



# Short Code Campaign Brief (US & Canada)

Place an **X** next to the selections below.

Type of Program Content	
Mobile Giving	
Ring Tones	
Subscription Content	
Sweepstakes/Contest/Auction	
Trivia	
Video	
Voting/Polling	
Chat	
Games	
Venue Alerts	
Mobile Content	
Alerts	
Other (please describe)	

Content Rating	
C7+ (age 7 and older)	
T13+ (age 13 and older)	
YA17+ (age 17 and older)	
M18+ (mature content, adult)	

Call to Action Method for opt-in	
Outdoor Advertisement	
Point-of-Sale	
Print	
Radio	
TV	
Web	

Recurrence	
One Transaction	
Recurring	

## Program Summary

Short 1-2 sentence description of what the campaign promotes.

Does not need to include what the company does.

(e.g. User will opt-in to receive news alerts)

## Message Flow/Customer Experience

### CTA (Call to Action)

CTA should include: Program, Brand Name or Product Description, method of opt-in (i.e. keyword), product quantity or reoccurring msg disclosure, 'Msg&data rates may apply' disclosure, links to T&Cs & Privacy Policy.

### Initial Opt-In

The exact behavior the end-user will have to take to initiate the opt-in.

### Confirmation MT

Actual MT message. 160 characters max.

(e.g. Reply HELP for help, STOP to cancel. 5 msgs/wk. Msg&Data rates may apply)

## Customer Care

Enter Details Below

URL for Customer Info	
Customer Care Email	
Customer Care Phone Number	
Terms of Service URL	
Privacy Policy URL	

**Note:** If there is a web opt-in, the Terms & Privacy links must be present at the actual opt-in area where the end consumer is providing their details in order to join.