

1/6 **Guerilla-Marketing with Bluejacking**

Sending Bluetooth-Mails to every Bluetooth-Device within a 200m-radius in nearly every desired area.

Realization:

- The technical implementation couldn't be easier: Just set up a Notebook / Netbook with an USB-Bluetooth-Dongle and install „Bloover II“ or a similar application (for broadcasting the bluetooth-messages)
- This prepared Notebook / Netbook is placed in an area where much people of the target-groups, accordingly much people are to be expected (station, city, university, professional schools/colleges, airport, the only restaurant in a business park, cafés, bars)
- Create a catchy slogan which is not too invasive but still gains attention (esp. for the target-groups) like: „Does your job suck? Which one is your next one? Maybe mobile.de“ and broadcast it over Bluetooth, most suitable together with a weblink to your job-offers

**Solution****Problem:**

Most people (especially the target-groups) aren't very attracted by conventional marketing like placards or newspaper-advertises because the concentration of these campaigns is far too high and it is nearly impossible to create an emerging advert.

Solution:

Using Guerilla-Marketing to gain the attention of the target-groups, using new media which is already in everyday-use by the target-groups (esp. Smartphones). These messages are suggestive of being an sms from a friend and will surely be opened and read

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Which problem is solved by this idea?

Reaching the target group in an unconventional way

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What's the benefit for the target group?

This campaign reaches every owner of a bluetooth-device which can be expected to be affine to technology and will be kept in mind.

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Which measures are necessary to realize your idea?

Just setting up a Laptop with a Bluetooth-Dongle and Bluejack-Software like "Bloover II" and placing it where you want.

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How does your idea solve the problem?

Sending Bluetooth-Messages to every available Bluetooth-Device within a radius of 200m around the area you want.

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Creative's profile



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