



You are here.

Location-aware mobile marketing,
content and eCommerce



welcome

the bright place enables brands to undertake location-based direct-to-consumer communications via mobile devices

Light it up.

We utilise a range of complimentary technologies including Bluetooth, WiFi and SMS to build a dialogue with today's modern consumer.

In other words, we put stuff that consumers like onto their handsets.

Throughout all our work we try to adhere to these goals:

- On-going.
- Location-aware.
- Valued-added.
- Two-way.
- Future-proofed.

We do this because it makes a lot of sense for our clients, keeps the target audience wanting more - and also because we love making lists.

The Bright Place can enable any environment - be it retail store, travel destination, event location, sports and entertainment venue or out-of-home advertising space.

Brands are able to deliver rich-media interactive experiences to consumers, providing intelligent and personalised location-based information, marketing, content and eCommerce channels.

Each campaign delivers deep metrics for consumer location, opt-ins and interaction, delivering value to existing marketing activity and informing future strategy and planning.

Since 2003 The Bright Place team has worked on literally hundreds of successful projects with some of the world's leading brands - we are the world's most experienced proximity marketing agency. .

To find out how we can help you, please contact us at:

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our vision

our multi-platform approach lets brands target today's consumers - exactly at the time and location when they are most likely to engage

Any place. Any time. Anywhere.

The Bright Place uses a multi-platform approach to deliver relevant content to consumers throughout their relationship with a brand.

With a combination of SMS, Bluetooth, WiFi and touch-screen platforms, we are able to target the consumer and engage them with relevant information exactly when they have a propensity to interact.

We work with our clients to develop a robust content strategy so the audience views communications as value-added rather than annoyance.

With a Campaign Management System which spans multiple platforms, we're able to connect the same consumer interacting via different platforms.

This means we can deliver content based on their previous behaviour, making a far more personal relationship between consumer and brand.

Having this on-going relationship with the consumer allows brands to deploy eCommerce/eFulfillment, incremental data capture, mobile customer relationship management and more.





bluetooth

Deliver a wide range of content to Bluetooth-enabled handsets with full anti-spam and advanced user tracking facilities

Making out-of-home media a direct response channel.

BlueCasting - our Bluetooth proximity marketing solution - has been used on literally hundreds of campaigns since we launched the service in 2004.

Via BlueCasting consumers are able to receive a wide variety of content:

- Still Images and Photographs
- Animations and Screen Savers
- Audio and Video Clips
- vCards and vCal events

The BlueCasting system is an ideal addition to traditional out-of-home media campaigns as well as retail, travel, leisure, entertainment and sporting venues.

BlueCasting allows consumers to easily opt-in to more brand information exactly at the time and place when they are most likely to interact.





on-demand wi-fi hotspots deliver a rich interactive experience for today's modern handsets including iPhone and iPod Touch

The Internet. In a can.

Many of today's popular mobile devices now come with Wi-Fi but the current consumer experience of public Wi-Fi is less than perfect.

That's why we have developed BlueCast Wi-Fi, an on-demand hotspot which delivers a 'canned' Internet experience.

Consumers can easily log on to the hotspot for free [we'll do some data capture of course] and start to browse the content.

This is entirely under our control and optimised for viewing on mobile devices such as iPhone, BlackBerry, PlayStation Portable and laptops.

With a live internet connection, the Wi-Fi unit offers a full end-to-end eCommerce solution and can also allow users to perform certain network tasks such as collecting email or updating social network sites.

BlueCast Wi-Fi can be set up in a matter of hours, allowing ad-hoc coverage of any venue or space.

Using mesh technologies, BlueCast Wi-Fi is able to cover large areas and deliver an extremely high quality of service.



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touch screen

provides consumers with an easy way to browse, purchase and deliver both digital and physical product

Touch the screen to start.

Our BlueCast Touch system is a touch screen unit which allows users to browse content and then select this for delivery either directly to their handset via Bluetooth, to their inbox via email or to their home via courier.

Touch is ideal for retailers who can use the system to deliver either free or paid content.

It's also a great way to deliver product information, video clips or audio files in showrooms, entertainment venues or at trade shows.

The Touch system also incorporates our Wi-Fi technology, so consumers with Wi-Fi can simply connect to the hotspot and browse content directly on their handsets.

Touch can run as a networked device or in stand-alone mode, making deployment as simple as plugging it in to a power socket.





cellular network

engage your audience via targeted SMS, MMS and mobile internet

Build relationships, not silos.

Traditional mobile campaigns have been one-shot affairs but at The Bright Place we think it should be different.

That's why we work with brands to ensure that mobile communication builds an on-going, value-added relationship with the consumer.

We do this in many ways - from providing a fast and cost-effective SMS and MMS services to developing mobile internet sites which are optimised for today's handsets.

Using location-based technologies we are able to deliver relevant, timely information to consumers based on their current location and previous interaction history.

We see mobile as part of the overall marketing mix, so we build mobile strategies with our clients that integrate with their existing web and traditional media plans.





near field communications

enabling micro-payments via best-of-breed near field communications technologies

Your wallet is in your phone.

In the future many handsets will include Near Field Communication technologies which will allow consumers to use their phone as a wallet, security pass and travel card.

At The Bright Place we're working with best-of-breed technology vendors to intergrate the next generation of NFC products for retail, travel and security applications.



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managing the customer relationship across multiple platforms with fourth-generation wireless access

Many devices, one network.

New wireless broadband technologies such as WiMAX will enable consumers to have a single network which they can access via multiple devices.

This means that consumer behaviour can be tracked across multiple devices and relevant information delivered to them depending on time, location and previous interaction history.

The roll-out of new fourth-generation wireless networks will therefore enable a far more seamless brand interaction with the consumer.

Existing Bright Place technologies naturally translate into the 4G environment so our clients are well placed to take advantage at roll-out.



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mobile applications

design and development of
branded mobile applications
for iPhone and Android platforms

Persistent presence on the phone.

The Bright Place develops branded applications for iPhone and Android.

Whether these are games, social networking utilities, viral content players or interactive brochures, they provide the brand with the opportunity to exist persistently on the handset.

Please contact us to find out how we can work with you to develop highly compelling applications for today's popular handsets.



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clients

the bright place team has worked with many of the world's leading brands and content owners on breakthrough mobile campaigns

Show me the logos.





more information

visit the bright place online to download case studies and get the latest news - or call us to fix up a meeting and demo

Online Resources:

www.thebrightplace.com
www.bluecasting.com

Visit The Bright Place website to download our credentials presentation, case study documents and check out the latest news.

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