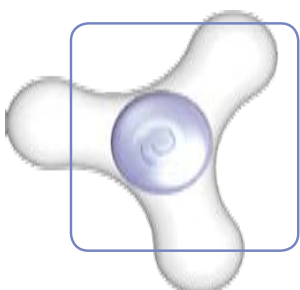


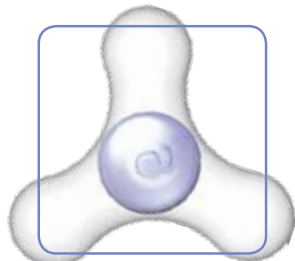
beamzone[®] 
Case Study

Pepsi | Poland 2007

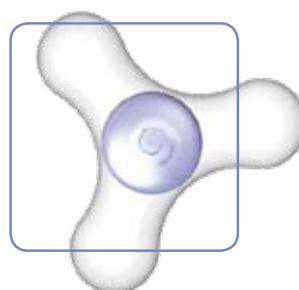
event



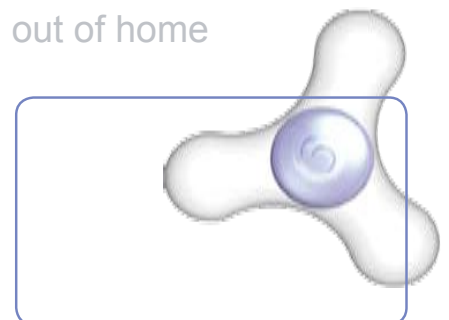
exhibition



point of sale



out of home





Case Study Pepsi - Poland

Campaign

Pepsi used the Bluetooth® marketing solution of BCN to empower the marketing campaign which took place in the 8 biggest cities of Poland. The beamzones® were integrated in giant Pepsi cans. This action was carried out between the 01.04.2007 and the 31.04.2007 at strongly frequented places.

8 beamzones® have been used.



Content

Following contents have been offered via beamzone®:

- 10 wallpapers were alternately offered
- 2 Ringtones (sountrack in Midi and Mp3 Format)

Content impressions:

Wallpaper



Promotion



Highlighted stickers and floor graphics neon-green colored on the 3 meters high Pepsi cans announced the beamzone®-Service.

For Marketing-Legal Reasons the Bluetooth®-logo have to be blue colored.



Summary

- Campaign of one2one Mobijoy Poland for Pepsi
- 8 beamzones® between 01.04.2007 and 31.04.2007
- beamzones® were incorporated in over-size Pepsi-cans
- passersby could download wallpapers and ringtones
- Content Adaption, campaigns and system management by Blue Cell Networks