

## Case studies

### La Sirena. Proximity-marketing action to interact with the young customers of La Sirena.



Agency:	Magictouch
Advertiser:	La Sirena
Sector:	Food & Beverage
Campaign:	Menus and Christmas Specials
Location:	Barcelona, Spain



#### Challenge

La Sirena is a chain of frozen food stores with more than 20 years of experience and over 180 stores in Spain.

With an aim to attract and maintain a younger audience in the stores, the company decided to establish an innovative and technological interaction with the public and attracted people to two of its in Barcelona.

#### Solution

A campaign was designed with FuturLink's mobile proximity marketing platform for communication and distribution of different content via Bluetooth to the mobile phones of consumers in stores. The action took place in 2 stores of La Sirena in Barcelona. Access points with built-in screens were placed, which helped consumers to get on their mobile phones delicious recipes related to products with offers. The content varied all 3 days, thanks to the remote programming and management of content that FuturLink's technology provides.

#### Results

By implementing a campaign with very useful content and a very a steady change, a high frequency of customers at the point of sale was assured. By having the recipe in the mobile phone, the consumer can consult it at any moment, and at any place which makes the the use of a mobile marketing channel unique and effective.