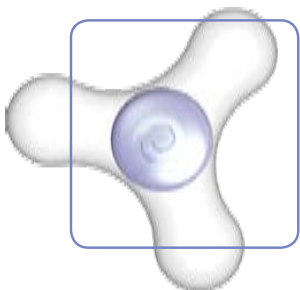


beamzone® 

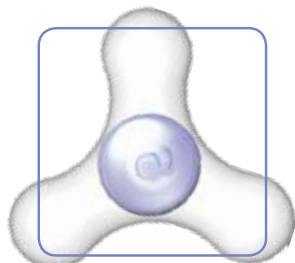
Case Study

Nokia | New Year's Eve 2006

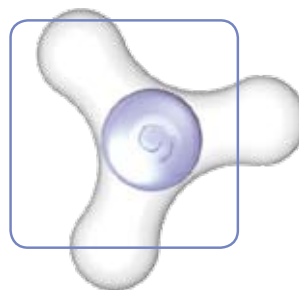
event



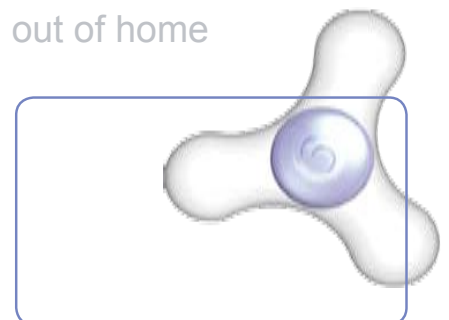
exhibition



point of sale



out of home



Case Study Nokia „New Year’s Eve“



Campaign

On December 31st, Nokia welcomed the New Year in grand style – by connecting millions of music lovers from around the world as they counted down the final minutes of 2006. Nokia New Year’s Eve, a global music event stretching across four continents, featured a number of international artists including The Black Eyed Peas, Nelly Furtado, Scissor Sisters, Sugababes, John Legend, Atomic Kitten, Sergio Mendes, among many others entertaining audiences at celebrations in Hong Kong Mumbai, Berlin, Rio de Janeiro and New York.

With these events numerous beamzones® were used. The visitors could download to themselves in each case into the land co-ordinated contents on her mobile phones. The beamzones® became partially in luminous displays, partially in the technic towers installed.

15 beamzones® have been used on 4 continents:

- 2 beamzone® in Hong Kong
- 3 beamzone® in Mumbai
- 6 beamzone® in Berlin
- 4 beamzone® in Rio

Content

Following Contents have been offered:

- Animation
- Wallpaper
- Ring tone
- Video
- Calendar entries and visiting-cards
- Profit game (free overnight stay including breakfast in the Marriot only in Berlin)

Content impressions:

Wallpaper / Stars



Encouraged notices / Screensaver



Promotion

The Bluetooth® download specials were announced through Light Pillars, lightened and huge Streamers. Hosts and hostesses empowered the promotion of the Bluetooth® specials in the mentioned cities.



beamzone® Banner



Summary

- Campaign of 12snap for Nokia „New Year’s Eve“ Event - A party on 4 continents
- 15 beamzones® between 31.12.2006 and 01.01.2007
- beamzones® were integrated into shining-displays
- Visitor could download according to country Wallpaper, Screensaver, videos, calendar entry, ring tone and encouraged Screensaver (in Berlin additional profit game)
- Content adaptation, campaigns and management system through Blue Cell Networks

