

## Case studies

**BBC America.** Blue Bite developed a proximity marketing campaign to the new and successful BBC America series "Robin Hood".



FuturLink mobile marketing platform, Wilico allows the mobile phones of the clients of the major markets of LA and NYC receive a promotion video spot from the series.



Agency:	Blue Bite
Advertiser:	BBC America
Sector:	Entertainment
Campaign:	BBC America's "Robin Hood"
Location:	Hollywood (CA) and New York (NY) - US

### Challenge

To launch and promote the new and successful BBC America series "Robin Hood" with a multi format out-of-home campaign.

### Solution

To promote the "Robin Hood" premiere with time and TV channel by transmitting a 15 second promotional video spot located within the major markets of LA and NYC. The video was sent via Bluetooth from 2 outdoor billboards during 4 weeks. Blue Bite used FuturLink access points to enable the communication from the market location to customers and bystanders mobile phones. The ones that have their Bluetooth device switched on could receive the video spot in a matter of seconds, after accepting an invitation on their mobile phones via Bluetooth.

### Results

Huge success for BBC America, with over 6,100 downloads and a 39.7% acceptance rate with a positive engagement rate of 87.3%

