

Case studies

Codorníu created an action to spread the song from their new TV commercial of Anna de Codorníu.



Agency:	Magictouch
Advertiser:	Codorníu
Sector:	Food and Beverage
Campaign:	Anna de Codorníu
Location:	Barcelona - Spain



Challenge

The aim of the campaign was that the people would have the new song from the advertisement in their mobile phones which would help increase brand awareness and improve communication with their target.

Solution

A banner was put up in Paseo de Gracia with a Bluetooth area built in, which would help people to download the song from from the new commercial of Anna de Codorníu. Thanks to FuturLink's technology it was possible to directly communicate with the mobile phones of the pedestrian's in Paseo de Gracia. The location was chosen according to the target and also as there are always many people in this area.

Results

The heavy traffic in Paseo de Gracia enabled many people to download the song of the commercial. The average daily number of downloads was over 600 downloads. The aim of placing the ad's song on consumers' mobile phones was thus achieved. The campaign was monitored in real time throughout its course, which made it possible to know at what period of the day, the campaign was most effective.