

ADWALKER KICKS A GOAL!

Adwalker, the latest ambient experiential media tool to come to Australia is surpassing expectations in its first "live" outing.

Adwalker is at its most basic, a wearable LCD vest which is linked to a computer, a hand held interactive touch screen and a printer.

The result is a mobile marketing platform which allows:

- the ultimate in targeted marketing. You identify someone you think fits and approach them.
- an engaging experience. With the option of playing footage and/or stills, games, conducting surveys, gathering data entry or customer feedback, the experience is a great deal more engaging than traditional marketing methods

We can now report that the results obtained have proven amazing. Adwalkers were employed for use around AFL grounds in Melbourne at selected matches by the Army in support of its sponsorship of the AFL. In the hours prior to the game, Adwalkers solicited votes for the Army Award through playing footage of AFL action from the previous week's play. Having done so, respondents were invited to submit their details to enter a draw to win a major prize. In an overall sense the results obtained averaged more than one per minute. Full database entries were solicited an average of one every four minutes. These will be followed up using a permission based direct marketing approach.

Given the somewhat "tricky" nature of Army recruiting, the results have the client delighted.

808South is the Melbourne based company which has brought the Adwalker to Australia. Director Michael Hanrahan is delighted with the result.

"To date businesses have used promotional staff relying on their own personality to get the job done. We've found that the Adwalker offers both attraction and interest to the public and a prescribed process the promotional person can use to get the brand message across". The sort of results we are achieving is proving an extremely attractive and economic means to directly engage a target audience".

For further information visit www.808south.com.au or ring 03 9321 4000.



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