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ADMA MMA AWARDS 2008

Entry Form

Contents Overview

1. Details of Submission
2. Campaign/Application Description
3. Upfront Summary
4. Background
5. Details/Timeframe
6. Objective, Approach and Results
7. Mechanics in Detail
8. Outstanding Features
9. Key Learnings
10. Privacy and Database collection
11. Supplementary Media and Creative List

Creative Partner
Selected MMA Award
Designs & build
by Loaded Creative

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1. Details of Submission

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Award categories entered: Maximum of 2 categories per entry

- MMA Award for **m-Commerce**
- MMA Award for **Relationship Building**
- MMA Award for **B2B or Enterprise Application**
- MMA Award for **Most Creative Mobile Solution**
- MMA Award for **Consumer Content Offering**
- MMA Award for **Mobile Entertainment**
- MMA Award for **Promotional Campaign**
- MMA Award for **Cross Media Integration**
- MMA Award for **Mobile Advertising**
- MMA Award for **One to Watch**
- Mobile Marketer of the Year** - download separate Nomination Form

List of supplementary media included:

Include 2 copies of each supplementary media per category entered

- TVC or Video
- Radio
- Print
- Outdoor
- Direct mail
- Events

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Agreement

I, Adam Dunne, from AURA Interactive confirm that I am authorised to submit this campaign into the MMA Awards and agree to the terms, conditions and rules of the MMA Awards which are displayed at www.mmaawards.com/howtoenter.htm.

- Yes, the brand/advertiser has granted permission for this campaign's entry into the 2008 MMA Awards.
- Yes, I understand that MMA Awards reserves the right to publish descriptions and case studies of winning entries, but if an entrant asks for any part of their submission to remain confidential, it will be treated as such.

Signed.....

Privacy

Your contact details will be used by ADMA to process your entry and to provide you with information about the MMA Awards. ADMA would also like to use the information to keep you up-to-date with relevant details on education, events, training, membership and other related services provided by ADMA. If you **do not** want to receive this information please tick this box

Your contact information (name, company, address and phone number) may be distributed to sponsors and exhibitors whose product/service offerings may be of interest to you. If you would prefer **not** to have your name distributed for this purpose, please tick this box

If you would like to receive offerings from relevant suppliers by email or SMS, please tick this box

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2. Campaign/Application Description

- Title:** **AURA BlueZones® network**
A national network of intelligent Bluetooth® hotspots used to deliver 'location-aware' mobile mobile advertising campaigns, sophisticated enterprise platform provides businesses with mCRM solutions, retail sales promotions, measurable OOH media solutions and event-based brand activations.
- Client/Brand:** *(Please note the client list is strictly confidential)*
- Contributors:** -
- Creative Agency:** AURA Interactive
- Service Provider:** AURA Interactive
- Mobile Operator:** *na* - independent mobile network

3. Upfront Summary

The AURA BlueZones® network is the first free mobile network in Australia. The BlueZone® network comprises of 300+ Bluetooth® hotspots located in shopping centres, cinemas, street furniture, visitor attractions, airports and event venues across Australia *(as well as New Zealand, Singapore and Hong Kong)*

The BlueZone® network supports several different customised enterprise solutions including interactive out-of-home advertising, interactive visitor attraction guides, interactive promotional events, and sophisticated mobile-based Customer Relationship Marketing (mCRM) solutions. The solution is currently being deployed by Hoyts cinema chain, major shopping centres, city councils, visitor attractions, airports, and at events to distribute free location-based information, special offers and rich mobile content to millions of consumers via their mobile phones.

The permission-based and privacy compliant BlueZones® network is a live, intelligent Bluetooth® network that provides companies (retailers/brands/advertisers/promoters) with the following:

- a cost effective communications channel direct to consumer without carriers
- a suite of powerful measurement and analytics tools
- the ability to deliver 'location-aware' solutions *(an evolution on location-based services)*

Measurement capability is the most powerful aspect of the BlueZone® network. This intelligent network is constantly detecting devices across the country and building a silhouette profile of each device, tracking their paths to purchase around shopping centres, or across the network. Second to the detection data is the interaction data which provides metrics about the effectiveness of OOH advertising campaigns, quantifies the reach retail sales promotions and loyalty programs, plus delivers accurate metrics on the depth of engagement brands generate through their event-based brand activation and promotions.

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BlueZones® deliver 'location-aware' services, more sophisticated than just location-based because the network is always tracking the past detections and interactions of each device across the network to determine what types of content and information to deliver to the consumer, ultimately making it a more relevant consumer experience.

Each solution effectively creates an interactive communication channel with consumers through their mobile phone that is independent of any mobile carrier.

4. Background

The BlueZone® network evolved from a 'vision' for a free mobile network for the people. Following the fundamental principles of an Unlicensed Mobile Network, the BlueZone® network provides consumers with free access to relevant and valuable data services (*and eventually even voice*) via an independent wireless network.

The revenue model is based on ad-supported contextual mobile content services, with a focus on delivering free entertainment and location-aware information services to consumers. The only way to deliver on this promise to consumers is to totally bypass the carrier networks and to do this the BlueZone® network was architected to deliver content/services over an IP backbone with purpose built Bluetooth® transmitters used to deliver the final connection to the mobile devices.

5. Details/Timeframe

As at July 2008, the network **has expanded to 300+ locations** making it the largest intelligent Bluetooth network in Australia and the network continues to grow.

6. Objective, Approach and Results

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Objective	Strategy and tactics	Results - effectiveness and profitability*
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Make rich mobile content more accessible for the end-user by eliminating costs of receiving rich mobile content & data services	Use existing internet infrastructure and short range wireless protocols to bypass carrier networks	Connected to over 4 million devices in 12 months Delivered over 1.2 million pieces of mobile content. Saved consumer over \$6 million in data charges, <i>(based on average network data charges 2.2c/kb)</i>
Provide a 'location-aware' content delivery platform.	Link each BlueZone hotspot via IP connection to central server(s). This creates an intelligent network.	The always on network tracks the user unique Bluetooth address <i>(a unique ID to each mobile device)</i> . Based on the user preferences and previous interaction history the platform knows what to send to each person across the network
Provide a permission-based experience for the end-user to ensure corporate brand integrity for the company	Track the unique BT address of each mobile device to track interactions, accepts/decline of invitation.	Allow users to opt-out of receiving unwanted Bluetooth invitations.
Create a privacy compliant mobile content delivery network	Satisfy Spam ACT and also address the industry's concerns about privacy compliance	Allow users to opt-out of receiving unwanted Bluetooth invitations, without having to capture their mobile number or any personal information
Create an alternative distribution network for the mobile ecosystem	Rollout out a network that provides companies with a way to reach mass market consumers.	Provide a free service with compelling content offering for consumers. Provide a cost effective delivery platform/network for brands/companies that can target a consumer profile/demographic <i>(and one day reach the mainstream mass market)</i> to deliver their information/content services

7. Mechanics in Detail

BlueZone® access points are installed into secure locations that enjoy high pedestrian traffic flow and most commonly an extended dwell time. Within each designated zone signage, (such as posters, display stands or digital screens) is prominently positioned to create awareness of the BlueZone® while also educating consumers about what is available to download and how to download it.

1. Consumer walks into area and is prompted through signage to activate Bluetooth on their device and set to visible, if it is not already
2. Consumer receives a prompt, called a Bluetooth invitation, to their phone screen which they can choose to 'accept' or 'decline'
3. If the user declines the invitation they stop receiving any future invitations relating to that campaign/promotion for a defined period of time *(usually 2 weeks or 4 weeks or the remaining duration of the specific campaign)*. This unique opt-out function makes the BlueZone® network permission-based.

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4. If consumer 'accepts' the invitation the download commences and the file is saved to their phone. After a pre-defined period of time consumer will then receive another invitation and the process continues until such time as the consumer has downloaded all the content that is available of they opt out
5. The company (retailer/brand/advertiser etc) can track the detection of devices across the national network as well as the consumer interactions which provide them with metrics around consumer behaviour such as dwell time, paths to purchase, handset type and interaction preferences and history. This also provides the company with understand of how effective their OOH media campaigns, retail sales promotions and brand activations are.

8. Outstanding Features

- Australia's first free independent mobile network
- Currently the **world's largest intelligent Bluetooth® network**
- **Connected to over 4 million mobile devices** across the network
- **Delivered over 1.2 million downloads** in past 12 months
- **Saved consumers over \$5.9 million value in data charges** (based on 2.2c/k valuation)

9. Key Learnings

Bluetooth® has become the default short-range wireless technology for all mobile devices, with over 90% of handsets sold in Australia over the past 12 months have Bluetooth® capabilities.

The biggest consumer benefit/advantage of Bluetooth® technology is that it is carrier independent and free of normal mobile carrier data charges. It is free for the end-user to send and receive data. To put this into perspective, it would normally cost the average mobile user about \$12-15 in data charges to receive a 1 minute video via their mobile carrier, where as delivery via a BlueZone® is free.

Australian consumers are quickly embracing Bluetooth® as a trusted form of content distribution. 'Opt-in rates' across all BlueZone® campaigns are high averaging 40-60% confirming that consumers are interested in downloading branded mobile content via a BlueZone®.

Bluetooth® penetration has continued to grow over the past 12 months, currently standing at 70-73% across the handset population. Based on current industry sales figures/forecasts it is projected that Bluetooth® penetration will exceed 80%+ by January 2009

Major national brands and retailers are now embracing AURA's BlueZones® (*and Bluetooth®*) not only as a cost effective way to deliver their rich mobile content and location-based information to their target audience, but also a way to deliver 'location-aware' enterprise solutions, such as mobile-based Customer Relationship Marketing (mCRM) solutions.

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10. Privacy and Database Collection

- The BlueZone® network is permission-based with opt-in and opt-out policy giving consumer the choice as to when, where and how often they choose to download (receive) content and information via the BlueZone® network.
- The BlueZone® network is privacy compliant. No mobile numbers or personal data is collected by the BlueZone®.
- Currently the BlueZone® network is building a database of 'silhouette profiles' relating to each mobile device that interacts with across any BlueZone® location.
- This data relates to detection and interactions by geographic location, time/date, specific campaigns and content details as mobile device moves around the network over time.

11. Supplementary Media and Creative List

This is a list of additional media clips which you wish to be reviewed alongside this entry form.

We strongly suggest you include visual examples of as many elements of your campaign or application as possible. This helps the judges visualise your entry, and also helps in gaining exposure and recognition on the Awards night should you be a winner!

- [TVC or video clips (MPEG/AVI format no more than 60 secs)]
- [Print and outdoor (JPEG, PSD or EPS format minimum 150dpi in resolution)]
- [Radio clips (MP3, WAV or AIFF)]
- [Testimonials, Press]
- [Creative examples, e.g. logos, wallpapers etc. (format as above)]
- [other]
- [List all supplementary media and creative supplied]

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