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Mobiqa case study



**SNOW
+
ROCK**

www.snowandrock.com

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CASE STUDY: Snow+Rock Promotion

Mobiqa and O2 delivered a mobi-voucher™ campaign for Snow+Rock at the Daily Mail Ski Show in London, October, 2005.

Visitors to the Ski Show were given the opportunity to use mobi-vouchers™ to obtain discount vouchers to spend at Snow+Rock outlets at the show.

The promotion was advertised in the Daily Mail and at the entrance to the show itself. Visitors were asked to send a simple text message

requesting a voucher which was delivered by Mobiqa virtually instantly so that customers were able to immediately redeem the voucher at the show.

The mobi-voucher™ contains a unique barcode plus accompanying information about the terms of the promotion. This barcode is then scanned at the point of sale and redeemed according to the rules.

Each voucher entitled the customer to £10.00 off purchases made at

Snow+Rock outlets; subject to a minimum spend of £50.00. the promotion was sponsored by O2.

The promotion was a complete success with a very high redemption rate of the mobi-vouchers™, with 80% requested being redeemed at the show, indicating the increased drive of footfall to Snow+Rock stores. This demonstrates not only the power of this medium to attract customers but also the ease with which peoples will accept this new marketing medium.

For more info visit: www.mobiqa.com