

Case studies

Audi. Launch of the Audi R8 in Brazil.



The visitors to the shopping centers in São Paulo could download for free on their mobile phones, content of the campaign for Audi and Iron Man.



Agency: Pocket Mídia

Advertiser: Audi Brazil

Sector: Automotive

Campaign: Audi A8 Launch

Location: Sao Paulo
Brazil

Challenge

For the launch of the Audi R8 in Brazil, Pocket Media, distributor of FuturLink, created a mobile marketing campaign in two malls in the city of São Paulo, Brazil.

Solution

The content of the campaign was based on the movie Iron Man, which showcased the new Audi model. For the "call to action" they used a plasma screen with a video of the Audi R8, inviting visitors to shopping centers to activate the Bluetooth on their mobile phones to receive exclusive content. Visitors to the malls Iguatemi and Villa Lobos could download for free on their mobile phones two videos, a ringtone and a screensaver of the Audi and Iron Man campaign. The FuturLink's mobile proximity marketing platform was used by Pocket Mídia to interact via Bluetooth with the mobile phones of visitors that were close to the car.

Results

The results of the campaign were very satisfactory. Of the 5,109 mobile phones detected with the Bluetooth switched on, 88% accepted the invitation to download content. The people who accepted the invitation did so, more than once.

The most downloaded contents were: videos (60%) followed by the screen saver (21%) and ringtones (19%).

