



case study
island 50 with nissan qashqai





island 50 celebration with nissan qashqai shepherd's bush empire, london

The Bright Place was proud to be involved with Island50 - the 50th Anniversary of Island Records - during a week-long event at The Shepherd's Bush Empire in London.

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

Supported by Nissan, the mobile content provided fans with artist profiles, videos, downloads, eCommerce, competitions and info on the new Qashqai models.

With live performances from Paul Weller, Grace Jones, Keane, LadyHawke, Tinchy Stryder to mention a few - plus a special appearance by Bono - it was an incredible week of live music.



rapid deployment of venue-wide wifi delivering an enhanced music sponsorship experience

Our AMPLIFI captive-portal WiFi system was deployed within the Empire to cover the entire venue as well as the outside area where fans queued prior to entry.

Although the Empire is a 3 story building with lots of bars, staircases and dwell zones, the AMPLIFI system provided 100% coverage and was set up in 24 hours.

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 Empire 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

As part of Nissan's sponsorship there were multiple calls-to-action informing visitors that mobile content was available.

When consumers received their tickets in the mail the ticket wallet contained information on how to connect at the venue.

Posters around the venue encouraged consumers to connect to the Island WiFi hotspots and browse content.

Field marketing teams were in the venue handing out exclusive Island/Nissan laminates and we were even featured in the 50th Anniversary booklet.

Having a clear call-to-action is the best way to increase visits for any campaign.

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 Island 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.

Over the week-long Island 50 celebrations visitors had a wide range of different devices all of which were catered for via AMPLIFI.

Popular handsets included Apple iPhone, BlackBerry, Nokia, Samsung and Sony Ericsson. There was also a high instance of Apple's iPod Touch media player.

Since the system is built on WiFi and HTML standards it is future-proofed for new devices, such as Google's Android.



exclusive content, competition and eCommerce delivered a compelling mobile experience

With 50 years of groundbreaking music there was no shortage of great content for the Island 50 campaign.

Throughout the week we provided 'static' content covering the following areas:

- Island Records Mobile eCommerce Store
- Island 50 Competition
- Nissan Qashqai Promotion

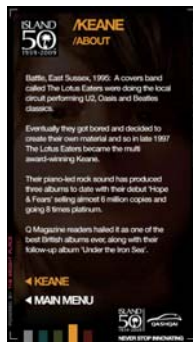
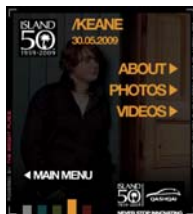
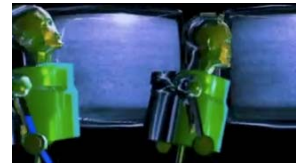
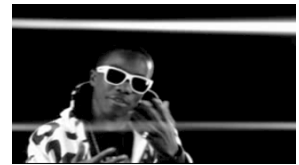
The Store and Competition both provided a simple data-capture mechanic allowing Island and Nissan to re-connect with consumers after the event.

Each day we also provided 'live' content centred around that night's acts:

- Artist Profiles
- Pop Promos
- Mobile Wallpapers

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

The mobile content was designed and built in-house at The Bright Place.





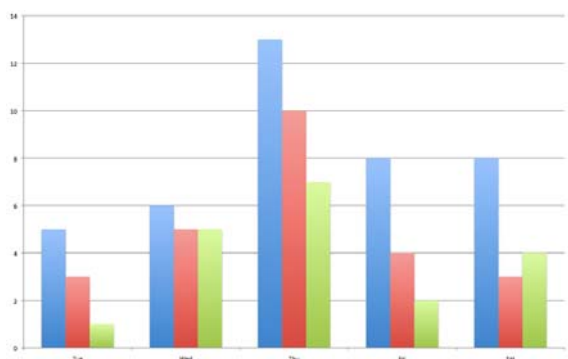
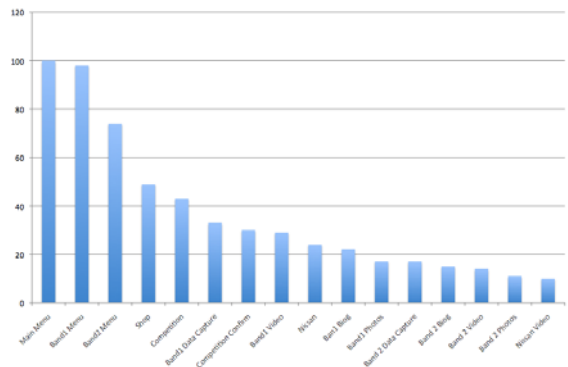
hard to ignore : 8 out of 10 consumers with wifi devices said they'd interact with the service

The AMPLIFI system provided realtime metrics across the week-long event, providing rich metrics for data-mining and reporting.

Monitoring showed where/when consumers were interacting, their journey through the content and the types of handset they were using - all providing valuable insights to Island and Nissan UK.

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.

An exit poll showed that over 80% of consumers with WiFi were highly positive about interacting with the service.





that's entertainment

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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