyn Lee carolyn.lee@smsdome.com 321 Hougang Ave 5 #21-32 S530321

System Mechanics:
- All fields must be present.
- Email must have @ and .com
- Mobile number cannot be repeated.

Description	Cost
Setup Fee	$300
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

10. QR Code Sample Giving

Specifications:
Artwork to be provided by Client.

System Mechanics:
- All fields must be present.
- Check on last 4 characters of NRIC (xxxS)
- Each NRIC can only request for 1 sample

Description	Cost
Setup Fee	$300
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

11. Registration System

WIN<SPACE>16 DIGIT CAN<SPACE>NRIC<SPACE>FULL NAME

SMS System:
76677

SMS in format:
WIN<SPACE>16 DIGIT CAN<SPACE>NRIC<SPACE>FULL NAME

Example:
WIN 1234567890123456 888A Ervin Khoo

System Mechanics:
- All fields must be present.
- Must have 16-digit card numbers
- NRIC must have prefix, last 3 digits & suffix
- No repeated 16-digit card numbers

Description	Cost
Setup Fee	$300
Maintenance fee	$800 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

12. Basic Mobile Coupon

Marble Slab Creamery Giveaway
SMS Now and Win a Marble Slab Creamery $8 Cake Voucher!

Simply SMS
<CAKE><NAME><NRIC><AGE><GENDER><POSTAL CODE>
to **9056 2958** Promo Period: 27 June - 3 July, 2013
The first 80 SMSes will win!

CAKE<SPACE>NAME<SPACE>NRIC<SPACE>AGE<SPACE>GENDER<SPACE>POSTAL CODE

SMS System:
9010 2322 (Long Code service: 8-digit number)

SMS in format:
CAKE<SPACE>NAME<SPACE>NRIC<SPACE>AGE<SPACE>GENDER<SPACE>POSTAL CODE

Example:
CAKE Hweemin Sim 888A F 555888

System Mechanics:
- All fields must be present.
- NRIC must have prefix, last 3 digits & suffix
- Gender is either M or F.
- No repeat of NRIC or Mobile number.
- First 80 received the $8 mobile voucher only.

Description	Cost
Setup Fee	$600
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

13. Voting System

SMS System:
76677

SMS in format:
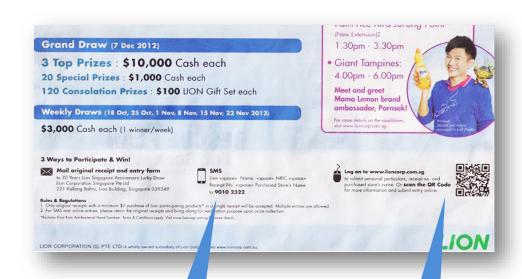CINE65<SPACE>MEDIA CODE<SPACE>CHOICE<SPACE>NRIC<SPACE>NAME

Example:
CINE65 SD888 1 888A Rick Astley

System Mechanics:
- All fields must be present.
- NRIC must have prefix, last 3 digits & suffix
- Choice must be within 1 to 10.
- Media Code must be within given list.
- Tabulate votes feature.

Description	Cost
Setup Fee	$1200
Maintenance fee	$800 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

14.1 Multi-channel Lucky Draw (SMS & Online)

SMS System:
9010 2322 (Long Code service: 8-digit number)

SMS in format:
LION<SPACE>NAME<SPACE>NRIC <SPACE>RECEIPT NO.<SPACE>
PURCHASED STORE'S NAME
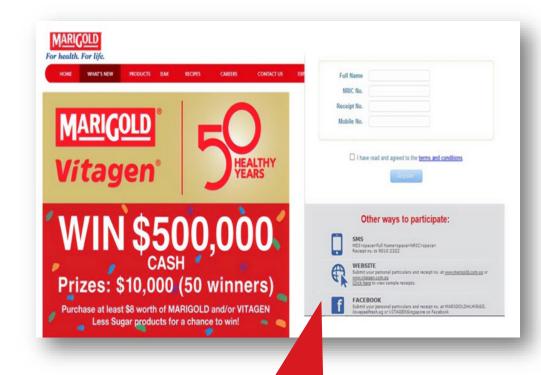
Example:
LION Rick Sanchez 137C 5318008 Fairprice

System Mechanics:
*   All fields must be present.
*   NRIC must have prefix, last 3 digits & suffix
*   No repeat of Receipt Number

Description	Cost
Setup Fee	$300
Online submission page + SMS system integration	$1000
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

LION<SPACE>NAME<SPACE>NRIC<SPACE>RECEIPT NO.<SPACE>PURCHASED STORE'S NAME

Scan the QR code for more information and to submit entry online

Online Submission Page

[Provide an image (700px in width) with your company logo and participation details]

30 YEARS LION SINGAPORE

WIN $80,000 WORTH OF CASH & PRIZES!

1 Oct – 30 Nov 2012

*Terms and conditions apply

Simply purchase $5 worth of participating *LION* products, complete and submit this form to win great cash & prizes! (Terms & Conditions apply)

[This portion also demonstrates iFrame integration for your website]

Name as in NRIC

NRIC No.

Mobile No.

Email Address

Receipt No.

☐ I have read and agreed to the terms and conditions.

Register

Description + Artwork of Campaign

Required fields

Inclusion of T&Cs at page footer

14.2 Multi-channel Lucky Draw (SMS, Online & Facebook)

Other ways to participate:
- SMS
- WEBSITE
- FACEBOOK

SMS System:
9010 2322 (Long Code service: 8-digit number)

SMS in format:
MDI<SPACE>NAME<SPACE>NRIC<SPACE>RECEIPT NO.

Example:
MDI Andy Goh 888A 3050

System Mechanics:
- All fields must be present.
- NRIC must have prefix, last 3 digits & suffix
- No repeat of Receipt Number

Description	Cost
Setup Fee	$300
Online submission page + Facebook submission page	$1500
Gating feature for Facebook	$1000
Maintenance fee	$500 / month
Incoming SMS	Free
Acknowledgement SMS (Optional)	$0.065/SMS
Redemption service (Optional)	Refer to Redemption Deck for pricing

Thank you!

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