

Yogurt company providing mobile coupons via TV ad



[Add / Remove](#)

Using a small icon in the lower left hand corner of the screen, the [Dannon](#) yogurt company's new ad campaign asks customers to text a number to receive a coupon for a buy-two-get-one-free deal. The ad is running on a variety of United States television channels, including TLC and Hallmark, until the end of March 2017.

Once customers text the word Dannon to the required number, they receive a reply that contains a link to the coupon. The coupon is then downloadable from coupons.com.

Entrepreneurs and innovators are finding ways to make traditional media outlets more interactive. This [app](#) allows viewers to watch, and comment on, their favorite shows with friends, and a [drama](#) that recently aired in Germany amended the ending based on viewer votes. How else could marketers work to connect mobile and traditional media?

Website: www.dannon.com

Contact: www.twitter.com/Dannon