

CASE STUDY



Increasing footfall and conversions at 3 Mobile retail outlets

Media Objectives

- Increase footfall
- Improve conversions
- Facilitate up-selling
- Improve on-site customer experience
- Increased awareness of premium packages and content

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 a 2nd Breeze Bluetooth 3Music zone at the rear of the store.

Results

- **Increased footfall**
 - 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 and attract them into the store
- **Reinforcing the 3 brand message**
 - As a dynamic, youthful, fun, innovative and technically advanced brand
 - First MNO to use this technology in store
- **Driving store traffic**
 - 1,000+ store visits a day evenly spread across the week /day
 - Adding value and engaging with clients in store
 - 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

