



British International Motor Show Hires Glass to Help Roll Out First Ever Mobile Marketing Initiatives

Glass Partnership, April 23, 2008

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The British International Motor Show has appointed digital communications agency Glass to handle all mobile activity for the event in July.

PR9.NET April 23, 2008 - Covent Garden, United Kingdom - Mobile technology will take the stage at the British International Motor Show in July with the appointment of digital communications agency Glass to handle all mobile activity for the event.

The appointment involves the delivery of a number of landmark mobile initiatives as the event's organiser, International Motor Industry Events (IMIE), looks to mobile for the first time to help improve the effectiveness and accountability of its marketing activities.

As well as building a mobile internet site (offering rich content and free downloads), Glass is developing a media response tracking tool that will enable IMIE to calculate the return on investment of its media spend. One of its first applications will be to test the effectiveness of prize competitions.

The Motor Show has over 200 media and promotional partners running competitions and offers across offline and online channels to help publicise the event, taking place at the ExCeL venue in London 23rdJuly-3rdAug and mobile texting will be one of the key modes of entry.

Craig Massey, Glass' head of mobile, explains, "Because people will be entering the competition via the media they use, we will be able to track the response rate for each and every media partner and also individual publications. It will provide brilliant marketing insight for future events."

IMIE will also use the technology to build on their customer database that can be used for marketing to visitors via their mobiles before, during and after the event.

Elsewhere, Glass will be using mobile technology to help IMIE:

Manage traffic flow.

Visitors at the show will be sent instant messages to encourage them to visit less busy areas of the auditorium as well as food, beverage and other retail locations.

Sell unsold ticket inventory just prior to the event.

Personalised promotional ticket offers will be sent to carefully selected groups of individuals outside of IMIE's core customer databases.

Engage on a one-to-one basis with visitors to find out what day/s they are attending the event and then using that information to entice them to attend the live music events running alongside the show and featuring acts including UB40, Status Quo and Squeeze.

Kirsty Perkinson, Marketing Director at IMIE, says, "To be pushing forward with so many innovative mobile projects for the event this year is very exciting.

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About Glass Partnership

Why are you called Glass? Simply because it's something that says a great deal about where and how we work. We connect audiences and brands through 'glass' on computer, digital TV and mobile phone screens via engaging creativity and dialogue.

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