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AdNews

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Mobile ads hit the slopes

Coca-Cola, Nestlé and Subaru are among the brands Perisher Blue guests could find popping up on their mobile phones this winter after the installation of 20 bluetooth hot-spots throughout the popular Snowy Mountains resort.

The BlueZones, being installed by mobile technology provider Aura Interactive this week, will also provide guests with free video snow reports, mobile games and updates on events and special offers available at the resort.

Located in high traffic areas, such as the skitube stations, lift pass sales office and food and beverage outlets, all 20 BlueZones will be connected back to a central server, allowing the Perisher Blue marketing team to update offers and promotions throughout the day.

Gary Grant, GM of marketing at Perisher Blue, said the idea of BlueZones was originally conceived as a pure information tool for guests, but the resort quickly saw the potential value in additional sponsorship revenue when mountain sponsor Coca-Cola expressed interest in the medium.

Discussions with Coca-Cola are ongoing, Grant said, but are likely to involve the promotion of location and time-specific "combo deals" and special offers. "The system is very flexible and allows us to insert last minute offers during each day," said Grant.

Adam Dunne, sales & marketing director of Aura Interactive, said offers could also be tailored by the location of each BlueZone.

"This is what makes it an intelligent network. We can monitor the paths

people take and send more relevant content based on where they are. We can also tailor offers based on how regularly they are interacting with the BlueZones," said Dunne.

Dunne said the system was open to third party advertisers, although existing mountain sponsors, including Coca-Cola, Nestlé and Subaru, would be favoured over competing brands. "What we're doing now is working with them to see who will have suitable content for us to include into the mix.

We can send relevant content, based on location.

"It'll be slanted toward branded content as opposed to straight-out advertising because we know that only if the consumer sees relevance and value in the content will they access it," said Dunne.

Sales will be handled by Aura Interactive, which plans to target existing advertisers on its other BlueZone networks, including the Hoyts cinema network. "All of the movie companies is an obvious one. Then gaming companies, whether that be specific titles or consoles themselves."

Dunne said approximately 70% of mobile phones in Australia were bluetooth compatible.

Mark Chenery