

Case studies

CINESA .



Advertiser:	Cinesa
Sector:	Entertainment
Campaign:	Promotion of the Cinema Bar
Location:	Barcelona - Spain

Challenge

To allow the viewers of the movie cinemas of Diagonal Mar mall to receive on their mobile phones movie trailers and promotions of products consumed in the bar such as soft drinks and chocolates.

Solution

This action was carried out for over a month. The invitation information and promotions at the bar of the cinema were performed via Bluetooth®.

The actions carried out were promotions like "buy one menu and get a Toblerone free" and sending of mobile multimedia content such as trailers for two films shown during the month of the promotion to the mobile phones.

FuturLink's technology was used to send promotions and trailers for movies.

Results

The platform enabled interaction with the mobile phones of the viewers of the cinema, through technologies such as Bluetooth or Wi-Fi and distribute content adapted to the technical features and displays of more than 1,000 models of mobile phones.

Cinesa was successful in communicating with their customers. Most of the viewers switched their Bluetooth on to receive unedited content and to also participate in the promotions.

