

## Case studies

### Mercedes. Launch of new Mercedes C-Class



The aim of the campaign was to attract the public to the launch of a new product through the Bluetooth channel located in the L'Illa Diagonal mall



Mercedes-Benz

Agency:	Zabalia
Advertiser:	MERCEDES BENZ
Sector:	Automotive
Campaign:	Mercedes C Class
Location:	The L'Illa Diagonal Mall Barcelona – Spain



#### Challenge

The aim of the campaign was to attract the public to the launch of a new product through the Bluetooth channel located in the L'Illa Diagonal mall. The new Mercedes C Class needed a powerful advertising platform to publicize their new vehicle, which is why we resorted to FuturLink's Mobile Marketing Platform offered at the mall.

#### Solution

Futurlink's Bluetooth access points that were strategically located to cover all areas of the L'Illa Diagonal mall, invited people to see the range of the Mercedes C-Class, which was exposed in an area of the enclosure. The attention of the people was gathered through an animated message of the product which was sent via Bluetooth to mobile phones of visitors to the mall.

#### Results

The circuit of the Bluetooth access points located in the L'Illa Diagonal mall helped launch the campaign in record time. The data obtained allowed Mercedes to know the traffic of public at every point in the mall, being able to quantitatively analyze the flow by hours and days.

In just one week more than 28,000 users were targeted through the campaign, representing the value of the impact of this permanently located Bluetooth channel at the mall.