

Case studies

Calvin Klein. The Calvin Klein brand and El Corte Inglés deployed a mobile marketing campaign in 16 stores in Spain.



Visitors to the store were invited to activate the Bluetooth on their mobile phones to receive exclusive content.



Agency: IN-STOREMEDIA

Advertiser: CALVIN KLEIN

Sector: Luxury Brands

Campaign: CKin2U

Location: Spain



Challenge

Calvin Klein used the traffic visiting El Corte Inglés stores in Spain to introduce its new campaign CKin2U. It wanted to increase visibility and strengthen its brand by using an interactive medium like the cell phone.

El Corte Inglés was the ideal setting to offer a new experience to consumers and provide content for free.

Solution

For the launch of its campaign FuturLink's technology was used in 16 stores of El Corte Inglés, spread in 9 cities in Spain. It allowed interaction with mobile phones of consumers through technologies such as Bluetooth. The visitors of the mall could download pictures, animations and videos of the campaign to their mobile phones for free.

Results

As a result more than 167,000 mobile phones received invitations and 16% downloaded content in the 16 centers in Spain. The aim of the campaign was successful in presenting the new campaign as well as interacting with the target audience and increasing brand recognition.