

PRESS RELEASE

**CONNECTING SHOPPERS WITH A BRAND IN REAL TIME IS NOW A REALITY**

COMPANY

As of 14 May 2007 Media Planet, Australia's only audio-visual digital TV shopping centre network, will launch Bluetooth through its 360TV Network.



These "Bluezones" will fast become a honey pot for potential advertisers, enabling them to market directly to shoppers via their mobile phones by delivering rich media content such as wallpapers, mp3s, videos or even vouchers.

This ground breaking technology is a result of collaboration between Media Planet and Breeze Tech, Australia's leading Bluetooth Technology Company. Claire Gunn, Director of Breeze Tech said, "We are really excited by the opportunity to work with Media Planet to deliver an interactive out of home broadcast medium through their 360TV Network."

Gunn went on to say, "The 360TV screens located in food courts will provide an environment that is ideal and naturally lends itself to Bluetooth marketing. The locations have significant dwell time which means consumers have time to engage with the advertiser's message. From our experience overseas and in Australia we have found that dwell time is an important factor in the overall success of a Bluetooth marketing campaign."

"This innovative venture with Breeze Tech will take 360TV, the current leader in the audio-visual space, to the next level," said Greg Johnston, Director of Media Planet.

"With dwell time in food courts averaging between 12 and 19 minutes an advertiser has ample time to target their market. Our success in the environment to date has been borne through creating an advertising medium which engages the shopper through live content – News, Sport, Weather and Entertainment, provided by our association with the Australian Broadcasting Corporation - and the appropriate placement of advertising.

"With Bluezones operating in nine key shopping centres, an advertiser will not only have the advantage of reaching 4.9 million shoppers every week via our entire shopping centre network, but will now be able to interact with shoppers on a whole new level".

With up to 88% uptake being recorded on some Bluetooth campaigns, Media Planet's 360TV with its innovative "Bluezone" broadcasting ability will certainly provide advertisers with a campaign that not only has cut through but will finally deliver the connection with a shopper which until now has been impossible.

Why you and your advertisers should consider Media Planet's new 360TV "Bluezone"

- 1) Adds an interactive element to an already impressive 360TV campaign
- 2) Lets consumers interact with your brand in an innovative and engaging way
- 3) Opportunity for viral marketing as consumers can forward content on to friends
- 4) Content saved in consumer's mobile phone ensuring content impressions extend beyond campaign period
- 5) Drives response – vouchers and unique urls/telephone numbers drive consumers to your retail outlet, call centre or website
- 6) Increases impact of 360TV campaigns and improves brand recall
- 7) Free to send and receive information via Bluetooth
- 8) Fully trackable - reporting provided on the number of customer interactions. Unique call to actions i.e. url, telephone numbers, vouchers can measure the responses to the

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