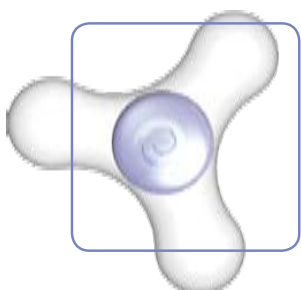


beamzone® 

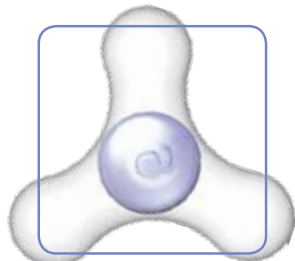
# Case Study

Volvo | C30 Presentation 2007

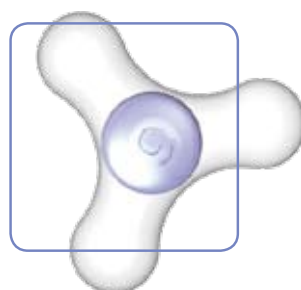
event



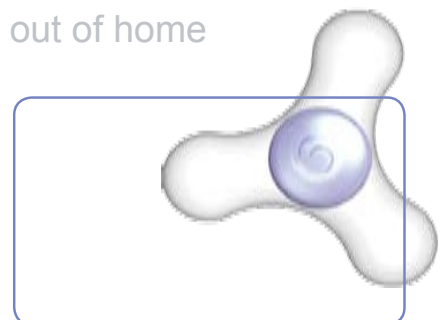
exhibition



point of sale



out of home





## Case Study Volvo „C30 Presentation“ Greece

### Campaign

Volvo threw light upon the new C30. Between 28.12.2006 and the 11.01.2007 the new car was showed in Greece. The car was hidden in a giant Box and the Box was placed in a Mall. Curious passersby could take a look at the content of the box through a peephole. 5 Download Specials was alternately offered every Second.

## Content

Following contents have been offered to the users:

- 3 Wallpaper
- 2 videos

Content impressions:

Wallpaper /  
Screensaver



## Promotion

The download offer is been announced through streamers placed close to the box.



## Summary

- Campaign for Volvo „C30“ presentation
- 1 beamzone® between the 06/12/28 and 07/01/11
- 1 beamzone® was installed in the vehicle
- Passersby could download wallpaper and videos
- Content adaptation, campaigns and management system through Blue Cell Networks

