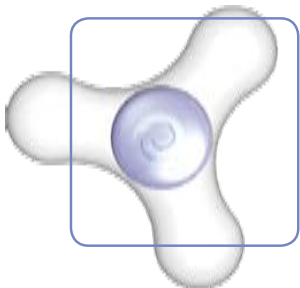


beamzone® 

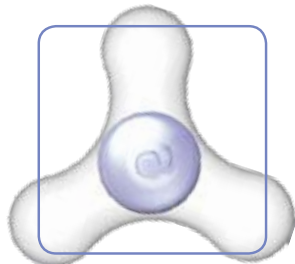
Case Study

REAL MADRID | Presidential Elections 2006

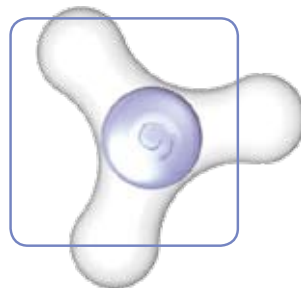
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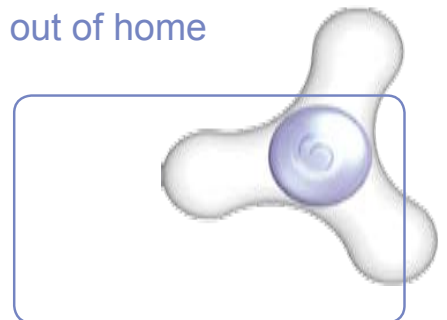
exhibition



point of sale



out of home





Case Study REAL MADRID presidential elections

Campaign

In July 2006 presidential elections of the spanish football club Real Madrid took place. Within the election campaign numerous bus stops in the centre of Madrid have been equipped with beamzones® between 06-20 and 06-27-2006.

In case of activated Bluetooth function passersby could download a Wallpaper and a historic video of Real Madrid for free to their mobile Phones via Bluetooth.

10 beamzones® have been used



Content

Following contents have been offered to download via beamzone®:

- 2 Wallpaper
- Video trailer

Content impressions:

Wallpaper



Promotion

Oversize-Posters at the bus stops caught the attention of the passersby and announced the beamzone® Bluetooth download service. They also included a short instruction how to use the service.



Summary

- Campaign by Ivista for Real Madrid presidential elections
- 10 beamzone® between 06-20 and 06-27-2006
- Passersby could download 2 wallpapers and a historic videotrailer
- Content adaptation, campaigns and management by through Blue Cell Networks