

BLUE ZONE MARKETING

How it works?

The system is composed of multiple devices located at various parts of the event. There will be a visual material indicating to the passers by that they are in a blue zone and, if they switch on their Bluetooth on their phones, they can receive various content and promotions on it. The device works in three steps as listed below:



Step 1

Device Detection:

The bluezone equipment constantly searches for devices around it, that has Bluetooth enabled. This is done in an interval of less than 10 seconds ensuring that even passers by are targeted.

Step 2

Permission Request:

The bluezone requests for permission from the mobile phone owner, to send content to the device and, if denied, the device is put on a red list and will not be contacted again for 1 whole day. The user needs to explicitly allow the bluezone to communicate with him, thereby ensuring that we do not enter into any one's privacy.

Step 3

Content Delivery:

This is determined by various factors. The content that needs to be delivered is determined after analyzing various rules set in the system. The targeting can be varied according to locations and also by the time of the day. The targeting rules are fully customizable and flexible according to user requirements.

Why it works in events?



Events/Exhibitions/Fairs

Events usually encourage people to try new things, and mobile content may be one of them. Here are some proven concepts for Bluetooth campaigns in such places:

- › Event Agenda/Guide with a map
- › Products Catalogue/Brochure
- › Sample Music (at Concerts)
- › RSS-actualized scores, results (e.g. football matches)
- › Mobile Wallpapers

The advertisement should be sent in creative formats as explained above, which will encourage them to keep it and spread the word. This will be the responsibility of the advertisers to provide the content that is to be advertised.

The ability to deliver content directly to the customer's hand can be a powerful tool for the businesses renting out the Stalls.

BENEFIT TO THE EXHIBITION:

- Adds a new flavor to the event
- An additional income stream

- Value addition of the exhibition grounds
- Better customer service by providing the visitors with maps, event lists etc
- Statistical analysis of a number of high income groups visiting the exhibition, as phones with Bluetooth are usually found with high income group and, the stalls are mostly targeting this group as they have the highest buying power and the biggest expendably liquid cash reserves.

How many units are needed for your event?

We will be more than happy to come down and advice you on how many units might be required to properly cover your event.

If you want to determine yourself the number of units required, the idea would be to identify locations where people spend more than a minute. Each unit will cover a radius of 10 meters. Ideally, an exhibition of less than 10,000 Sq Meter will require around 10 -15 units.

Pricing Models

We work on two models. One is outright sale, wherein the equipment is sold and training provided. The second model is a rent and operate model, where in we bring the equipment, we install it and we run and manage them through out the event. The printed material will be client's responsibility.

The second model ensures that the system is running and a qualified team is making sure that it is running at all times. The rent is dependent on the number of units or locations required.

For More information contact us:



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