



## ► SMS Messaging Rules

# Impact Campaign Compliance

**TRENDING NOW:** New rules on texting impact marketing campaigns.

In October 2013, rules concerning SMS messaging were significantly strengthened. The changes focus on acquisition and verification of opt-ins from both new and current campaign subscribers. Marketers who send SMS text messages to customers for marketing purposes should understand how these changes may affect campaign compliance.

**According to Wendy Blackburn at Intouch Solutions Insights, these are the updates to be aware of:**

- » Prior Express Written Consent. "Unambiguous written consent" is now required before any text message. Written consent can be in the form of a text message or online form.
- » No "Established Business Relationship" Exemption. Previously, marketers were allowed to rely on established business relationships, such as a previous purchase, to circumvent the need for written consent. This exception will no longer exist. Marketers will now need to obtain written consent, even if they previously had a business relationship with the customer.
- » Content Opt-In. SMS marketers must receive — and have the ability to prove, via positive record — subscriber consent (opt-in) for both new and existing users. If they can't prove a subscriber opted into a program, they may be subject to fines of \$500 to \$1,500 per text message.

▼ For more information, visit [intouchsol.com](http://intouchsol.com).



Wendy Blackburn

(MSAA) and Genzyme, a Sanofi company, are teaming up for the Why I Swim campaign to raise awareness and understanding of water-based exercise programs as a positive wellness opportunity for the MS community.

MSAA is developing a variety of tools, including print, video, and Web-based educational materials on aquatic exercise and MS. Individuals with MS who swim or participate in water-based exercise programs are asked to share their personal story about how water activities have impacted their lives on the [swimforms.org](http://swimforms.org) site. Swim for MS is a national fundraiser in which volunteers are encouraged to create their own swim challenge while recruiting online donations to support the MSAA. Since 2008, swimmers have raised more than \$260,000. 2012 U.S. Olympic team member and multi-medal winner Missy Franklin is this year's Swim For MS ambassador.

▼ For more information, visit [mymyasa.org](http://mymyasa.org).

## FDA Uses Responsive Design for Mobile Users

According to a blog entry on the FDA site by Chris Mulieri, director of Web and digital media, in 2013 the FDA.gov site had more than 30 million visitors, 25% of whom used a tablet or smartphone to access the site.

To accommodate these users without creating a separate mobile website, the FDA implemented responsive design to its Web development. This approach uses a special code to ensure that Web content is easy to read and scrolls across a wide range of devices.

The first responsive pages on the FDA site rolled out in November.

▼ For more information, visit [fda.gov](http://fda.gov).

## PwC Creates App For Content

PwC subscribers can now access its content from an iPhone through its 365 app. The free app can be found on iTunes and provides access to hundreds of industry-related articles, infographics, videos, and podcasts. Content can be filtered, searched, and shared through the app.

To download the app, go to <https://itunes.apple.com/us/app/pwcs-365/id689591286?ls=1&mt=8>

▼ For more information, visit [pwc.com/us/en/press-releases/2013/pwc-us-launches-365.jhtml](http://pwc.com/us/en/press-releases/2013/pwc-us-launches-365.jhtml)

## EMD Serono's Notes of Hope Facebook Page



EMD Serono launched a Facebook application to support the AstraZeneca Hope Lodge in Boston, called the Notes of Hope program. People can send personalized well wishes to patients and caregivers who are staying at the Hope Lodge, which serves as a second home for patients who must travel more than 40 miles to receive treatment. Users of the

app are encouraged to make a donation to the cancer society, and information detailing what a specific donation amount can do is provided.

In December, New England Patriots' linebacker

Jerod Mayo hand delivered hundreds of personalized notes to patients staying at The Lodge as part of the ongoing collaboration between EMD Serono and the American Cancer Society. Attendees of the Massachusetts Conference for Women, held in Boston in December, created the hundreds of unique notes Mr. Mayo handed out. EMD Serono has donated \$100,000 to the Boston Hope Lodge. Since 2005, EMD Serono has donated more than \$1.1 million to the American Cancer Society.

To use the app and send a special note, you must become a fan of the EMD Serono Notes of Hope Facebook page.

▼ For more information, visit [facebook.com/myemdserono](http://facebook.com/myemdserono)

## Genzyme Sponsors MS Multimedia Campaign

The Multiple Sclerosis Association of America

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