

22 May 2006

## Australia Post use interactive technology to engage visitors at 2006 ADMA Forum

Visitors to this year's ADMA Forum at the Sydney Convention and Exhibition Centre will be able to experience first hand the emerging marketing channel of proximity based wireless mobile marketing.

eLetter Solutions (a division of Australia Post), one of the exhibitors at the event, is working with wireless mobile marketing company, Breeze Tech, and marketing agency, The Tank, to use a new interactive technology to offer visitors an incentive to visit their stand. The Breeze Broadcast system, developed by Breeze Tech, will automatically send visitors with Bluetooth enabled mobile phones, an invitation to visit the eLetter Solutions stand and enter a prize draw.



Russel Shewan from Australia Post said "This technology enables us to interact with visitors at the ADMA forum in an innovative and engaging way. We are really excited to be able to use the Breeze Broadcast system to promote our services and attract visitors to our stand".

The Breeze Broadcast system works by continuously searching for Bluetooth devices in range, and automatically sends out a message to all devices found – it can communicate with up to 21 devices simultaneously so is ideal for high volume areas such as exhibitions and conferences. It can also send many different types of content such as images, video clips, mp3 files, ebusiness cards, evouchers, event reminders, games etc. Importantly, the consumer has the option of either accepting or declining the message that is sent to their phone, and the message is only sent to the visitor once. Reporting is provided back to the client at the end of the event detailing the number of messages sent, accepted and declined.

Claire Gunn, Director of Breeze Tech said "This is the perfect opportunity for us to showcase our new technology to key decision makers in the marketing and advertising industry. Bluetooth is emerging as a new and effective channel for marketers to interact with consumers, and by working with Australia Post at the ADMA Forum, we can demonstrate the power of interactive advertising and show marketers how Bluetooth can be deployed as a key element of the marketing mix".

Breeze Broadcast has already been successfully used at a number of trade and consumer shows across Australia – Lexus used the technology at the 2005 Sydney Motor Show to automatically offer the Lexus business card to visitors at their stand – over 14,000 electronic business cards were offered to visitors over the duration of the event. Claire Gunn points out

“We are careful to ensure there is a point of differentiation – hence, we give exhibitor exclusivity by licensing the technology to only one user at any single exhibition, conference or show”.

Claire Gunn says Breeze Tech’s products are not just used at exhibitions, but can also give advertisers a new way of interacting with their target audience – **Breeze Broadcast** can automatically send digital content to consumers in a specified area or **Breeze Touchpoints**, which requires the user to place their handset against a ‘touchpoint’ to download content, can be integrated into outdoor advertising sites to enable advertisers to transform a static poster campaign into an interactive experience for the consumer. “We are working closely with design agencies and advertising agencies as well as media groups who can now offer this technology to their clients, bringing an outdoor campaign to life and enabling the consumer to truly interact with the brand.” Claire Gunn added.

### **Notes to editor**

#### **About Breeze Tech**

Claire Gunn (02) 9810 5339

[www.breeze-tech.com.au](http://www.breeze-tech.com.au)

Breeze Tech is a wireless mobile marketing technology company with offices in Sydney and London. The company provides location based wireless marketing solutions to deliver digital content directly to consumers’ mobile phones and PDAs. Using Bluetooth technology, Breeze Tech’s products allow clients to either broadcast content to consumers within a specific location or enable users to download content by placing their handset against a Touchpoint. The technology is used in poster advertising, retail outlets and at exhibitions and events.

#### **eLetter Solutions**

Russel Shewan (03) 9204 7657

[www.auspost.com.au/eletter](http://www.auspost.com.au/eletter)

eLetter Wrap, the new direct mail technology from Australia Post, transforming ordinary A4 pages into a personalised communication, doubling as the envelope. The machine folds an A4 page around follower pages and glues the paper to form a seal. The entire mail piece can be personalised maximising cut-through and response rates.

#### **The Tank**

Neil Shewan (03) 9686 5433

[www.thetank.com.au](http://www.thetank.com.au)

The Tank is a marketing agency providing clients with compelling marketing solutions including graphic design, copywriting, marketing strategy, brand development and project management.