

Case studies

Intermón Oxfam.



Agency:	Mobext
Advertiser:	Intermón Oxfam
Sector:	NGO
Campaign:	Day of Hope
Location:	Barcelona - Spain



Challenge

For the first time, an NGO decided to take an innovative action to communicate their most important event in Barcelona: The Day of Hope. The aim was to create a proximity communication channel using mobile phones of visitors to their offices to raise awareness on important issues, and invite them to participate in the great Day of Hope.

Solution

Intermón designed a campaign using Futurlink's mobile proximity marketing platform for the communication and distribution of content via Bluetooth in their establishments in Barcelona.

Intermón invited visitors to their establishments to receive very current and innovative content on their mobile phones like an application with information about the NGO, an animation to communicate about the day of hope and a game to raise awareness about poverty in Africa, through the successful "Refugee." The action was completed on the Day of Hope in an event in the heart of Barcelona during which, information was distributed via Bluetooth to mobile phones of the public.

Results

During the two weeks of the campaign, there were more than 6,000 downloads, achieving a total redemption of 18% of the number of mobile devices with Bluetooth enabled.

The action not only demonstrated the success of the campaign, but the assistance of the public during the Day of Hope turned the festival into a participatory event.