

Café Coffee Day Blucasting

Summary:

Converting the entire Ccd into a blu-zone area. Drink coffee and get a chance to win lots of prizes.

Solution :

Through Bluetooth people could download contents (broachers, music, wall papers, and vouchers). The lucky person would get to win a free movie ticket, i-pod accessories, Discount vouchers etc.

Outcome :

- ▶ Instant Win aspect of campaign drove very high entry rate
- ▶ All vouchers were won & claimed throughout campaign

There was something for everyone.
Very good response.

