

Case studies

FENIT-FENATEC. Brazil Fashion Show.



The project was structured so that visitors have all the information of interest about the event in their calendar, the agenda, dates of presentations and workshops, photos of the fashion show and a promotional video. The audience waiting for the next fashion show could get information about the previous one, thanks to Futurlink's technology.



Agency:	Pocket Mídia
Advertiser:	FENIT / FENATEC
Sector:	Events
Campaign:	3 in 1 Action in the Fashion Hall
Location:	São Paulo - Brazil



Challenge

Pocket Mídia created an innovative proximity mobile marketing campaign during the celebration of two major Brazilian fashion trade shows (FENIT-FENATEC) that took place in São Paulo, Brazil from 17 to 20 June 2008. The project was structured so that visitors have all the information of interest for the same.

Solution

To achieve this goal, in the entrance of the hall there were hostess who had invited the visitors to connect Bluetooth on their mobile phones to receive the contents of the fair.

Action 1: In the first spot, located in the entrance hall, visitors were invited to receive via Bluetooth a calendar event on their mobile. Throughout the day visitors also received dates of presentations and workshops that were scheduled to alert visitors 15 minutes before the start of each activity.

Action 2: professional photographers taking pictures of the show, which were then distributed to the mobile phones of the public via Bluetooth.

Action 3: An LCD display screened a promotional video of FENIT-FENATEC. The display was composed of a totem with a Bluetooth access point inside inviting visitors to connect Bluetooth on their phones to receive a video and a wallpaper of the show.

Staff

The success was astounding. Most of the visitors had their Bluetooth enabled throughout the event. Those waiting for the next show download photos of the former to take with them. The photos were adapted to different types of display and mobile phones.

Calendar appointments were very helpful and helped create a channel of interaction with the public. It was also possible to see the potential of Futurlink's mobile proximity marketing platform in three separate actions in the same event by creating a single channel of interaction with the public.