

Press Release
24th September 2007

Consumers interact with Jason Bourne

Universal Pictures has used a new technology as part of their out of home campaign promoting the launch of their latest movie, *The Bourne Ultimatum*. Using Bluetooth, consumers were able to download a video trailer and wallpaper to their phone from selected JC Decaux poster sites around Sydney and Melbourne.

Universal Pictures selected twenty sites to enable consumers to download the content to their mobile phone via Breeze Tech's Bluetooth Touchpoints. These sites were specifically chosen based on their high pedestrian traffic and dwell time. Consumers simply activated Bluetooth at the poster site and were then prompted to accept a message from Jason Bourne.



According to Breeze Tech, the number of downloads achieved over the campaign period highlighted not only the valuable role Bluetooth can play in the marketing mix, but more importantly, the increasing acceptance of this technology amongst consumers. With over 17,000 downloads recorded over a one week period, the Universal Pictures campaign is one of the most successful Bluetooth campaigns to date for JC Decaux and Breeze Tech, Both the trailer and wallpaper could be forwarded on to other mobile phones via Bluetooth, adding a viral component and extending the reach of the campaign.



Claire Gunn, Director of Breeze Tech, said “This campaign is a great example of a client using Bluetooth effectively to create a personal interaction via the mobile device. The number of customer interactions is a reflection of the appeal factor of the content for the consumer and highlights the importance of relevant and appropriate content in delivering a successful Bluetooth campaign”.

Breeze Tech is a Bluetooth mobile marketing company with offices in Sydney and London. The company provides Bluetooth marketing solutions enabling brands to deliver digital content directly to consumers’ mobile phones. The technology is used in outdoor advertising, retail and exhibitions and event environments.

Breeze Tech

Claire Gunn (02) 9810 5339

Director

cgunn@breeze-tech.com.au

www.breeze-tech.com.au