

Case studies

MEPAMSA at SICI Trade Show. MEPAMSA attracted public during the SICI to exhibit to them their new product line.



Advertiser:	MEPAMSA
Sector:	Others
Campaign:	Stand in trade fair SICI
Location:	Spain



Challenge

MEPAMSA a company which produces kitchen equipments.

Taking advantage of its participation in the fair SICI and the launch of the new brand, the company created a campaign to increase the flow people to the stand at the fair, attracting visitors to see the products of the new brand MEPAMSA.

Solution

The action was designed using Futurlink's mobile-marketing platform, Wilico, to create a channel of communication with local visitors.

A bluetooth area was created in the stand of MEPAMSA to attract visitors to the stand to receive an invitation on their mobile phones to get to know the new product line and latest offers of the company.

Results

The Bluetooth area located at the booth in the fair helped to significantly increase the number of visitors. Over the four days of exposition at the fair, 3366 bluetooth activated mobile phones were detected and 418 accepted the invitation to visit the booth. The data obtained, enabled MEPAMSA to be aware of the flow of public during each day of the fair, and to also quantitatively analyse the flow per hour per day.