

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Pepe Jeans Promotion Mobiqa and their Portuguese distributor; Place 2 Business deliver Pepe Jeans campaign.



CASE STUDY: Pepe Jeans Promotion

In June 2006, Mobiqa and their partner in Portugal; Place 2 Business, delivered the first ever retail mobile coupon campaign in Portugal. Customers at Pepe Jeans stores who spent over €50 received a mobi-coupon™ to their mobile phone that gave them a 10% discount on a subsequent purchase.

Customers received their mobile coupon in the form of a text message containing a unique barcode and promotional information. When the customer returned to take advantage of the offer, the barcode was presented to the cashier upon

purchase of their goods and scanned using Datalogic Heron scanners.

The response to the campaign was highly impressive with a 30% redemption rate.

In addition to the promotional campaign, Place 2 Business also set-up a Happy Hour campaign with Pepe Jeans where specific clients from their customer database were sent a mobile coupon which are only active during a specific time frame. This helped to drive footfall into Pepe Jeans stores during certain times of the day.

