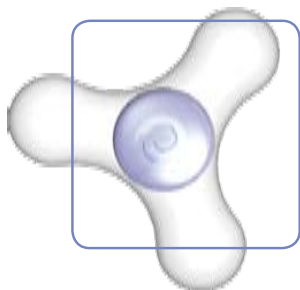


beamzone® 

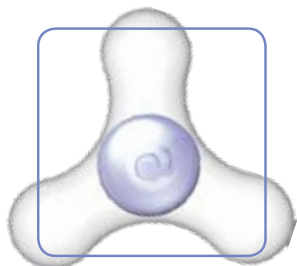
# Case Study

Calvin Klein | Promotion Tour 2007

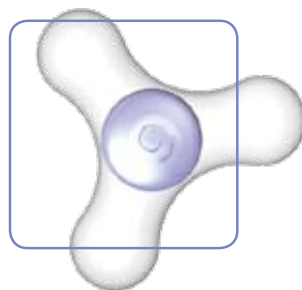
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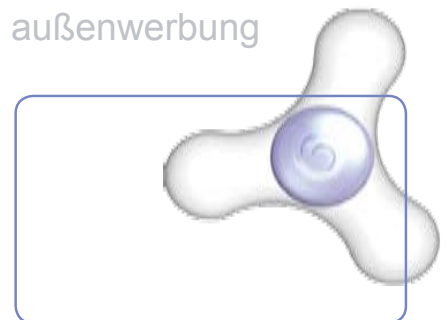
messe



point of sale



außenwerbung



# Calvin Klein

## Case Study

### „Calvin Klein Promotion Tour“ 2007

#### Campaign

From 28.03.2007 until 05.08.2007 Calvin Klein used eight beamzone® for a special product promotion. At airport Duty Free shops in the UK, Ireland, Switzerland, Germany and the Netherlands the new perfume „ckin2U“ was promoted during 2 – 3 weeks. Further Promotion Tours around Europe will be organized.

8 beamzones® have been used.



## Content

Following contents were offered for download to the people passing by:

- Wallpaper
- Video trailer
- HTML, resp. text

Some examples of contents offered for download by the beamzones®:

### Wallpaper



### GIF for „Winning“ Message (example for Frankfurt)



Promotion

During this Promotion Tour the passers-by were made aware to switch Bluetooth® on. Further improvement of the download rate would have been achieved by providing a simple 3-step download instruction.



Example of a 3-step download instruction:



Summary

- Campaign by Touchworks for Calvin Klein
- Use of eight beamzones® at eight airports from 28.03. until 05.08.2007
- beamzones® have been integrated into the booth
- Passers-by had the opportunity to download 1 Wallpaper, 1 Video and a HTML / TXT File
- A lottery has been organized at three airports with each time an iPod as Grand Prize
- Content adaption, Campaigns and System Management by Blue Cell Networks