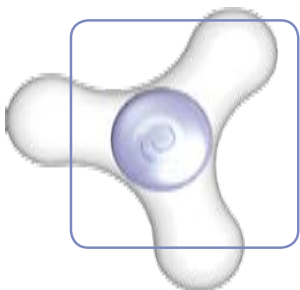


beamzone® 

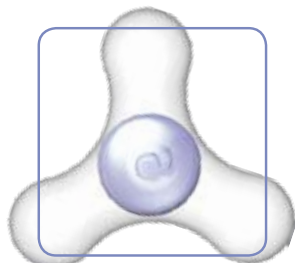
# Case Study

Nelly Furtado | Single Promotion 2007

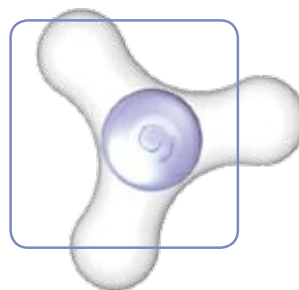
event



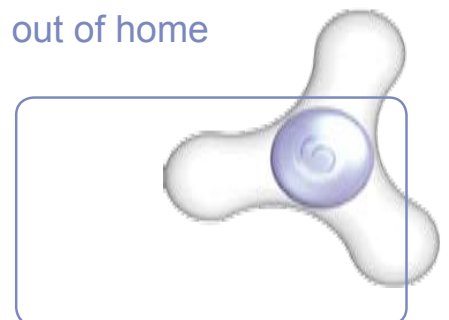
exhibition



point of sale



out of home



## Case Study „Nelly Furtado Promotion“

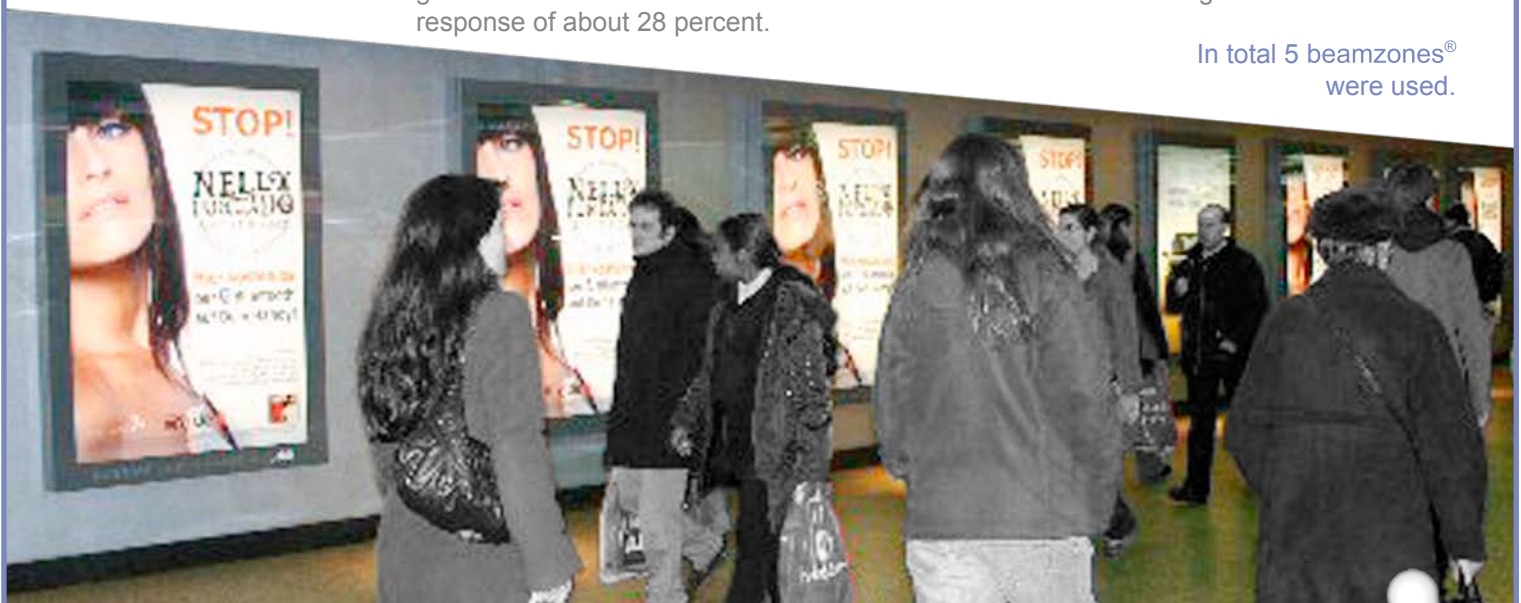
### Campaign

The Internet download provider mp3.de run a combined print and Bluetooth® campaign to launch the new Nelly Furtado Album “Loose”. It took place between 6th and 13th of March at five different locations in Cologne.

Thanks to beamzones® installed in City Light Posters (“Bluetooth® City Net” – Ströer) passers-by could download the new Nelly Furtado Single “Say it right” in full length and a Nelly Wallpaper within a 10 m radius round the promotion posters. For free! Thus the brand-new song reaches the users’ mobile phones parallel to the official single-release.

The response to the beamzone® download facility at the interactive posters was immense: within seven days about 4.000 young people made use of the download-service. In general 14.200 handsets with Bluetooth®-function have been recognized. This means a response of about 28 percent.

In total 5 beamzones®  
were used.



Content

Following contents have been offered to the users:

- 1 Wallpaper
- 1 full length Ringtone (Single "Say it right")

Content impressions:

Wallpaper



Media Data

beamzone Locations in Cologne, Germany	Requested Users	Responding Users	Accepting Users	Downloads
Deutz Messe Subway Station	2694	851	241 (28 % of Responding)	298
Neumarkt Shopping Centre	6784	3467	1759 (50% of Responding)	2325
Neumarkt Subway Station	3815	1448	542 (37 % of Responding)	676
Dom/Hbf Subway Station	3613	1373	511 (37% of Responding)	652
Neumarkt Subway Station	5833	1971	761 (38 % of Responding)	959
<b>Total</b>	<b>22739</b>	<b>9110</b>	<b>3814</b>	<b>4910</b>

In addition there are the viral effects of Bluetooth® Marketing. Every person sends or shows the downloaded content to 5,2 persons (friends, family ...).

Adding the viral effects 19833 people have been reached within this project.

