



BLUEBROADCASTER

Mobile Proximity Communication

A Presentation & Demo for South Wales Police
Wednesday 22nd March



BLUEBROADCASTER

Mobile Proximity Communication

Introduction

Mobile Growth

How Does it Work?

Proximity Communication & Benefits

Relevance & Scope



Introduction

Armando Coletta
Technical Comms Managing Director

DX Communications Mobile Device Sales - 5 Years

O2 Operations Manager - 10 Years

BlueBroadcaster - 11 Years

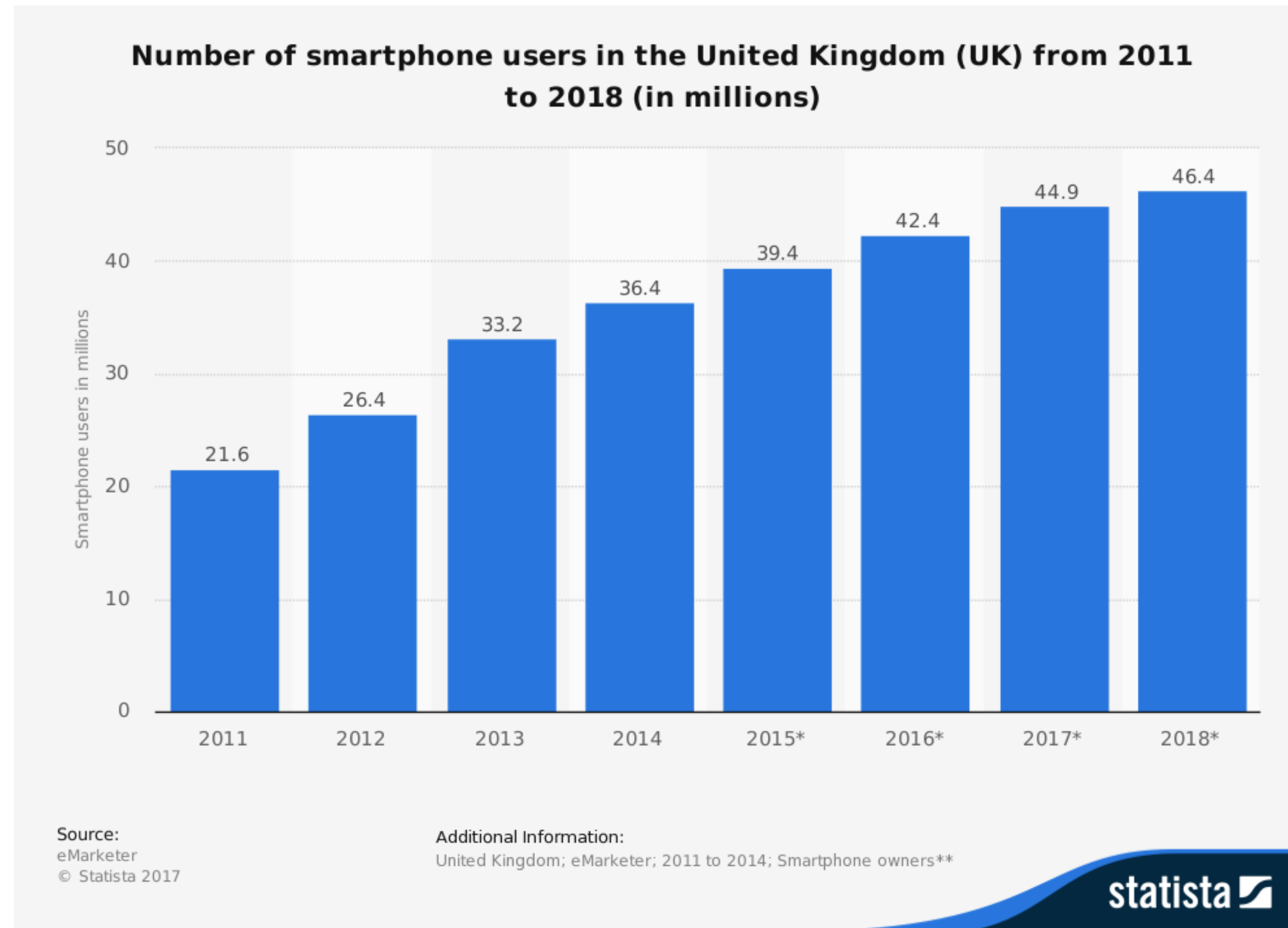


BlueBroadcaster

Proximity Communication - Bluetooth/WiFi/SMS
Graphic Content & Design - Bluetooth/WiFi/Web
Software / System Development

Smart Phone Users

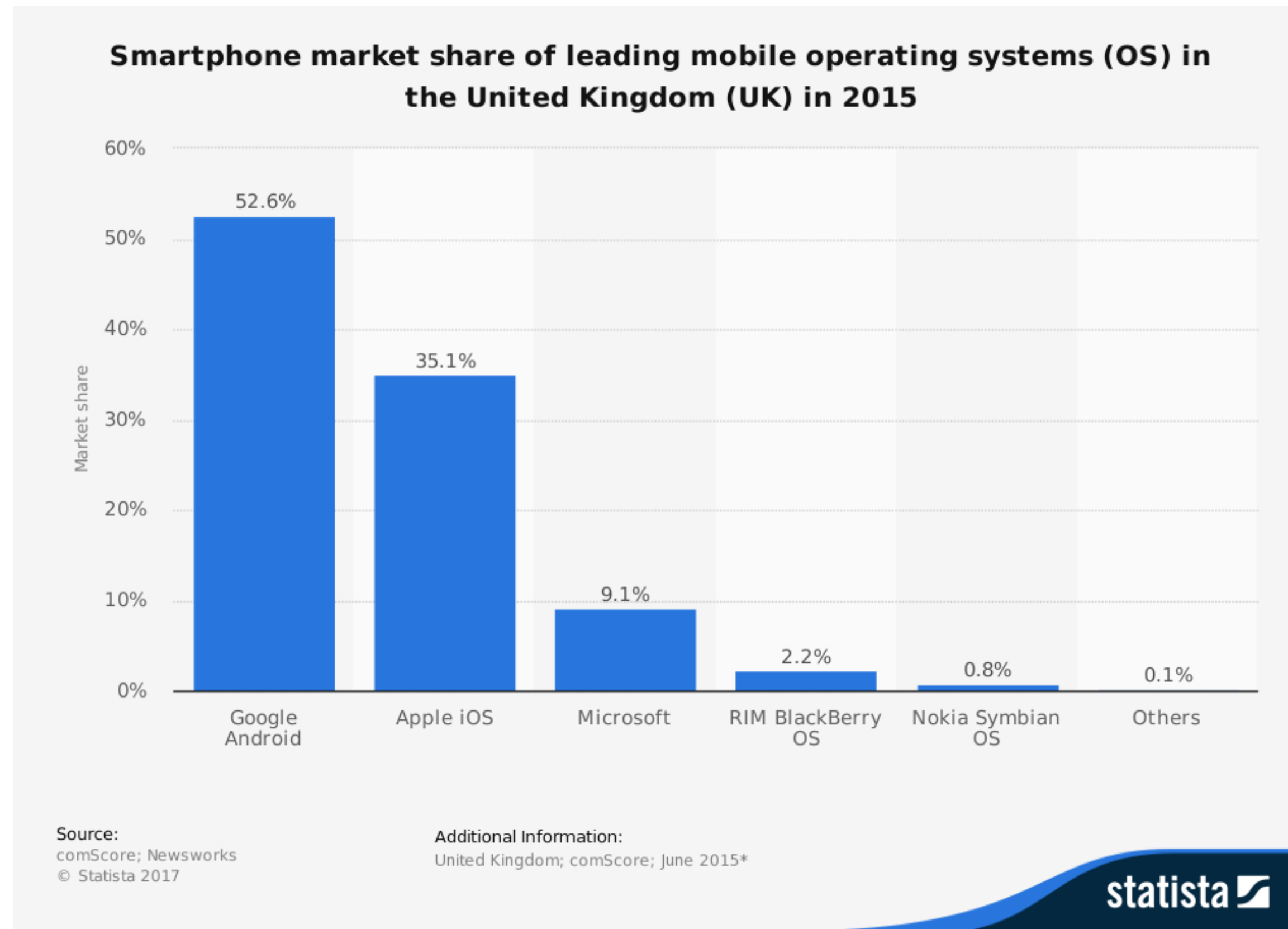
2011- 2018



Mobile Growth

Smart Phone Market Share

2015





Mobile Growth

SMARTPHONES HELP ORGANISATIONS CONNECT WITH PUBLIC

Mobile ads are noticed by 89% of smartphone users, and 56% have performed a search on their smartphone after seeing an ad.

Implication: Making mobile ads a part of an integrated communication strategy will drive greater public engagement.



Mobile Growth

SMARTPHONES HAVE TRANSFORMED CONSUMER BEHAVIOUR

Smartphone users are multi-tasking their media with 82% using their phone while doing other things.

Implication: Extending communication strategies to include mobile will reach today's public more effectively.



Proximity Communication Benefits

7 Benefits of Mobile Proximity Marketing

1. TARGETED LOCATION BASED COMMUNICATIONS

Proximity-based communications will mean that the public can be engaged through their mobile devices within a defined range of approx (100 meters), it is ideal for broadcasting in busy locations, ideally where a target audience congregate or have some dwelling time.



Proximity Marketing Benefits

7 Benefits of Mobile Proximity Marketing

2. SEND RICH ENGAGING INFORMATION :

Bluetooth/WiFi signal based communication means that organisations can send rich content to their audience. i.e. VIDEO, GRAPHICS, PHOTOGRAPHS, SPEECH SOUND, TEXT, FORMS.

Witness Appeals, Public Messages, Awareness Campaigns, Drink Drive, Drugs Awareness, Campaigns, Data Capture, etc



Proximity Marketing Benefits

7 Benefits of Mobile Proximity Marketing

3. MIX MARKETING INTEGRATION:

proximity Communications can be used in conjunction with all existing or traditional marketing routes like signs, poster/leaflets telephone etc.



Proximity Marketing Benefits

7 Benefits of Mobile Proximity Marketing

4. VIEW & REVIEW

Organisations can measure all proximity communications & campaigns and view or save the data gathered. This can be a mobile device unique mac address, device handset name, day/time device was seen.

Reports also include whether the ad was accepted, missed or rejected.



Proximity Marketing Benefits

7 Benefits of Mobile Proximity Marketing

5. REALTIME STATISTICS & COMMUNICATIONS

Unlike traditional advertising, proximity communication can be real time, enabling organisations to immediately respond to alert the public in any targeted area with specific messages or announcements.



Proximity Marketing Benefits

7 Benefits of Mobile Proximity Marketing

6. BETTER MARKETING RESULTS

Locations that enjoy 'consumer dwelling time' can show an increase in marketing - consumer penetration of up to 45%



Proximity Marketing Benefits

7 Benefits of Mobile Proximity Marketing

7. EFFECTIVE & UNIVERSAL COMMUNICATION:

It is effective by identifying and messaging mobile devices wherever deployed.



Conclusion

Implementing a BlueBroadcaster Proximity Communication Network will increase awareness of your important messages and announcements to the public.



Thank you