

Ignite Your Creativity!

Snickers Utilises Bluetooth Technology at the Mall of Cyprus for the 1st time in Cyprus!



3rd June 2010

The Worx Brand Involving Communications Ltd, has created an innovative campaign for its client, Snickers, exploiting the unsurpassed marketing power of Bluetooth technology as part of the communication mix utilised for its 'Hungry for Football' online competition, in conjunction with indoor media for the 1st time ever in Cyprus.

AdBoard Media, Cyprus's leading outdoor advertising company has provided the marketing platform for Snickers to reach its customers through the use of superior traditional indoor signage and Bluetooth technology at the Mall of Cyprus, in a bid to aid it to maximise its sales and brand awareness at the point of sale at the Mall of Cyprus.



This campaign aims at engaging clients in every step of their way within the Mall of Cyprus. As soon as shoppers or visitors enter the mall, they are met with indoor advertising signage, strategically located at the two main entrances of the mall that informs them of the competition taking place via Bluetooth. This is the ideal means to entice and engage customers to turn on their Bluetooth on their mobile devices in order to receive the advertising message.

As this style of marketing is unobtrusive it ensures high acceptance rates. In addition the competition also acts as a lucrative 'teaser' prompting them to call to action; to purchase the product. Furthermore, the medium ensures that Snickers exploits the power of word of mouth as Bluetooth is a means by which

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competitors can send the advertising message to other potential competitors thus proving an effective marketing tool to increase product familiarity. In effect it is the ideal means to ensure increased purchase, brand awareness enabling Snickers to stay one step ahead of their competition.

Bluetooth technology has revolutionised the way advertisers interact with their consumers. Apart from its well documented benefits of it being an inexpensive means by which to inform consumers of new products and company developments it is also the best medium to 'steal' away consumers that walk past your competition and build upon the power of word of mouth. In effect it is a highly efficient, direct, and innovative medium that has been taken advantage of by Snickers that wishes to elevate their brand to new heights and overcome their competition. Through the use of Bluetooth technology, Snickers not only stands out but grasps their customers attention at the right place at the right time.

For more information about how Bluetooth can maximise your brands potential call us at +357-22-375816 or email us at sales@adboardmedia.com.