

GREENPEACE

Case Study

Textlocal & Greenpeace



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Key Challenge Solved:

Monitor attendance of a major event and streamline marketing activity to save time and money.



Greenpeace

Challenge

Greenpeace arranged a launch event for their famous Rainbow Warrior III ship. They needed a cost and time effective way to track attendees and to improve the efficiency of their marketing efforts to their supporters.

‘Using QR Codes to track attendees meant that Greenpeace staff could easily use mobile phones to generate a report on who attended’

Overview

Greenpeace is an independent global campaigning organisation. Greenpeace campaigns globally for a greener and more peaceful world.

Solution

Greenpeace invited around 90,000 supporters from all over the country to the launch of Rainbow Warrior III at Thames Quay, London. Those that came to the event then had their QR Codes scanned on arrival.

Each supporter was sent an invitation containing a QR code formulated by Textlocal’s QR Code creator. A report was then generated for all those that attended, so that Greenpeace could follow up with supporters accordingly to say thank you for coming, or reach out quickly to those that couldn’t make it with a separate message.

Text messaging made the whole process fast and accurate, and without doubt this method reduced the need for paper forms at the event and is therefore kinder to the environment.

Result

- Dramatic improvement in internal operations and logistics
- Cost saving on printed materials
- Paperless communication consistent with Greenpeace’s environmentally friendly ethos
- Positive supporter feedback due to speed and ease of communications and follow up



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Greenpeace

Do you represent a charity or community group?

Alerts & Updates

Important information can be quickly and efficiently shared throughout your community with a short text message.

Tickets

Send an entry ticket to your event via our ticket and vouchers tool.

Capture your supporters info

Remind donors and volunteers that they can submit their details via our data capture forms tool.

MMS

Send photos or videos to keep your supporters engaged via text message.

Short codes and keywords

Make life easier for your supporters and donors by asking them to text a keyword to a short code number in order to make a positive action.

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