

# Bluetooth Proximity Marketing



In a nutshell...

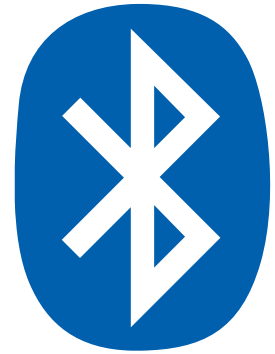
# WHAT IS BLUETOOTH PROXIMITY MARKETING?

Bluetooth proximity marketing is the means of pushing free content from bluetooth-enabled pods to phones within a defined geographical zone. Any bluetooth-enabled phone entering a zone will receive a request to download media; this could include rich content such as pictures, mobile vouchers, videos or songs. Assuming the request is accepted; the rich content is broadcast and downloaded by the user for free. Over 80% of the 900 million phones sold each year are bluetooth enabled, creating a huge audience for this form of marketing.

Bluetooth technology has a limitless array of creative applications; at McConnells we have recently turned the Westfield Shopping Centre into the largest Bluecasting zone in the Midlands, used the technology to drive delegates to stands at various exhibitions, and used the pods to entice people in-store as part of an intricate 'Crack the Safe' competition for a national mortgage specialist.

Mobile marketing is one of the most exciting and fastest growing marketing tools available today, allowing brands to interact with consumers through the most personal and intimate of media – their mobile phone. At McConnells, we can exploit the latest mobile technology to allow you to communicate directly with your target audience – cutting through the clutter and giving a direct line to an elusive and technologically savvy audience

“Savvy marketers worldwide are moving their marketing spend to where it matters most - in front of mobile consumers seeking relevant content and immediate gratification,”



# BLUETOOTH & THE GROWTH OF MOBILE MEDIA

Changes in media consumption patterns have seen a staggering 104% growth in mobile marketing over the past 12 months (Admob), with predictions of a further 150% growth over the next two years as marketers look for ever-more efficient and accurate ways of targeting increasingly-elusive target audiences. According to a recent report by Millward Brown, an average of 81% of consumers are aware of Bluetooth marketing, with total awareness higher-still in the UK market where Bluetooth proximity marketing has been brought into the mainstream by major brands such as O2, Xbox 360, and Showcase Cinemas.

Whereas today's consumer is often portrayed as jaded and willing to avoid ads at any given opportunity, marketers are encouraged by high levels of acceptance for Bluetooth marketing. In a Universal McCann survey, it proved to be the most popular mobile ad format among recipients, with 71% in favour of Bluetooth messaging, compared to 61% who rejected banner or TV ads on their mobile handsets.

Despite some concerns over the evasive nature of mobile advertising, customers have always had power. Even with 'traditional' media formats, it has always been up to the consumer to decide whether to interact with a promotional message, whether it's a TV ad, internet banner, or form of mobile marketing such as bluetooth messaging. The consumer always drives what marketers do and how marketers speak to them; the continued proliferation of mobile marketing simply reflects the nature of the modern media landscape.

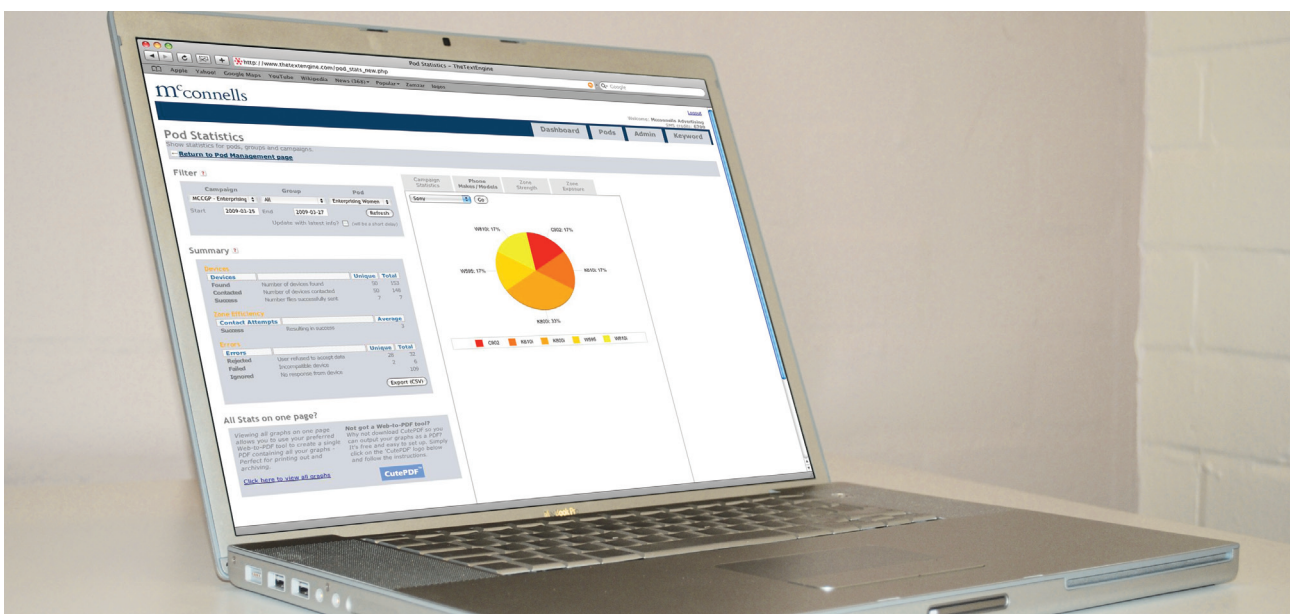
71% of teens (Q Research) and 37% of adults (Harris Interactive) are interested in receiving ads on their mobile handsets.



# BENEFITS OF PROXIMITY MARKETING

Given the rapid growth in mobile marketing and Bluetooth adoption, Bluetooth proximity marketing has a number of distinct benefits.

- It is free to send and receive downloads
- It is 100% measurable and can show clear ROI for mobile campaigns
- It enables broadcast of rich media content
- It can be highly targeted to a specific location, group, or event at any time
- It is an ideal tool for guerrilla marketing promotions, or to facilitate viral marketing campaigns
- It is low cost, requiring only capital outlay from transmitters and software
- It is a highly ethical and more affordable alternative to leafleting
- It is faster to download than MMS and other cellular solutions
- It is standards based and legal, operating in the unlicensed 2.4 GHz ISM band
- It has excellent synergy with traditional media, particularly outdoor



# BLUETOOTH TECHNICAL CAPACITY

Our Class A Bluetooth pods are small, light, and inconspicuous, with each pod representing a potential 100 metre zone capable of 21 simultaneous downloads.

- Stand-alone or networked options.
- Globally deployable Class A solution.
- 21 simultaneous downloads per pod zone.
- External or indoor deployments.
- Permission based, ICO approved communications.
- Full reporting, logging and audit trails.
- Real time statistics and reports.
- Change campaigns instantly as required.
- Monitor any 'Zones' effectiveness.
- Potential for integrated SMS facilities for 360° marketing.
- No software required, full web application.

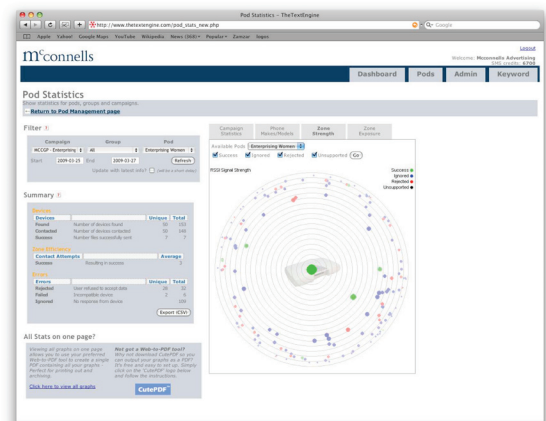
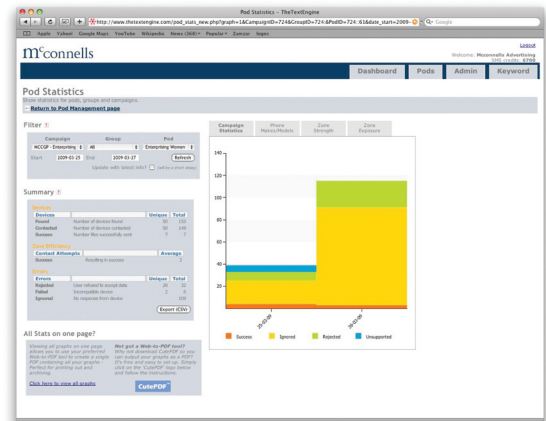


# BLUETOOTH MARKETING : MAKING IT WORK

Whilst technological advances will always propel developments in any form of digital advertising, it is essential that the application of Bluetooth be driven by creative nous and marketing know-how rather than by an over-reliance on the technology itself. The keys to success when using bluetooth proximity marketing are simple – location and content. As a well established full-service marketing and advertising agency, McConnell's is uniquely positioned to provide full Bluetooth solutions as part of an integrated campaign that delivers compelling messages to the right audience.

In order to get the most out of mobile advertising, it's important to understand what users want and don't want. The mobile phone is a highly personal device and people are selective about how they share their phones with others; this includes commercial messaging. The sense of control permitted by Bluetooth's opt-in mechanism gives users increased clarity that makes them more comfortable and receptive to receiving mobile ads. This trend has been born-out in the successes of recent mobile marketing campaigns for clients such as Showcase Cinemas and Hammonds Furniture, whilst the nature of Bluetooth marketing as a trusted medium that supports rich messaging makes it an ideal viral trigger.

The capacity of Bluetooth to handle large files gives marketers a chance to do something innovative within a range of media – text, graphics, video, and sound – all within a cost-effective and measurable framework. Indeed, the cost-effective nature of Bluetooth as a content-delivery system means that more and more businesses are able to invest in production of creative and persuasive content.



# EIGHT STEPS : BLUETOOTH PROXIMITY MARKETING

Our Bluecasting service encompasses everything from devising campaigns and supplying pods to creating compelling content and collecting rich data. Follow these eight steps to success with Bluetooth proximity marketing.

- (1) Get in touch with McConnells to discuss your needs and to develop the planning and implementation of a Bluetooth proximity marketing campaign.
- (2) Invest in rich and compelling content through our experienced team of creatives. We will then programme the Bluetooth pods and upload the broadcast-ready files.
- (3) Position the Bluetooth pods in location and promote the zone through signage
- (4) Update and manage your pod across the internet from anywhere in the world, using the simple McConnells web portal.
- (5) Your pod will contact within a radius of 100 metres with request to download the content. Retry times can be configured through the pod programming area within the web portal.
- (6) Rich media content such as coupons, pictures, music, videos, and animation are downloaded to phones or other Bluetooth-enabled devices for free.
- (7) Send the same message nationally or internationally to every box regardless of its location. Alternatively, consult McConnells about re-programming the pods to modify sent messages depending on time of day or day of week.
- (8) Measure your Bluetooth proximity marketing campaign. Data is sent back from each pod to our software platform, stats show total handsets contacted, total accepted, rejected, and ignored. Campaigns can be changed and uploaded to a pod instantly and results viewed in real time.

# CONTACT DETAILS

At McConnells we pride ourselves on our approachability and creativity. Our client retention rate is testament to the superiority of service that we offer. Ask us about our tailored and managed mobile marketing campaigns for a 100% professionally administered solution.

Thank you for downloading this ebook.

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So there you have it. As this introduction will hopefully have shown, there's so much more we can achieve by working together. To discuss your needs over the phone, or a coffee, please contact Chris today.

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