

## Case studies

**Barclays Bank** selected FuturLink's technology to create via Bluetooth, a one to one communication with the mobile phones of customers.



Mostra aquest  
missatge a la nostra  
nova oficina...

The action was created to let the customers know about the new mortgage loans and increase the traffic in its branches.



Agency:	Tempos 21
Advertiser:	Barclays
Sector:	Bank
Campaign:	Mortgage Loans
Location:	Madrid, Barcelona and Valencia - Spain



### Challenge

Barclays Bank launched a media campaign using proximity-marketing. The goal of the campaign was to introduce the new mortgage loans and increase traffic in their branches, so that the target audience would be curious and ask for more information.

### Solution

The action used a Bluetooth zone on the threshold of the banks, through which both the bystanders and customers who came to the bank received an animated message on their mobile phones with an invitation to enter into the office to receive information about their financial services and get a USB pen drive as a gift.

The content of the campaign consisted of three different animations, which were scheduled to be sent at specific times, in accordance to the public and the branches' profile.

### Results

The adequate content of the campaign achieved in generating interest in the public as a large number of people downloaded the content, and also helped in reaching the objective of the campaign: to attract people to the branches.