

Nokia N-Gage Snow Tour 2004 – Mobile sweepstakes tickets

Mobile marketing helps to generate a strong customer relationship and build a personalized customer database as well as raise brand awareness.

Nokia, the world leader in mobile phone technology, used EXIO™ for its mobile marketing campaign during the N-Gage Snow Tour 2004 through many Austrian and Swiss ski resorts in order to promote the new N-Gage game deck.

Campaign

In cooperation with DIMOCO – Direct Mobile Communications – Austria’s leading mobile marketing agency, registered Club Nokia members received a mobile ticket in the form of a Data Matrix code as Picture SMS to their mobile phone, enabling them to participate in the Nokia sweepstakes being held in the N-Gage tour trucks.

Technology

Using Smart Messaging, unique and encrypted Data Matrix codes were generated and sent to the Club Nokia members’ mobile phones. Persons not registered with Club Nokia could also receive a mobile sweepstakes ticket by requesting it via text message and sending a special keyword.

Ticket redemption

To validate the Data Matrix code, the mobile phone users had to present their mobile screen to the EXIO reading system placed in the N-Gage tour truck at the ski resort. Connected to the Nokia database via a GPRS connection, EXIO checked the code and informed the mobile phone user whether he was one of the lucky winners in the sweepstakes.

Further applications

EXIO is ideal for use by retail chains, fast food and other mobile couponing applications. It can also be used as a ticketing solution for events, concerts, cinema or transportation and facilities. There is no limit to the possible implementations of our EXIO in direct marketing solutions. Please contact us so that we can help you to implement a successful and innovative mobile marketing campaign.

