

CASE STUDIES



Reaching consumers on the move

Breeze Tech and CBS Outdoor help Stirling Council to achieve a media first

Media objectives

Stirling station is a busy hub with connections to other major Scottish cities and beyond, and to the local area. The council are constantly on the lookout for new ways to provide customers with information and entertainment to make their journeys easier and more enjoyable.

Stirling approached CBS Outdoor to investigate ways to communicate to customers what is going on in the city, and present them with current offers and opportunities in leisure, shopping and eating out.

"As a local authority it is important to connect with the community and this new medium is a great way for us to reach consumers directly with our information and to see how they react. We are delighted to have discovered the power of Bluetooth marketing to add interactivity to our marketing efforts".

Clr Colin O'Brien, Stirling Council's Portfolio holder for the Economy

Breeze Tech solution

CBS Outdoor recommended a Bluetooth download campaign around Stirling station's poster sites, to be managed by Breeze Tech media servers.

Attractive posters within the download zones invited customers to switch on the Bluetooth capability on their mobile phone. Offers and information content were then delivered directly to the phone. The Breeze Tech media servers gave Stirling the flexibility to provide video clips, images, recordings and vouchers in formats suitable for the vast majority of mobile handsets.

Benefits to Stirling Council

- Media first in interactive marketing
- Engages and entertains customers, enhancing the user experience of the station
- Demonstrates Stirling Council's determination to improve customer service and "go the extra mile" for its customers
- Measurable results show customer reaction and response
- Builds relationships between Stirling Council, station advertisers and the public

Results

Through their innovative Bluetooth campaign Stirling became the first Scottish station to "talk" to its customers, using the "dwell time" as people waited for trains or arrived in the city to interact with them.

Stirling Council were delighted to see how quickly customers took to this new concept, accepting downloads and using the information and offers. The campaign began with advertising from the Thistles shopping centre and within three months, over 3300 downloads had taken place, representing almost 12% of all customers with Bluetooth capability who had entered the zone.

"This innovative method of communication is a media first for CBS Outdoor in Scotland and will allow key messages to really capture and captivate Stirling's consumers on the move. There is no doubt that adding Bluetooth download capability enhances an advertising campaign and makes it more effective and measurable."

Gillian Godsell, CBS Outdoor



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