

Case Study Telecommunications

This major telecommunications company was launching a new wallet payment app for their smart phone consumers. They needed to test the app while also creating awareness among their loyal consumers.

Challenge

Increase consumer awareness and usage while engaging merchants to sell the product in a Texas pilot area.

Solution

BI WORLDWIDE created multiple consumer events with trained Brand Ambassadors who demonstrated the product using a game show format and a digital picture give-away. Consumers were entered into a sweepstakes for attending the events and for watching an online video. The merchants received a launch kit containing product information and details on how they could earn awards for increasing consumer trials and usage.

Results

Over the 39 event days there were 14,539 Interactions and 9,042 Game plays with a 72% interaction rate and 62% game play rate. 35 million impressions were generated by branded premium giveaways, vehicle marketing, photo activation social shares on Facebook and attendance at the event. Mobile wallet users are now averaging 5 transactions per week with 80% of transactions taking place at everyday locations such as restaurants, coffee shops, gas stations and convenience stores.

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