

## Case studies

### Blue Bite developed a proximity marketing campaign to the Canada Tourism Commission using FuturLink Mobile Marketing platform.



The action promoted tourist attractions within Ottawa, Toronto, and Niagara Falls



Agency:	Blue Bite
Advertiser:	Canada Tourism Commission (CTC)
Sector:	Tourism
Campaign:	Canada Tourism Commission (CTC)
Location:	New York - US



#### Challenge

To enhance CTC's current out-of-home media initiative by implementing proximity marketing within 3 billboards. Each location delivered unique content to increase web traffic to CanadaTourism.com

#### Solution

Implement Bluetooth & Wi-Fi access points within 3 locations, delivering a digital video to supplement the street level billboards for 4 weeks. The videos promoted tourist attractions within Ottawa, Toronto, and Niagara Falls.

#### Result

Extremely successful campaign with over 9,600 downloads with an overall acceptance rate of 40.3% and a positive engagement rate of 88.2%