

## MOBILE MILLER LITE CROSTOWN RIVALRY CHALLENGE

The rivalry between USC and UCLA is legendary. To harness all that fan energy, Fullhouse created the Crosstown Rivalry Challenge microsite.

The site was the centerpiece of a heated battle between the two schools to earn the lion's share of a \$100,000 donation from Miller Lite. Fans earned points in lots of ways and tracked them all on the site, where there was a lot more interactive rivalry fun to enjoy.

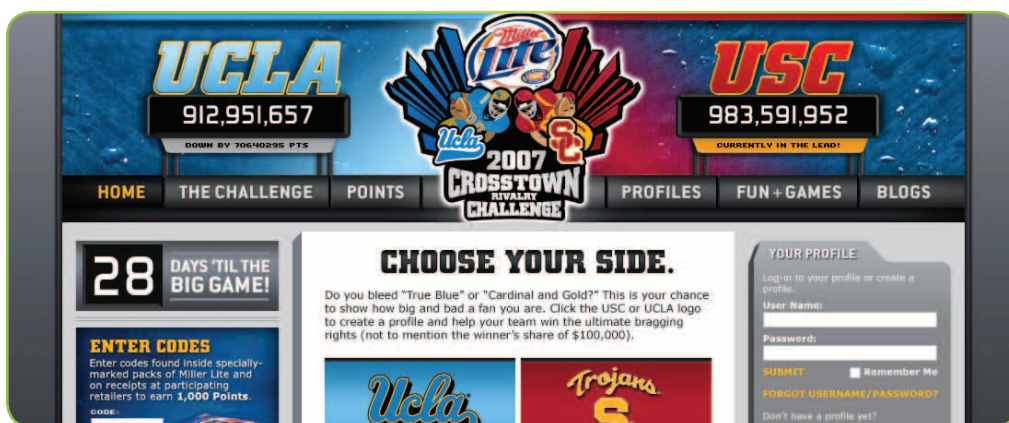
To extend the program offline, a mobile version could be found in bars and restaurants, awarding bonus points to fans.

Fullhouse is constantly looking for ways to incorporate SMS functionality into

larger programs, providing increased interaction and ongoing communication with consumers.

The Miller Lite Crosstown Rivalry Challenge included a SMS-based mobile trivia game where consumers could put their rivalry IQ to the test.

Consumers could sign-up on the site to receive one weekly trivia question, providing another opportunity to earn points for their school and personal account.



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