

Case studies

Green Peace. Pocket Mídia created a proximity mobile marketing campaign for the World Environment Day.



Visitors to a shopping mall in São Paulo were invited to download a game and be part of the manifesto "NO to half of Amazon"



Agency / Distributor:	Pocket Mídia
Advertiser:	Greenpeace
Sector:	Non Profit Organizations
Campaign:	World Environment Day
Location:	São Paulo - Brazil



Challenge

To invite visitors of the Frei Caneca mall of São Paulo to participate in a manifesto with the goal of not allowing half the Amazon rainforest to disappear from the map.

For that Pocket Mídia created Greenpeace, an action that allowed a channel of communication and interactive "one-to-one" with the visitors of the mall. The aim was to be present in the mobiles of people passing by, to create a viral effect and communicate the values of the campaign.

Solution

The action contained the message "Do not let half the Amazon rainforest to disappear off the map" and took place at the Frei Caneca mall in the city of São Paulo. The content was distributed via Bluetooth® to the mobile phones of the visitors in the shopping center using FuturLink's mobile proximity marketing technology. Visitors were invited to receive a wallpaper that showed the trend of deforestation in the Amazon, a mobile game of Greenpeace and an animated GIF inviting visitors to participate in the manifesto "NO to half of Amazon" and receive a gift.

Results

In just 4 days of the campaign 1,052 mobile phones enabled with Bluetooth were detected. From the phones detected only 99 did not accept the invitation to download the content. The number of downloads was amazing, over 800 contents of the campaign were downloaded by visitors to the mall.