

Client
Account

Zipatoni & Javelin
Bacardi

Product in **action** Mobile Scanning System



Bacardi used the Mobile Scanning System in conjunction with several other products to execute their Fly By Night field promotion. They used a digital camera and software connected to a special printer which enabled them to create high quality, personalized photo game cards.

Customized datacap. 1000 units captured e-mail addresses and MSS units scanned for instant win prizes.

Objective: The goal of the promotion was two-fold; first to maximize the Bacardi presence and second to create game cards whose shelf life would extend beyond the duration of the promotion.

Action: Bacardi representatives were stationed at the entrance of a club taking digital pictures of those patrons who chose to have a game card. The encoded cards were used to log onto portable computers to play Bacardi-related custom games. The game cards were also scanned by representatives in the crowd carrying Mobile Scanning Systems to award instant prizes. The MSS units were configured to award one prize every 12 scans. The simplicity of scanning the customized ID cards allowed for many to win.

Results: The impressive Bacardi ID cards were a hit and made the MSS unit a powerful resource in creating excitement at the clubs.

The
Technology.
The
Idea.
The
Answer.



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Best Buy used the Mobile Scanning System to award tickets to the Sting concert in New York City's Central Park and to give away instant prizes to their young adult target group.

Momentum Best Buy

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Objective: To create awareness of their website and increase online purchasing from the young adult market.

Action: Best Buy representatives traveled in two teams, one behind the other, on the streets of the five boroughs of New York. The first group randomly distributed demo Sting CDs to those in the target mix. The second group, following close behind, approached those with the sample CDs and scanned the barcode on the CD wrap with the Mobile Scanning unit. Participants won Sting tickets instantly or \$5 gift certificates to BestBuy.com.

Results: The MSS was great for the nature of this promotion. By printing the web address on the CD wrap, Best Buy gained exposure for their website. The instant win aspect of the promotion created excitement and interest in the crowded New York City streets.

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Newday Communications Malibu Rum

Malibu Rum used the Mobile Scanning System to award prizes during a summer long promotion along the beaches of the Northeast coast.

Objective: To maintain a strong seasonal presence.

Action: Malibu Rum representatives distributed encoded game pieces at beach events. The game pieces were scanned for instant wins by representatives moving along the beach. Beach related prizes included Malibu Rum cocktails, beach balls, and to the lucky beachcomber, a cruise with MaryAnn from the Gilligan's Island sitcom. In addition, the retro-styled game piece had a name and address form on the back.

Results: The MSS was easy to use and very effective for this type of promotion as the units were battery operated and very portable. Participants were eager to join in and the promotion was a success.



IBM incorporated the Mobile Scanning System into the market plan for a number of tradeshows.

BEN Marketing IBM

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Objective: To lead traffic to their booth, the goal being frequency of visits.

Action: IBM game pieces were mailed to businesses prior to the tradeshows, in addition to being distributed during the event. Representatives roamed the crowds and scanned game pieces. The mobile scanner displayed a message directing the participant to the IBM booth to determine if they had won. At the booth, the participant swiped the card through an A.A.R.T. machine, an audio-based scanning system that announced if they had won a prize. Participants were guaranteed to win one out of the three days of the tradeshow, establishing an incentive to come back each day and visit the IBM booth.

Results: The combined use of both a mobile and a stationery scanning system worked to lead people to the IBM booth and to keep them coming back. The MSS interaction alerted people of the opportunity to win a prize and the A.A.R.T. machine audibly announced if the participant was a winner. With the guarantee to win, the promotion worked in drawing traffic to the IBM booth all three days of the tradeshow.

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