



CASE STUDIES



Increasing viewer awareness

Sky previews brand new *Lost* with exclusive content for Bluetooth download

Media objectives

Sky's *Lost* was one of the biggest recent TV hits in the UK. With eager anticipation of the second series growing, Sky were looking to build on their previous high profile advertising campaigns.

Sky wanted to engage fans and potential new viewers with exciting premium mobile content and were keen to create "talk-ability" with clips being shared. Their primary objectives were

- to interact with their target audience
- to create a viral add-on to the campaign
- to increase viewer numbers

Breeze Tech solution

Sky turned to Titan Outdoor who recommended a Bluetooth marketing campaign at London's Victoria station, running on Breeze Tech media servers. Titan placed calls to action strategically throughout the station inviting customers to go to a Bluetooth download zone. With the flexibility of Breeze Tech's technology, Sky were able to deliver *Lost* teaser clips, interviews, iconic ringtones and wallpaper directly to the mobile

Calls to action

- Transvision screen
- Banners
- High lights
- Floor vinyls
- Six sheets
- Promotional staff

handsets of their target viewing public. Key technology features included

- using key dwell time for *Lost* brand/consumer interaction
- comprehensive handset recognition
- centralised content management enabling instant changes
- opt in and opt out functionality
 - real time reporting
 - dwell vs move detection

Benefits to Sky

- Extended outdoor campaign with highly innovative and interactive promotion of *Lost*
- Delivered relevant, appealing premium content direct to consumers' mobile phones
- Enhanced the *Lost* brand and boosted viewer numbers
- Reached the target demographic with over 40000 downloads across two weeks
- Provided talk-ability and opportunity for viral marketing with young, connected audience

Results

Over a two week period 40000 downloads were recorded, one of the highest ever number of downloads at a single site across a comparable time period. An estimated 400000 people with identifiable Bluetooth phones passed through the download zone, suggesting a 10% response rate.

The campaign demonstrated to Sky how Bluetooth is increasingly widely accepted as part of the media mix, and how effective it is when used correctly with a robust technology platform.



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