



**We've come
a long way!**

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

Brought to you by:





**We've come
a long way!**

1. Details of Submission

Name: Adam Dunne
Company: AURA Interactive
Address: c14 / 372 Wattle Street ULTIMO, NSW 2007
Phone: 02 9281 0211
Fax: 02 9281 0233
Mobile: 0433 165744
Email: adam@aura.net.au
Website: www.aura.net.au

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

Brought to you by:





**We've come
a long way!**

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

Brought to you by:





**We've come
a long way!**

2. Campaign/Application Description

| | |
|-------------------|---------------------------------|
| Title: | Hoyts BlueZone® network |
| Client/Brand: | Hoyts Cinemas |
| Contributors: | AURA Interactive, Hoyts Cinemas |
| Creative Agency: | AURA Interactive |
| Service Provider: | AURA Interactive |
| Mobile Operator: | BlueZone® network |

3. Upfront Summary

HOYTS cinemas deployed an intelligent Bluetooth® network across each cinema foyer to deliver a **mobile-based Customer Relationship Management program** that utilises **sales redemption coupons as part of an m-commerce solution** to effectively drive considerable sales to their candy bar and box office.

4. Background

Hoyts engaged AURA to deploy their intelligent BlueZone® network across the cinema chain. The network provides Hoyts with an inhouse channel to communicate directly with patrons so Hoyts can cost effectively promote the upcoming films to their customers while they are at the cinema.

5. Details/Timeframe

2006 - 2008

6. Objective, Approach and Results

Confidential

7. Mechanics in Detail

BlueZone® access points have been installed inside Hoyts cinema foyers nationwide and several *La Premiere lounge* areas as well. This creates a Bluetooth® hotspot that covers the entire cinema foyer area.

1. Patrons walk into proximity of Hoyts cinema foyer and receive a prompt (*called a Bluetooth® invitation*) to the screen of their phone from 'Hoyts BlueZone', which they can choose to 'accept' or 'decline'.

Brought to you by:





**We've come
a long way!**

2. If the patron declines the invitation they opt-out of receiving ANY content or offers for the remaining 2 week campaign period. (*ie campaigns are scheduled to refresh/change every 2 weeks*). This ensures a best practise permission-based experience.
3. If the user 'accepts' the invitation they download a 'voucher' to their phone.
4. The user can choose to continue downloading as many items as they wish, if at anytime they 'decline' an invitation they will automatically opt-out for the remaining 2 weeks period.

8. Outstanding Features

confidential

9. Key Learnings

- Bluetooth® is the ideal delivery channel to mobile devices because of its near ubiquity. Currently over 70% of mobile phones in Australia are Bluetooth-enabled. This equates to more consumers than are currently able to access mobile network data services (GPRS/3G). More interestingly over 90% of handsets sold in the last 6 months have Bluetooth®

10. Privacy and Database Collection

- Hoyts BlueZones® are permission-based.
- Hoyts BlueZone® DO NOT capture any mobile number or personal information
- Hoyts is building a database of silhouette profiles relating to each device (*identified as a person*) that is detected or interacts across their network.

11. Supplementary Media and Creative List

-

Brought to you by:

