

Destination Bluetooth: APN Outdoor takes transit advertising to the next level

Transit advertising is an effective way for advertisers to communicate with a captive audience and reach a large number of people in a commuter environment. Transit advertisers will now be able to communicate with their audiences more effectively thanks to a new technology developed by Breeze Tech.

Known as Bluetooth marketing, the technology enables marketers to deliver a range of digital content to consumers' mobile phones via Bluetooth. Commuters in Perth will be the first to experience Bluetooth marketing whilst travelling on Transit Perth buses. Buspak, a division of APN Outdoor is working with wireless mobile marketing company, Breeze Tech, to deliver their Bluetooth Broadcast product across the APN Outdoor national bus advertising network. This will enable clients to add an interactive element to interior bus advertising and provide detailed metrics on the number of commuters truly interacting with the brand over a campaign period.

Starting in September, the RAC in Western Australia will be the first to use the technology to offer content to commuters travelling on a Transit Perth bus. As part of their new brand advertising campaign, passengers will be able to download a range of free content to their mobile phones including ringtones, electronic business cards and wallpapers. Advertising inside the bus will advise passengers to activate Bluetooth on their phones to download the content (different content will be offered to consumers at different times of the day). Once activated, the content will automatically be offered to the phone using Bluetooth technology. The passenger has the option of accepting or declining the message, and the information is offered only once. Importantly for the customer, no personal information is captured as the technology uses Bluetooth to send the information, not the mobile phone number.



The Breeze Broadcast product also reports back at the end of the campaign on the number of messages sent, accepted and declined over the campaign period - this valuable information enables advertisers to gain detailed metrics in terms of the number of customer interactions, and a better understanding of the overall impact of their campaign.

Using Breeze Tech's Broadcast system, APN Outdoor will now be able to offer clients a new way of reaching their target audience and create a positive brand experience. APN Outdoor Production Manager, Kerith Fraser said "This is very exciting for us and we're confident of seeing some great results."

"The bus commuting environment offers a captive audience for advertisers. With few competing distractions, bus interior panels can reach a larger and more receptive audience, who have ample time to read, interact and absorb advertising messages." Kerith said.

This new technology will allow our clients to engage with their chosen audience on a whole new level."

Claire Gunn, Director of Breeze Tech added "We are extremely pleased to be working with APN Outdoor to deliver our technology in the outdoor advertising environment in Australia for the first time. This will enable advertisers to add an interactive element to campaigns and engage customers with their brand, while at the same time, provide a more memorable and enjoyable experience for the commuter".

Since launching in Australia last year, Breeze Tech has already worked with a number of big brands such as Lexus, Fiat and Amcor, although this is the first time the technology has been used in the outdoor advertising environment. Breeze Tech has recently developed a strategic alliance with Perth mobile marketing Company, Sales Management Systems, who are the exclusive distributor of Breeze Tech's products in Western Australia.

Many different types of content can be delivered through the Breeze Broadcast product such as images, video clips, ringtones, event reminders, evouchers, games and business cards. Gunn points out that the success of a Bluetooth marketing campaign will rely not just on the technology, but also the type of content being offered. "Advertisers and creative agencies must ensure that the content is perceived to be of value in the eyes of the consumer. While the content is free to download which is obviously a big benefit to the consumer, this content must be seen as attractive to the consumer in the first place" Gunn says.

Notes to Editor

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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.