



case study
barclays atp world tour finals





barclays atp world tour finals the O₂ london

For the first time ever, the ATP World Tour Finals were held in the UK at The O₂ London, marking the first event in a 5 year sponsorship deal with Barclays.

The world's top 8 players and top 8 doubles teams played in the last ATP event of the year to a sell-out audience at the O₂ and globally syndicated via broadcast TV and the Internet.

The Bright Place designed and built a rich, mobile-optimised web experience which was delivered to visitors venue-wide via our AMPLIFI system and worldwide to tennis fans across the Internet.

Barclays leveraged their sponsorship agreement with the ATP into the mobile space to provide an extended brand experience.

Content included player profiles, match highlights, behind-the-scenes documentaries, news stories and fan downloads.

Over the 8 days of the event we delivered over 540,000 content elements to over 16,000 consumers who logged on multiple times and spent over 6 minutes per session.

The combination of quality content, fast access and audience targeting makes this campaign the most successful to date.



rapid deployment of venue-wide wifi covering the arena, vip suites and shopping zones

Our AMPLIFI captive-portal WiFi system was deployed within the O₂ to cover the entire arena, Barclay's VIP suites and the practice court [set up in the public shopping zone].

Although the O₂ is a large venue the set-up was completed within a day, including optimisation and and testing.

The ability to deploy this rapidly is a significant benefit - especially at an event of this kind where there are numerous other wireless systems being used for broadcast TV, event management and ticketing systems.

Since AMPLIFI works as a 'mesh' system consumers were able to connect at one location and walk around the arena seamlessly accessing content with no delays or interruptions.

And because all the content was served locally from our on-site hardware, hundreds of simultaneous connections enjoyed zero-latency streaming video and fully interactive web-based content.



cross-media promotion of the service to inform and support the audience

There were multiple calls-to-action informing visitors that mobile content was available.

Posters, stands, TV screens and scoreboards were all used as passive media to encourage consumers to connect to the Barclays WiFi hotspots and browse content.

In addition, field marketing teams greeted visitors at the main entrance and around the practice courts, showing them how to connect to the service.

Having a clear call-to-action contributed to the incredible uptake of the service.

Leveraging our 7 years experience in proximity marketing and location-based content provision, the AMPLIFI system provided a very simple proposition to consumers:

- Connect to the Barclays hotspot
- Launch your mobile web browser

The system was designed to be as easy as possible - no cryptic passwords, no log-in - just connect and browse.



instant, super-fast delivery to all popular makes of wifi enabled handsets

The AMPLIFI system supports all makes of WiFi enabled handset, meaning we support the widest possible audience.

Most of today's modern handsets come with WiFi built in and users are familiar with how to connect to hotspots, which makes using the AMPLIFI system a breeze.

Visitors to the Barclays ATP World Tour Finals had a wide range of different devices, all of which could access the mobile-optimised content.

Popular handsets included Apple iPhone, BlackBerry, Nokia, Samsung and Sony Ericsson - and since the system is built on WiFi and HTML standards it is future-proofed for new devices, such as Google's Android.



a wide range of frequently updated exclusive content delivered an evolving barclays mobile channel

Ultimately we believe that 'content is king' and the Barclays ATP World Tour Finals provided some of the very best mobile content.

The mobile web presence was designed prior to the event and some areas were pre-populated with content, such as:

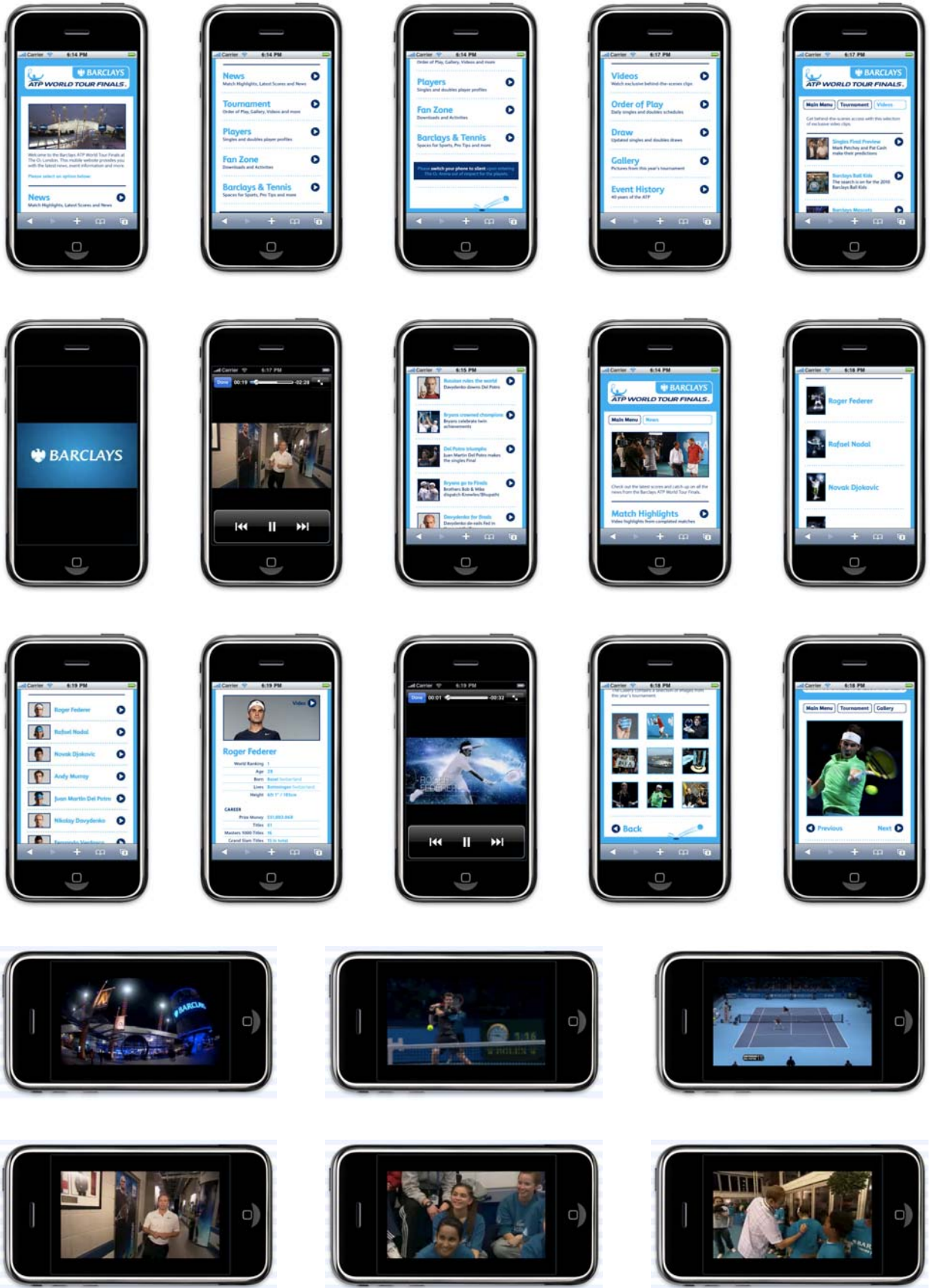
- Tournament History
- Player Profiles
- Downloads
- Pro Coaching Tips
- Barclays & Tennis

As the event progressed, the on-site editorial team generated exclusive content, such as:

- Behind-The-Scenes
- Match Previews and Highlights
- News Stories
- Photo Gallery

These were all loaded wirelessly to the AMPLIFI system and served to consumers within seconds.

As well as the dedicated editorial team we aggregated content from Sky Sports, Getty Images and the ATP.



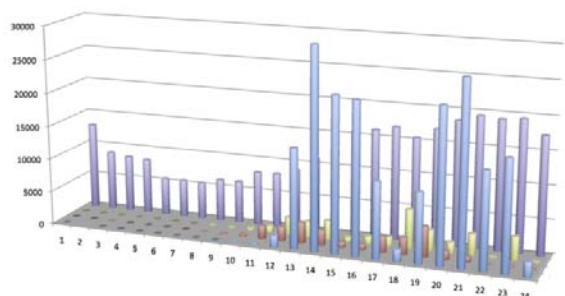
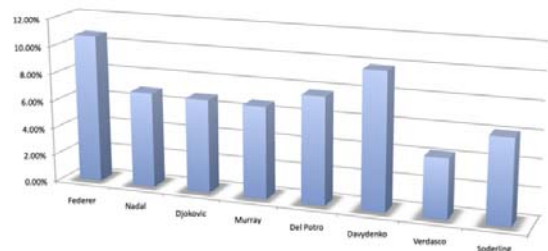


a stunning success : over 540,000 content elements served over 8 days

The AMPLIFI system provided realtime metrics which allowed us to tailor content throughout the duration of the event.

Monitoring showed where/when consumers were interacting, their journey through the content and the types of handset they were using - meaning we could quickly optimise the messaging to provide the best experience and extended browsing times.

At the end of the event all the metrics were processed to provide an in-depth report on consumer behaviour which helps inform future marketing and content activity.





find out more

The Bright Place are experts in proximity marketing, location-based content delivery and mobile applications.

Since 2003 we've worked across the globe with many of the world's leading brands.

To find out how we can help your brand or content property reach today's mobile consumers, please get in touch.

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