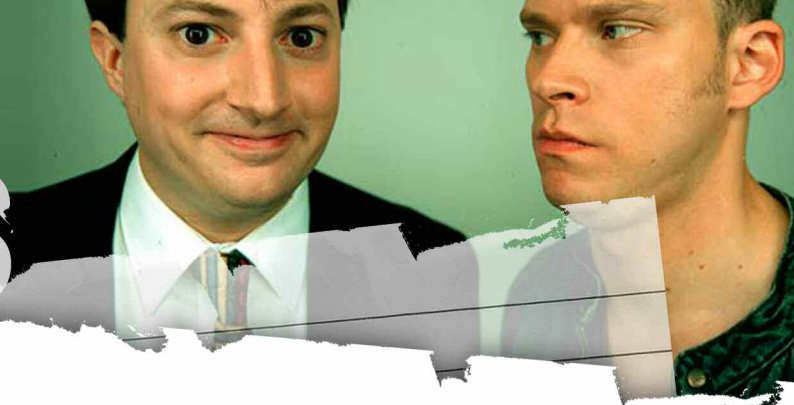


CASE STUDIES



Promoting new services

Channel 4 launches Catch-Up with new content every day via Bluetooth

Media objectives

Channel 4 planned an advertising campaign to promote their new Catch-Up service, which allows convenient viewing of programmes for up to seven days through online streaming video.

They were keen to extend the campaign to outdoor and interact with the commuter audience, and wanted to update their content each day by offering a clip from the previous day's viewing.

"We were looking to raise the profile of channel4.com/watchonline through a high impact campaign. Providing free content over Bluetooth rapidly achieved our objectives of raising awareness of this service, attracting viewers and highlighting key programmes. Working with Breeze Tech has allowed us an excellent level of interaction with our target audience."

**Steve Forde, Marketing Manager,
New Media at Channel 4**

Channel 4 were also attracted to the viral opportunity of consumers sharing the clips with friends.

Breeze Tech solution

Five major London stations were selected for their valuable commuter audience. Breeze Tech's media servers created Bluetooth zones

offering programme clips to all detectable mobile phones, in sizes and formats to suit all handsets. A variety of advertising media including Transvision screens and six sheets invited consumers to switch on Bluetooth on their mobile phone.

The content was updated daily and remotely, allowing Channel 4 to show clips from Peep Show, The F Word, River Cottage Spring and other key programmes the day after they were broadcast. Downloads were entirely free to the consumer.

Benefits to Channel 4

- Different content every day, reflecting the idea behind channel4.com/watchonline
- Relevant, appealing content delivered direct to consumers' mobile phones
- Innovative promotion of new service
- Reached and impressed the target audience
- Provided talk-ability and viral marketing opportunity
- Measurable results clearly demonstrated popularity of downloads

Results

Across a single week 87,000 downloads were recorded in the five London stations. Channel 4 were particularly pleased that the campaign reflected the way in which Catch-Up works, by showing the previous day's programmes "on demand".

Up to the minute results were available immediately to Channel 4 through Breeze Tech's real time reporting system.

By taking advantage of all the benefits of Bluetooth marketing, Channel 4 have placed themselves firmly at the forefront of innovative marketing.

"The success of Bluetooth marketing is very much a function of the quality, value and relevance of the content on offer, and the 87,000 downloads Channel 4 achieved clearly demonstrates that there is a demand from consumers for such mobile content."

**James Davies,
Board Director of Posterscope**

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