

## BBC World University Challenge (UC)

### Campaign Objectives

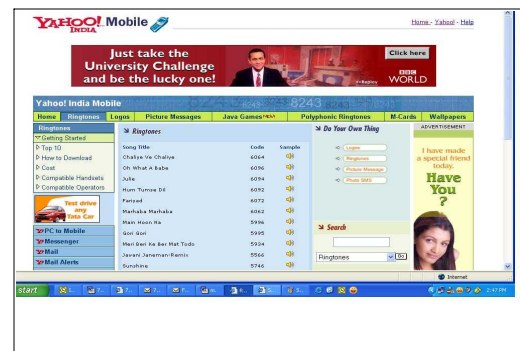
- Reinforce UC as a leading Quiz programme
- Deliver the UC experience and get consumer to interact with UC & BBC World

### The Yahoo! Solution

- Online (<http://in.promos.yahoo.com>) and mobile access (8243) on Yahoo! developed for UC quiz where consumers could take part, score points and win a trip to BBC studios in London.
- Online media on Yahoo! to deliver innovation, visibility and reach.
- Y! mobile promoted "SMS UC to 8243" to Y! users.
- BBC promoted the Quiz offline (radio, in programme).
- Use of Rich media to drive traffic and create brand recall

### Results & summary

- 160,449 participants on the UC quiz (online + sms)
- 8.1 million questions were taken-Avg 46 questions per participant.
- Campaign delivered large reach and interactivity.
- BBC leveraged Yahoo's unequalled web and wireless reach backed by superior Y! Promos infrastructure.



### Client Speak

*"For the second year in a row, BBC World's University Challenge contest on Yahoo! India has received a phenomenal response, both online and on SMS. We are overwhelmed by the response this year with over 1.6 M unique registered participants and 8 M questions taken, three times the response from last year's competition. The idea of taking University Challenge to new media like the internet and SMS has been a huge draw amongst the audience in India and it is indicative of the rising popularity of the show in the country. "*

**Seema Kotecha, Head of Marketing, BBC World**