

Mobile Marketing Magazine

The online magazine
dedicated to mobile marketing

Mobile Marketing ... Mobile Commerce ... Mobile Customer Service ...



What's your Mobile Strategy?

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November 21, 2006

mobi-tickets Power Awards Ceremony

[Mobiqa](#) has revealed that its mobile ticketing solution was used at the recent HK4As Interactive and Direct Awards (iDA), organised by the Association of Accredited Advertising Agents of Hong Kong (HK4As). The awards recognise creative and implementation excellence in interactive and direct marketing. Mobiqa's technology was used to supply mobile tickets to 200 guests, representing the top advertising agencies in China and Hong Kong, to gain admittance to the event.

The awards ceremony was used as a showcase of new and emerging technologies, including 3D television displays, interactive projection units and uni-directional phased-array speaker systems. mobi-tickets were selected as the access control solution, as they also offer potential within the advertising and PR markets for events ticketing and couponing.

mobi-tickets are simple text messages containing a unique barcode and accompanying information. This message is sent straight to the customer's mobile phone and is redeemed by scanning the barcode with a standard handheld scanner, PDA or automated kiosk.

mobi-tickets offer an innovative and flexible ticketing option for organisers as they can double-up as vouchers or coupons. Other benefits include reduced operational costs, as printing and distributing paper tickets is eliminated; and added convenience for the customer, as the ticket or voucher is sent to, and stored on, their mobile phone.

"We wanted to show the guests at the iDA Awards ceremony that these technologies are not future technologies, but can be applied here and now to campaigns in this region" says Sean Rach, MD of OgilvyOne HK and Chairman of the iDA Organising Committee. "Hong Kong has always been at the forefront of advertising innovation, and we aim to continue that trend in the future. The personalised mobi-tickets sent out for this event provide a great touch point with the customer and can be adapted to all kinds of PR events and coupon campaigns."

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