

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Arsenal's Emirates Stadium
*Mobiqa and O2 run innovative
mobile coupon campaign at
Arsenal's home ground.*

CASE STUDY: Arsenal Emirates Stadium Beer Promotion

From October 2006 to May 2007, O2 and Mobiqa delivered the first promotion of its kind at Arsenal's home ground; Emirates Stadium.

Fans of Arsenal who subscribe to O2 were offered free pints of beer at the 13 bars on the lower concourse of the stadium. The free pints of beer were offered throughout Arsenal home Premiership games by their principle sponsor; O2.

To take advantage of the promotion, O2 subscribers were asked to text in a request for a beer voucher. They

were sent a mobile voucher in the form of a simple text message, direct to their phone. The voucher contained a unique barcode and information about the promotion and was scanned by bar staff at one of the stadium's 13 bars. Customers were then free to enjoy a free pint of beer courtesy of O2 and Arsenal.

Carlotta Calleri Zavanelli, Head of Sports Sponsorship, O2 UK commented, "This is a fantastic opportunity to reward O2 customers who are Arsenal fans in an

innovative and unique way."

Nick Harford, Partnership Managers, 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 complement the state-of-the-art facilities very well."



Technology Overview

Receiving coupons on the mobile phone for the O2 beer campaign was the first promotion of its kind.

1.



Customers who subscribe to O2 were asked to text a keyword to an advertised shortcode to be sent their mobile voucher.

2.



3.



The coupon platform transmits the relevant data: barcode number, mobile phone number, make and model to Mobiqa in XML format.

The vouchers are sent out via SMS to the customer's phone where it is scanned by bar staff in exchange for a free beer.