



Case Study

Coffeetime Concord
2013 Brand Promotion
Blind Test

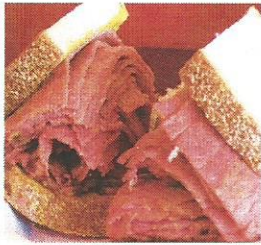


iSIGN Smart Antenna® Proximity Marketing

Chairmans Brands was launching a new smoked meat sandwich at its Coffeetime locations, and wanted to test new and innovative ways to communicate with its customers, while they were in store and had the power to try something new - now!

Objective

To test of the power of iSIGN's Smart Antenna as a potential medium to promote brands and products in Chairmans Brands' locations which include Coffeetime, Eggsmart, 241 Pizza, New Orleans Pizza, Robins Donuts and The Friendly Greek, and has operations in Canada, Greece, Poland, China, Qatar, and Saudi Arabia.



Challenge

The test location was in an industrial plaza so walk by traffic was predominantly on week days.
No POP about the promotion was set up and no notifications about the iSIGN Smart Antenna broadcast, so the only way that customers knew about the offer of a free drink and chips with the new smoked meat sandwich, was through receipt of Bluetooth and WiFi broadcasts by a single iSIGN Smart Antenna.

Solution

One iSIGN Smart Antenna was installed at the Coffeetime location in Concord, Ontario, and loaded with a single offer as a one month test. No collateral materials were set up in the store as the objective was to do a true blind test of the power of the iSIGN Antenna platform.



An iSIGN Smart Antenna running iSIGN Interactive Marketing Solution software was engaged to allow messaging to devices via Bluetooth as well as via a Wi-Fi landing page with the sample offer on it.

iSIGN CMS Content Management Solution was used to create a web content ad delivered on Wi-Fi, as was our Online Content Creator for creating static graphics delivered over Bluetooth. A single ad was created in a variety of formats including html files for web content and static graphics and loaded onto the iSIGN servers. The ad was put on continuous repeat of the single ad.

iSIGNs Smart Antenna broadcasted the messaging and advertising to shoppers in proximity using our Smart Antenna's interactive connection.

Impact

Coffeetime customers in the Concord store made 153 WiFi connections to the promotion

iSIGN's Smart Antennas sent out 2,577 Bluetooth message prompts which were viewed by 27.4% of customers in the store in August.

In addition, 153 connections were made to the iSIGN Smart Antenna via Wi-Fi by Coffeetime shoppers using their Smartphone and tablet devices all of whom viewed the landing page with the graphic ad content on it.

The impression rate was an impressive 27.4% of those ping'd via Bluetooth

Coffeetime Blind Test

27.4% Impression Rate. 11.0% Interactive Acceptance Rate.

iSIGN Media's patent pending Interactive Marketing Solution (IMS) provides businesses with an effective content vehicle combined with real time data capturing to provide the perfect business intelligence tool. iSIGN's complete IMS offering makes location based interactive proximity advertising to mobile devices measurable, accountable, flexible and affordable.

ATTRACT . TRANSACT . MEASURE