

OUT-OF-HOME



BLUETOOTH MARKETING HITS BUSES

Camille Alarcon

Bluetooth technology is proving to be a compelling development for the outdoor industry—not only is it being used to create interactive ads at bus shelters, it is now enabling advertisers to reach bored commuters inside the buses themselves.

[APN Outdoor](#)'s Buspak division is working with mobile marketing company, Breeze Tech, to enable marketers to deliver a range of digital content such as ring tones, electronic business cards and wallpapers, to consumers' mobile phones via Bluetooth.

Commuters in Perth will be the first to experience Bluetooth marketing whilst travelling on Transit Perth buses, with Royal Automobile Club the first advertiser to jump on board.

At the end of the monitored campaign, advertisers will be able to find out the number of messages sent, accepted and declined by passengers on the bus.

Breeze Tech director, Claire Gunn said the application is significant because it's the first time it's ever been done in the Australian transit advertising environment.

"We're now letting advertisers add an interactive element to outdoor campaigns which have traditionally been static," Gunn said.

"It's taking transit advertising to the next level and engages consumers with their brands. Consumer will be able to download content for free from advertisers."

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