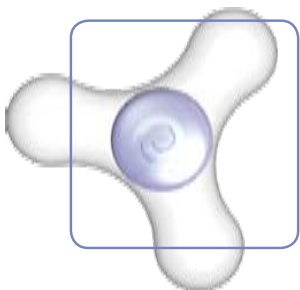


beamzone® 

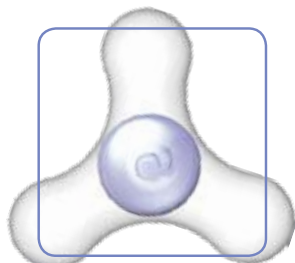
Case Study

Nike | retail marketing since 2006

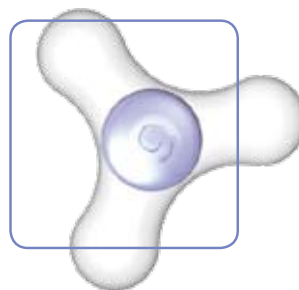
event



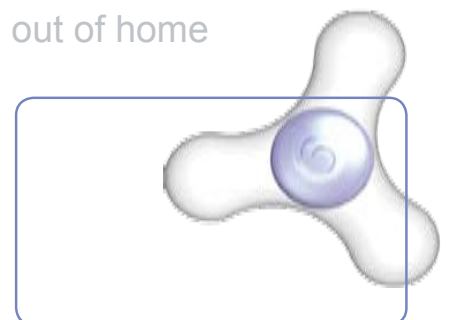
exhibition



point of sale



out of home





Case Study Nike „UK retail marketing“

Campaign

Nike offers special values to its customers at the Nike Town Flagship-Store in London and other Nike stores nationwide in UK. Due to beamzone technology Nike customers is given the opportunity to download mobile contents of current Nike promotion campaigns with football stars like Henry, Ronaldo, Ronaldinho und Rooney via Bluetooth to their mobile phones – for free. This means added value and customer retention at the POS. Each football star has an own shop-in-shop area with integrated beamzone at the stores. After entering one of those areas the customers attention is invited to the Bluetooth Service. In case of activated Bluetooth function mobile contents like animated wallpapers of the particular star will be offered to download via beamzone.



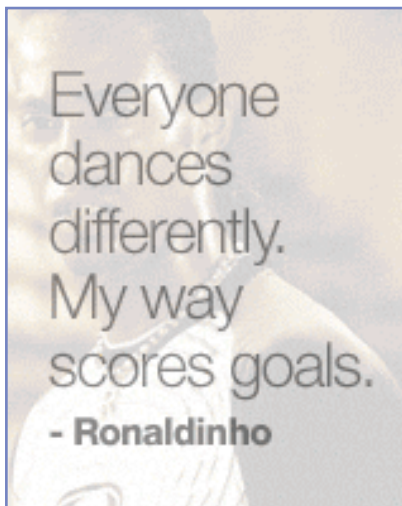
Content

Following contents have been offered to download via beamzone:

- Wallpaper
- animated Screensaver
- Videotrailer
- Calendar Entries

Content impressions:

Wallpaper /
Screensaver



Promotion

The beamzone download service is announced within a special Videotrailer running occasionally on flatscreens within the shop-in-shop areas. In addition a short user instruction is placed below this screen.



Zusammenfassung

- Campaign by AKQA, Nike UK Retail Marketing
- 10 beamzones® since 04.02.2006
- different Campaigns consisting of Wallpapers, Screensaver, Calendar Entries & Videos
- Content adaption, Campaign and System Management by Blue Cell Networks

