

CASE STUDIES

Sampling content in an innovative way



Media Objectives

- Over a 7 day period Universal Studios wanted to:
 - Extend their outdoor campaign
 - Encourage content interaction
- Create talk-ability
 - For the latest instalment of Bourne trilogy, the Bourne Ultimatum in the Sydney and Melbourne areas

Breeze Tech Solution

- Breeze installed Bluetooth units behind the 20 key poster sites
- Customers were invited to download an exclusive 30" movie clip and a wallpaper image of Matt Damon as Jason Bourne.

Results

- The highest ever number of downloads in a one week period
 - In total 17,000 downloads were achieved
 - Illustrating the increasing acceptance of the Bluetooth technology when used as part of the wider media mix
- Content interaction
 - Universal Studios was able to have its content sampled in highly innovative and dynamic way befitting of the Bourne brand
- Added value
 - By delivering premium, relevant, appealing content direct to consumers mobile phones
- Brand talk-ability
 - This enabled Universal Studios to tap into a young, connected Bluetooth audience who love to share new content with their peers
 - Thereby enabling Universal Studios to extend the message reach



breezeteCH
bringing your customers closer