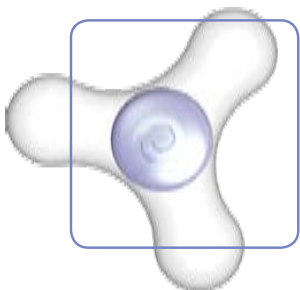


beamzone® 

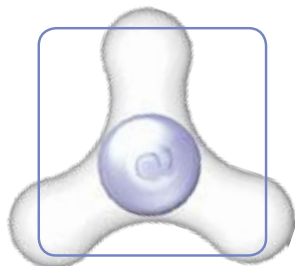
# Case Study

DaVinci Code | Promotion 2006

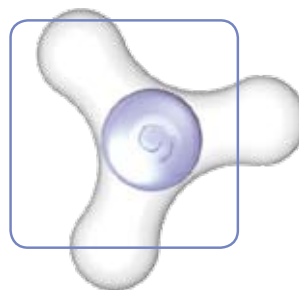
event



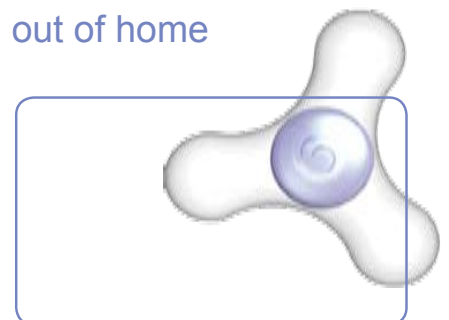
exhibition



point of sale



out of home





## Case Study „DaVinci Code“ Promotion

### Campaign

The Campaign was developed by OMD, Spain, for Sony Pictures to promote the premiere of the film „DaVinci Code“ (DVC). The campaign incorporated the beamzone Bluetooth Technology developed by Blue Cell Networks (BCN), Germany. beamzone systems have been installed within 10 bus shelters in the centre of Madrid to promote the launch of the film. This was the first campaign in Madrid to incorporate Bluetooth in outdoor media supports in this way.

The campaign took place from 05-09 to 05-15-2006

## Objective

The purpose of the action was to surprise people with this innovative campaign. The beamzones gave passers-by the opportunity to download the DVC- Filmtrailer, wallpaper and a VCal entry for free on their mobile at traditional bus stop advert supports. As this was the first Bluetooth campaign using this format in Madrid, an important viral and word-of-mouth effect was expected right from the start. Users that downloaded the contents showed them or forwarded them to friends and family. The campaign both attracted people's attention and surprised them with an unexpected added value.



## Solution

Some challenges had to be solved, to guarantee a successful campaign. The problem concerning a permanent power supply was solved by installing rechargeable batteries into supports. As there was no LAN or WIFI connection for a permanent connectivity to the systems, the possibility of GPRS connectivity that BCN's beamzone solution provides allowed for 24 hour connection directly to a central Management Server maintained by BCN. The direct access meant that the beamzones were constantly being monitored with access being given to the client to the data being collected at each beamzone, including number of unique visits, number of downloads, the top mobile handsets being used, etc.

An important added feature to the beamzones is the possibility to change the radius of action of the beamzones remotely something which was used in this campaign. It was seen that limiting the radius of action to 10 metres around the bus shelters improved the speed of connections and downloads, thereby increasing the final number of downloads and user satisfaction.

## Media Data

During **7 days** of adoption beamzone has **requested 31946 users** with activated Bluetooth function on their mobile phone. **2777 users (8,7%) accepted** the beamzone requests and were responsible for **4052 downloads**.

Following Contents have been distributed via beamzone:

- 1 DVC Filmtrailer
- 1 DVC Screensaver
- 1 DVC Calendar entry with alarm function to remind the user of the filmstart

File Type	Downloads
DVC_ Filmtrailer	761
DVC_ Screensaver	2272
DVC_ Calendar entry	1019
<b>Total</b>	<b>4052</b>

Added value was created by the viral effects by presenting and forwarding the contents to friends and family with an average of 5 additional persons receiving content. The campaign also received much attention in magazines within the advertising sector as well as press coverage in a financial magazine.

Mobile Phone Models

Models (Top 10)	beams
Nokia 6310	488
Nokia 6230	366
Nokia 8800	300
Nokia 6230i	289
Sony Ericsson K700	219
Siemens S55	214
PocketPC	200
Sony Ericsson K750i	187
Nokia 6680	171
Motorola L6	158



Promotion

Effectivity of the beamzone service very much depends on perception of the users. For a successful mission it is necessary to alert the user to the service by promotion. During this mission the bus stops were completely covered with „DaVinci Code“ - Posters on which the beamzone service was promoted effectively in a quite an eye-catching way. Due to the size of the creativity, it was effective from a distance.



## Summary

- The campaign took place in Madrid between the 9th and 15th of May, 2006
  - 10 beamzone Bluetooth units were installed in bus shelter advert supports of the OMO Ce musa, in the centre of Madrid for DVC movie promotion
  - The units required battery supports to supply electricity during the day
  - This was the first outdoor campaign using Bluetooth in Spain's capital
  - Consumers were able to download a sneak preview trailer of the movie, a wallpaper of the movie poster and a calendar entry alarm that sounded the day of the movie release
  - Installation, Content creation and Management of campaign with support from Blue Cell Networks
- over 4000 Downloads within 1 week

