

meet:adwalker



do you want to engage
**luxury car
drivers?**



do you want to engage
**22 year old
sports fans?**



do you want to engage
**teenage
shoppers?**

the adwalker® experience



Handheld touch screen

LCD Screen:

Audio visual screens to convey your brand message.

Wearable Computer:

Store multiple variations of your brand message.

Handheld Touch Screen:

For consumer interaction - competitions, games and data capture.

Mobile Printer:

Instant personalised information, ticketing, coupons and consumer rewards.



Mobile printer



LCD Screen

Wearable computer

a live, engaging experience

A live, engaging experience between a brand and its consumer .

A dynamic, one-to-one interaction capable of generating powerful results and on-going relationships.

A unique, intelligent and innovative marketing and advertising platform.

offering you...

A new customer lead every 3 minutes.

Product sampling and demos.

Games, competitions and a unique brand experience.

Measurable and accountable results.



Cost per acquisition	No of players games won and lost
Lead Generation	Games & Competitions
Vouchers & Printouts	Product Demos
No of handouts redemptions	No of interactions, cost per experience

measurable results on every aspect of your campaign

why choose adwalker®? because our campaign solutions are...

- relevant:** we only interact with your target consumers - with your messages
- dynamic:** creative and innovative games, competitions keep them engaged
- unique:** one to one attention
- rewarding:** personal vouchers, tickets add value to the experience
- global:** we can direct your consumers to other connected brand experiences: showrooms, bars, concerts, sports events and point of sale.
- exclusive:** we have exclusive advertising access to high footfall urban shopping/entertainment/sports locations.
- integrated:** we can capture your consumers' details for future targeting.



engagement interaction and results.

**brands who have
already used adwalker®:**

3 Mobile
02

American Express
Ask.com

British Airways
Charles Schwab

Coors
Comcast

Daimler Chrysler
Diageo

Ford
GSK
Jameson
Lufthansa
Microsoft
Motorola
NBC Universal
Nokia

Puma
Sainsbury's

Sony
Telemundo
Travellex
Ubisoft
Unilever
Virgin Music
Volkswagen
Volvo

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exclusive to **808: SOUTH** (A/NZ)