

Case studies

GAES.



Agency: FuturLink

Advertiser: GAES

Sector: Retail

Campaign: GAES

Location: Spain



Challenge

GAES the leader in hearing-aid solutions decided to create a proximity-marketing campaign with the goal to promote their hearing devices and redirect traffic of the stores of GAES in Spain.

Solution

They designed a proximity-marketing campaign with the help of FuturLink's platform to improve communication and interaction with the visitors of the shops. A total of 55 stores, built a Bluetooth zone which was placed at the doorstep of the shops, through which people received an invitation on their mobile phones to enter the store and review their level of hearing. People who downloaded the animation could show the downloaded content in the stores and demand a free hearing test.

Results

The proximity-marketing action allowed GAES to create a contextualised and consistent from of communication with their target audience. The campaign was planned in a remote and real-time manner, which helped to realise at what time of the day the campaign was more effective.