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CASE STUDY: BEER PROMO AT ARSENAL'S EMIRATES STADIUM

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MOBILE BARCODE TECHNOLOGY

Event: Beer promotion for Arsenal fans at the Emirates Stadium

Product: mobi-vouchers™

Where & When: The Arsenal Emirates Stadium, London, UK. Starting October 2006 to May 2007.



Details: O2 is working with Mobiqa to deliver the first ever promotion of its kind at Arsenal's home ground: Emirates Stadium. Fans of Arsenal who subscribe to O2 will be offered free pints of beer at the 13 bars on the lower concourse of the stadium. The free pints of beer are being offered throughout Arsenal home Premiership games this season by their principle sponsor, O2.



To take advantage of this promotion, O2 subscribers are asked to text in a request for a beer voucher. They are sent a mobi-voucher™ in the form of a simple text message, direct to their phone. This voucher contains a unique barcode and information about the promotion and is scanned by bar staff at one of the 13 bars in the stadium. Customers are then free to enjoy a free pint of beer courtesy of O2 and Arsenal.

Carlotta Calleri Zavanelli, Head of Sports Sponsorship, O2 UK comments, "This is a fantastic opportunity to reward O2 customers who are Arsenal fans in an innovative and unique way."

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mobile barcode solutions

Nick Harford, Partnership Manager, Arsenal FC explains, "We're excited to be working with our long-term partner O2 and Mobiqa in order to run this promotional campaign at Emirates Stadium. The venue is one of the most technologically advanced in Europe and the use of mobile technology and mobi-vouchers™ will compliment the state-of-the-art facilities very well".

Numbers: O2 are offering the first 1,000 customers free pints of beer

Mobiqa Technology Used: Mobiqa's core mobi-voucher™ platform and online redemption application

Scanners Used: Symbol MC50 scanners

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Emirates Stadium Beer Promotion

Technology Solution and Integration Overview:

1. Customers who are subscribed to O2 text an advertised keyword to a shortcode requesting a voucher for the beer promotion.

2. The customer's mobile phone make is given when texting in for the promotional offer.

3. The coupon platform transmits the relevant data - barcode number, mobile phone number, handset make and dynamic text underneath (promotional information, expiration date etc) - to Mobiqa in XML format. Mobiqa's XML API is available on request.

4. Mobiqa send out the mobile coupons using SMS messaging to the customer's phone.

5. Customer takes mobile phone to the stadium's bar and it is scanned by the bar staff.

6. Scanner used was a portable CCD imaging scanner either containing or linking to the original couponing platform that issued the coupon in the first place to complete validation.

