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SMS for fresher's week at UCLan

Mobile messaging specialist Piri has been chosen by the University of Central Lancashire (UCLan) Students' Union (SU) to meet its mobile marketing needs during fresher's week.

Voted 'Top Modern University of the North West' by The Times for two years running and one of the largest unions in the country, UCLan SU will be able to use text to promote attendance at events and encourage viral campaigns at the start of the new academic year.

UCLan SU will include a text response number and short code on promotional material distributed to students and displayed in the University and Union. Students who text in will then receive regular updates and alerts. They will also be able to receive discount vouchers, which can be redeemed and passed to fellow students.

Edward Walker who co-ordinates web & digital marketing at UCLan SU said "This is something new for us and we want to test it during what is a very busy period. Piri's SMS interface is affordable and has all the functionality we need to set up text campaigns for the new intake of students."

"We're particularly keen to see how SMS works for our club nights and live events during the first few weeks of term, which are crucial to us as a Students' Union."

Lee Bowden Managing Director of Piri said "We know that text is the preferred medium of more than 80% of 18 to 35 year olds, so it makes sense for universities to have mobile messaging at the heart of their communication strategy. UCLan SU have recognized that SMS is a highly effective and affordable way of engaging with their students."

At a time when organisations in every sector are looking for new ways to improve efficiency and increase revenue, Piri's online mobile messaging platform provides affordable functionality in key areas such as: customer profiling; loyalty programmes; live chat and RSS feeds.

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Notes to Editors

Founded in 2006 by media expert Lee Bowden (ex Mirror Group Newspapers and Northern & Shell) and computer software engineer Jay Puddy (ex IBM), Piri is a specialist provider of mobile communications technology.

It established its reputation initially by delivering bespoke mobile messaging solutions to publishers. Building on this success it has now developed its service for a number of sectors including education, retail, radio, TV and local government.

Piri is expert at supplying effective mobile messaging solutions to large multi-layered organisations with complex communication needs, as well as to smaller scale SME operations. It handles traffic volumes of more than 500,000 text messages a day between its clients and their customers.

Piri's clients include:

In publishing: Future Publishing, Dennis, Blue to Green in association with the Daily Telegraph, The BBC, Newsquest, Loot, The Big Issue, Ministry of Sound;

In retail: The Carphone Warehouse, Specsavers, GAME and BetterBet;

In B2B: Opal Telecom, Guardian Financial Services, MediaEdge:CIA;

Global brands: Wembley Arena, Nintendo, Xerox;

In the media: ITV and over 50 radio stations nationwide.