



e

Push!

Case Studies

Success Stories in Bluetooth marketing

E-Push!

May 2009



High School Musical



CAMPAIGN OBJECTIVES

Disney wanted to promote their new show High School Musical premiering on Disney Channel Italy on September 15th. For this reason they set up an outdoor campaign with IGPDecaux and wanted to add a multimedia content delivery system at bus shelters.

CAMPAIGN ROLL-OUT

Ten of the most crowded bus shelters in Milan were equipped with **E-Push! Cube** WLP systems programmed to deliver free-rich media contents featured directly from the TV show.

CAMPAIGN RESULTS

E-Push! Cube systems guaranteed an high level of interaction between the young audience and the brand, thus effectively contributing to the promotion of the event.



CAMPAIGN SUMMARY

| | |
|--------------------|----------------------|
| Agency: | IGPDecaux (JCDecaux) |
| Advertiser: | Disney Channel |
| Sector: | Media |
| Campaign: | High School Musical |
| Location: | Milan (Italy) |
| Period: | September 2007 |

CAMPAIGN STATISTICS

| | |
|-------------------------|--------|
| Detected phones: | 42.125 |
| Total Downloads: | 10.453 |
| Redemption Rate: | 24.8% |



McDonald's

Chaque jour,
penser à l'avenir



CAMPAIGN OBJECTIVES

McDonald's wanted to promote, inside their point of sale, a new image of the brand. An image based on the care of the environment through the reduction of paper wasting packaging.

CAMPAIGN ROLL-OUT

Three of the most crowded McDonald's in Marseille (France) were equipped with **E-Push! Cube** WLP to deliver media contents spreading the environmental message the Brand would communicate to their customers.

CAMPAIGN RESULTS

E-Push! Cube systems guaranteed a high level of interaction between the young audience and the brand, thus effectively contributing to the promotion of the event.



CAMPAIGN SUMMARY

Advertiser: McDonald
Sector: Media
Campaign: McDonald for the planet
Location: Marseille (France)
Period: 03/03/09 to 18/03/09

CAMPAIGN STATISTICS

Detected phones: 4,425
Total Downloads: 1,115
Redemption Rate: 25.2%



University of Milan



CAMPAIGN OBJECTIVES

Delivery mobile phones application providing specific services to university students like: complete program of the courses, time schedule of the exams, incoming events, etc..

CAMPAIGN ROLL-OUT

*The university hall of Milan (Italy) was equipped with **E-Push! Cube** WLP systems programmed to deliver mobile phones application*

CAMPAIGN RESULTS

***E-Push! Cube** systems guaranteed a high level of interactions and reliable performances to allow all the students access to useful services.*

CAMPAIGN SUMMARY

Sponsor: University of Milan
Sector: Student service
Campaign: Student communication
Location: Milan (Italy)
Period: 01/09/08 to 31/10/08

CAMPAIGN STATISTICS

Detected phones: 3,442
Total Downloads: 2,337
Redemption Rate: 52.41%



Mercedes Benz



CAMPAIGN OBJECTIVES

Mercedes Benz wanted to give a digital gift to the visitors of their historical museum: the link between progress and traditions.

CAMPAIGN ROLL-OUT

*Old Mercedes car models, in Germany, were equipped with **E-Push! Cube** WLP to deliver media contents describing the characteristics and history of those cars.*

CAMPAIGN RESULTS

***E-Push! Cube** systems provided the tourist with a brand new and interactive source of information.*



CAMPAIGN SUMMARY

Advertiser: Mercedes Benz
Sector: Tourism information
Campaign: Mercedes Museum
Location: Germany
Period: 05/11/08 to 18/12/08

CAMPAIGN STATISTICS

Detected phones: 8,498
Total Downloads: 3,793
Redemption Rate: 39.56% %



Plaza San Pedro



CAMPAIGN OBJECTIVES

In-store promotion and brand awareness of a large shopping mall located in Mexico City.

CAMPAIGN ROLL-OUT

*The most crowded zones of the shopping mall were equipped with **E-Push! Cube** WLP to deliver media content informing people of running promotions.*

CAMPAIGN RESULTS

***E-Push! Cube** systems provided the shopping mall of a new and attractive media to engage customers, distributing to them discounts, coupons, etc....*

CAMPAIGN SUMMARY

Advertiser: Plaza San Pedro
Sector: In-store promotion
Campaign: San Pedro Shopping
Location: Mexico City
Period: 14/10/08 to 31/10/08

CAMPAIGN STATISTICS

Detected phones: 2,886
Total Downloads: 1,734
Redemption Rate: 23.11% %

City of Florence



CAMPAIGN OBJECTIVES

Delivery mobile phones application providing specific services to tourists: map of the city, what to see in Florence, incoming events, etc..

CAMPAIGN ROLL-OUT

*The Florence City Center was equipped with **E-Push! Cube** WLP to deliver mobile phone application.*

CAMPAIGN RESULTS

***E-Push! Cube** systems provided the city of Florence with a new and attractive media to distribute a useful application helping the tourists to orientate within the huge amount of attractions the city of Florence.*

CAMPAIGN SUMMARY

| | |
|------------------|----------------------|
| Sponsor: | City of Florence |
| Sector: | Tourist Information |
| Campaign: | Florence Interactive |
| Location: | Florence (Italy) |
| Period: | 22/10/08 to 26/10/08 |

CAMPAIGN STATISTICS

| | |
|-------------------------|--------|
| Detected phones: | 3,472 |
| Total Downloads: | 1,046 |
| Redemption Rate: | 30.11% |



Pizza del Rey



CAMPAIGN OBJECTIVES

Delivery of discount coupons and viral videos promoting the Big Mexican restaurant chain Pizza del Rey.

CAMPAIGN SUMMARY

Advertiser: Pizza del Rey
Sector: Coupon
Campaign: Botonazo
Location: Mexico
Period: 14/04/09 to 24/04/09

CAMPAIGN ROLL-OUT

*A restaurant was equipped with **E-Push! Cube** WLP to deliver funny viral videos promoting the brand and discount coupons to invite customers to come back.*

CAMPAIGN STATISTICS

Detected phones: 2,281
Total Downloads: 1,003
Redemption Rate: 43.97%

CAMPAIGN RESULTS

***E-Push! Cube** systems provided the Pizza del Rey chain with a new system to approach their customers via mobile phone, something they'll certainly take a look at when deciding where to go to eat.*

pizza mediana 1 PESO
de peperoni

vigencia al 31 de mayo de 2009.

aplican restricciones