

Press Release
27th October 2008

Breeze Tech Responds to Economic Downturn

Despite continuing government efforts in Australia and worldwide to talk up markets and prevent a global recession, the currency market is now feeling the impact of the sharemarket fallout with the Australian Dollar slumping to a five year low of 60.57 cents against the US dollar over the weekend. With the economic slowdown set to continue, Breeze Tech has responded to current market conditions by creating a new accountable buying model for agencies who are under more pressure than ever to justify ROI on marketing spend.

Bluetooth mobile marketing company, Breeze Tech, has launched a 'Cost Per Engagement' model (CPE) enabling agencies to buy Bluetooth media on a per success basis at a number of its Bluetooth networks across Australia. This performance based payment model means advertisers only pay for content that has been downloaded, making the channel spend completely accountable.

Claire Gunn, Director of Breeze Tech said "Our Cost Per Engagement model has been developed to offer advertisers a more cost effective way to engage with consumers. This is something we are expecting to be particularly appealing to clients given the current market where accountability and measurability are becoming increasingly important".

Historically marketing budgets are often one of the first things scrutinised in an economic downturn - when times are tough, spend is most likely to be directed to channels which offer more accountability and measurability. Bluetooth advertising is a medium which enables brands to achieve greater cut through and engagement with their target audience through the delivery of relevant mobile content, and with a performance based payment model, this gives the advertiser more bang for their buck at a time when measurability is more important than ever.

Ali Parsyar, Digital Strategist at Total Advertising & Communications commented "In the current economic climate, we are under more pressure than ever to deliver results and ensure our clients are getting a strong return on their media investment. Breeze Tech's Cost Per Engagement model enables us to provide our clients with complete measurability for every dollar they spend, and at the same time utilise a channel that enables the consumer to truly interact with their brand".

The Cost Per Engagement model is available at a number of Breeze Tech's Bluetooth networks across Australia including shopping centres, transit, CBD cafes and premium bars. Advertisers only pay for the number of downloads that are achieved and have the option of adding on screen media as well if required. Download levels can be capped and Bluetooth media can be purchased across a range of locations.

Breeze Tech

Breeze Tech is one of the leading players in Bluetooth marketing solutions, operating the largest Bluetooth network across Australia. Our solutions enable brands to engage consumers by delivering rich digital content directly to mobile phones. Our Bluetooth networks are installed across Australia at locations where people gather and "dwell" for a period of time such as out of home advertising sites, stations, airports, music festivals, exhibitions and retail outlets – ideal environments for brand engagement. Breeze Tech Bluetooth networks allow a wide variety of rich content to be offered, including video clips such as film "teasers" or interviews, ringtones, wallpapers, contact cards and exhibition information guides. Features of Breeze Tech's Bluetooth networks includes the unique ability to distinguish static targets from moving ones (dwell vs move), functionality to allow consumers to opt in or out of receiving content, fully networked content management and real time reporting for measuring campaign results.

Breeze Tech

Claire Gunn, Director
02 9810 5339
cgunn@breeze-tech.com.au
www.breeze-tech.com.au