



# Hennes & Mauritz (H&M) – Mobile couponing campaign

Mobile coupons offer great opportunities to address buyers individually and win new customers.

**H&M, the world-famous Swedish fashion company, used Gavitec hardware solutions - EXIO™ - as part of a promotional campaign for the opening of a new shop in Berlin.**

## Project

Initiated by YOC AG, one of the leading suppliers of mobile marketing and e mail services in Europe, the campaign focused on mobile couponing and the interaction between the targeted audience and the brand H&M with the use of mobile phones. 120,000 registered members of the YOC.de community received a mobile coupon as one picture message (SMS) with a 2D code (Data Matrix) to their mobile phone, offering them a free H&M T-shirt upon presentation of the code to the EXIO™ scanner at the new H&M shops in Berlin, Hamburg and Cologne.

## Technology

Using Smart Messaging (e.g. Nokia Picture), MMS or EMS technology, the mobile coupons were sent as a unique and encrypted 2D code (Data Matrix) on the user's mobile phone. Information like store name, opening date and coupon value were not only encrypted in the Data Matrix code but also displayed on the mobile phone screen as information for the mobile phone's user. To support this special time-limited marketing campaign, the 2D code also contained an expiry date.

## Code redemption

At the cashiers of the new H&M shop in Berlin, customers presented their mobile coupon to the EXIO™ scanner. Connected to the YOC database via GPRS communication, the Gavitec solution decoded the mobile coupon and checked its validity. Once the code was validated, EXIO™ printed out a voucher permitting customers to receive their free T-Shirt.

## Results

Within 48 hours, for example, 78% of the addressed members reacted to the sent push-SMS. More than 100 customers were queuing in front of the store before opening. Two hours after the shop opened, all 2,000 T-Shirts had been given away.

## Further applications

Gavitec scanners are ideal for use by mobile phone-based CRM-solutions (ticket, coupon, loyalty card) and payment systems. There is no limit to the possible implementations of our products in direct marketing solutions. Please contact us so that we can help you to implement a successful and innovative mobile marketing campaign.

