



Stimulating downloads for 3Music Store

Media Objectives

- To generate awareness and sales of their music download service, 3Music Store amongst young, technologically adept, heavy mobile phone users.
- To drive traffic in store to up sell premium packages, that offer 5 free downloads a month, in their 25 premier outlets over a 3 month period.

Breeze Tech Solution

- Breeze installed a Bluetooth unit behind the signage inviting consumers in store to receive a free, exclusive P Diddy mp3 track and wallpaper.
- Once in store consumers could download the music file and wallpaper for free by entering the 2nd Breeze Bluetooth 3Music zone at the rear of the store.

Results

- **Amplifying the poster message**
 - 94,000 downloads were achieved over the 3 month period
- **The innovative use of interactive technology**
 - 3 was able to engage with their target audience in an innovative and exciting way
- **Reinforcing the 3 brand message**
 - As a dynamic, youthful, fun, innovative and technically advanced brand
 - No other carrier was using this technology
- **Driving store traffic**
 - 1,000+ store visits a day evenly spread across the week /day
- **Adding value**
 - Consumers told the staff that they felt the content on offer to be of value and relevant to the in store environment
- **Extending the campaign reach**
 - The content could be forwarded onto other Bluetooth consumers, giving 3 the opportunity to extend the brand virally

