

Case studies

Cosmote. The action promoted by Cosmote distributed content via Bluetooth to the mobiles of the visitors in the Athens Mall.



One of the aims was to entertain the visitors by sending to their mobile phones videos, screensavers and an interactive game



Agency:	Fluid /Ogilvy Action
Advertiser:	Cosmote
Sector:	Telecommunication
Campaign:	What's up?
Location:	Athens - Greece



Challenge

Cosmote released a campaign to achieve three main objectives: communicate brand values, entertain the mall visitors and also create a buzz through mobile content distribution.

Solution

During one month Cosmote used FuturLink's mobile proximity marketing platform to distribute exclusive mobile video and screensavers and a cool interactive game.

They took advantage of the Christmas time by creating a cool game about Santa Claus as during this time, Athens mall receives many visitors.

Results

The campaign brought amazing results. In just one month Cosmote could reach thousands of visitors through 28.000 content downloads.