



Case Study

Superbowl 2013 Mardi Gras Media Party



iSIGN Smart Antenna® Proximity Marketing

Amanda Shaw and the Cute Guys

Touring nationally and internationally since she was eight years old. Don't forget to check out some of our other musical acts, George Porter Jr.'s Tryptophunk is performing out on the plaza from 8-10 and Kristin Diabie and the City will be playing all night in the Mansion.

Connect to the Free SB MEDIA PARTY Wi-Fi Network for More Interactive Information

Enjoy dishes from some of New Orleans Best Restaurants! Don't forget to check out Louisiana Seafood's and Blue Runners cooking demos.

Connect to the Free SB MEDIA PARTY Wi-Fi Network for More Interactive Information

Party guests made 7850 WiFi connections to the Event Landing Page

16.9% of those ping'd accepted the Bluetooth event prompt

Objective

The Superbowl Media Party was to be held on January 29th for approximately 3 hours, from 7-10pm. The organizers arranged for the party to be held in a large indoor/outdoor venue set up to look like city streets with over 40 booths, restaurants and stages with live performances and special events going on at various times throughout the evening.

Challenge

The location of the SB Media Party was in the corner of a massive parking lot with the Mississippi River running along one side. The event venue spanned over 200,000 square feet of indoor and outdoor space. Over 40 restaurants, booths, performers and events were part of the SB Media Party, and each wanted to have attendee traffic drawn to them. Communication to attendees of the wide variety of booths, restaurants and stages at the Media event, needed to be fast, effective and cost efficient.

Solution

iSIGN Smart Antennas were installed in 24 locations throughout the event venue, strategically located to provide coverage across all 200,000 sq feet of indoor outdoor street party. iSIGN Smart Antennas running iSIGN Interactive Marketing Solution software were engaged to allow messaging to devices via Bluetooth as well as via a Wi-Fi landing page with multiple individual pages behind it. iSIGN CMS Content Management Solution was used to create web content ads delivered on Wi-Fi, as was our Online Content Creator for creating static graphics delivered over Bluetooth. Ads were created in a variety of formats including html files for web content and static graphics and loaded onto the iSIGN servers for equal and consistent transmission across all the installed iSIGN Smart Antennas for a 5 hour period including an hour before and after the party. iSIGNs Smart Antennas broadcasted messaging and advertising for the event and booths using our Smart Antennas' interactive connection.

Impact

7,850 connections were made to the iSIGN Smart Antenna via Wi-Fi by party guests using their Smartphone and tablet devices, and over 1,032 individual ad pages were viewed by them. In addition, the iSIGN Smart Antennas sent out over 3,000 Bluetooth message prompts which were viewed by 511 of the attendees, and 257 clicked further to drill down and view a specific message or ad sent via Bluetooth. The iSIGN Smart Antenna was connected to via Wi-Fi by over 179 phone types. The iSIGN Smart Antenna pinged over 104 phone types via Bluetooth. The event was a success. The booths were full. The attendees had a great time.

Super Bowl....Super Results

38% of guests attending the event within 3 hours saw the Mardi Gras Media Party iSIGN messaging on their mobile devices.

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.