Proximity Marketing Trends, Application for POC & Spotlight on Beacon Technology

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FACEBOOK PUBLISHES NEW
REPORT ON BENEFITS OF FACEBOOK + OOH

PARTICIPANTS WERE ASKED: *"Through which of the following do you hear about new food or beverage products?*

	Gen Z	Millennials
Facebook	2.2x	1.7x
OOH	1.3x	1.2x
Print	0.7x	0.8x
TV	0.9x	1.0x

FACEBOOK RESEARCH FINDINGS: *UPLIFT FACTOR IN LIKELIHOOD TO PURCHASE*

Only OOH	Only FB	FB + OOH (expected)	FB + OOH (actual)
1.11	**1.20**	**1.33**	**1.38**
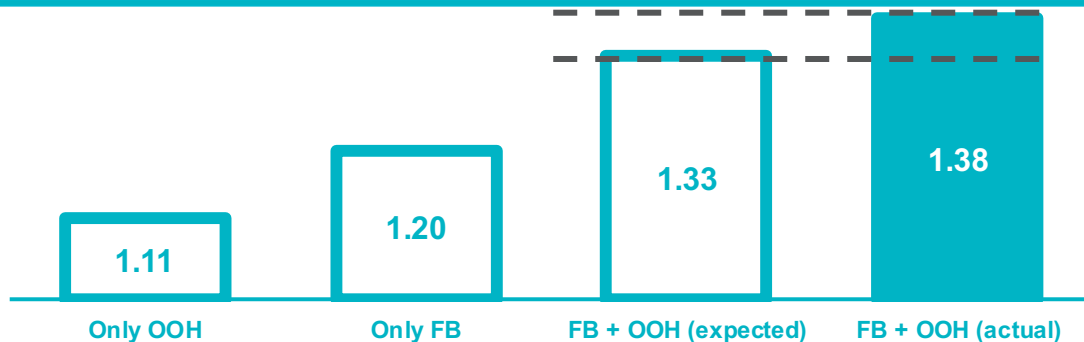
Consumer likelihood-to-purchase is 13% higher than expected when using both FB + OOH channels together

Proximity Marketing Overview

Proximity Marketing is the practice of distributing wireless media / advertising content associated with a particular place or location, usually through the use of beacons or other location-based tech

Technologies That Promote Proximity Marketing

Beacons

Geo-Fencing

NFC

Sensors

Wi-Fi

Beacon Technology

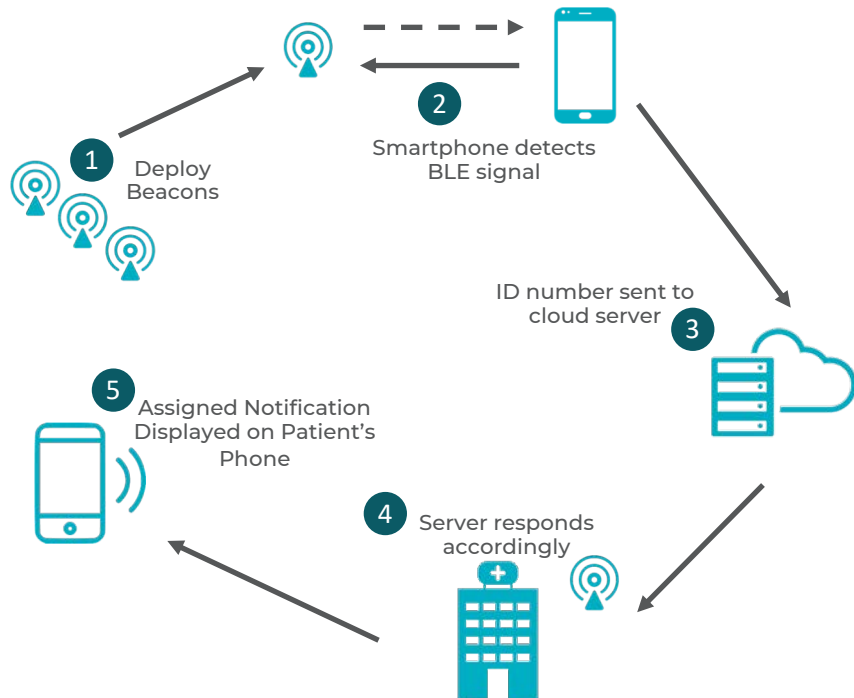## Beacon technology continues to drive proximity marketing growth

- **The Beacon Technology Market will exceed $17 billion by 2024**

- **By this year, beacons are expected to be able to reach 60 million customers**

- **The beacon industry is expected to grow at a CAGR of 80% between 2019 and 2025**

Proximity Marketing Overview

Beacon-specific example

Proximity Marketing Using Beacons

1. **Beacons are deployed in the relevant location (e.g. Doctor's Office) and connect with an individual's smartphone**

2. **Once the beacon detects and connects with the smartphone, the smartphone user can receive information relating to a particular product or service, discount or deal offering and even be automatically checked-in for his or her appointment**

1 Deploy Beacons

2 Smartphone detects BLE signal

3 ID number sent to cloud server

4 Server responds accordingly

5 Assigned Notification Displayed on Patient's Phone

Proximity Marketing Benefits

Proximity Marketing is revolutionizing how out of home media operators learn from and communicate with their customers

1 ----→ **2** ----→ **3** ----→ **4**

Location Targeting

Track customers nearby

"Customer is within X yards of Doctor's Office."

Mapping

Track customers in location

"You are leaving the Oncology unit."

Frequency

Track how many times patrons visit the location

"Patient has visited the office three times this month."

In-Store Messaging

Update persons in location

"Get flu shot today!"

Companies can advertise medications and treatments on a patients' smartphone

Proximity Marketing Benefits (CONT.)

5 — — — → **6** — — — → **7** — — — → **8**

Guide Users
Guide persons to services / products
"Flu shots available starting October 11!"

Gamification
Reward healthy lifestyle or frequent visits
"Congratulations you have earned 10 health points!"

Cross-Selling
Offer different products / services based on used history
"You have used X, you may want to try Y."

Loyalty Programs
Send notifications or offers when they are close by
"You are eligible for ..."

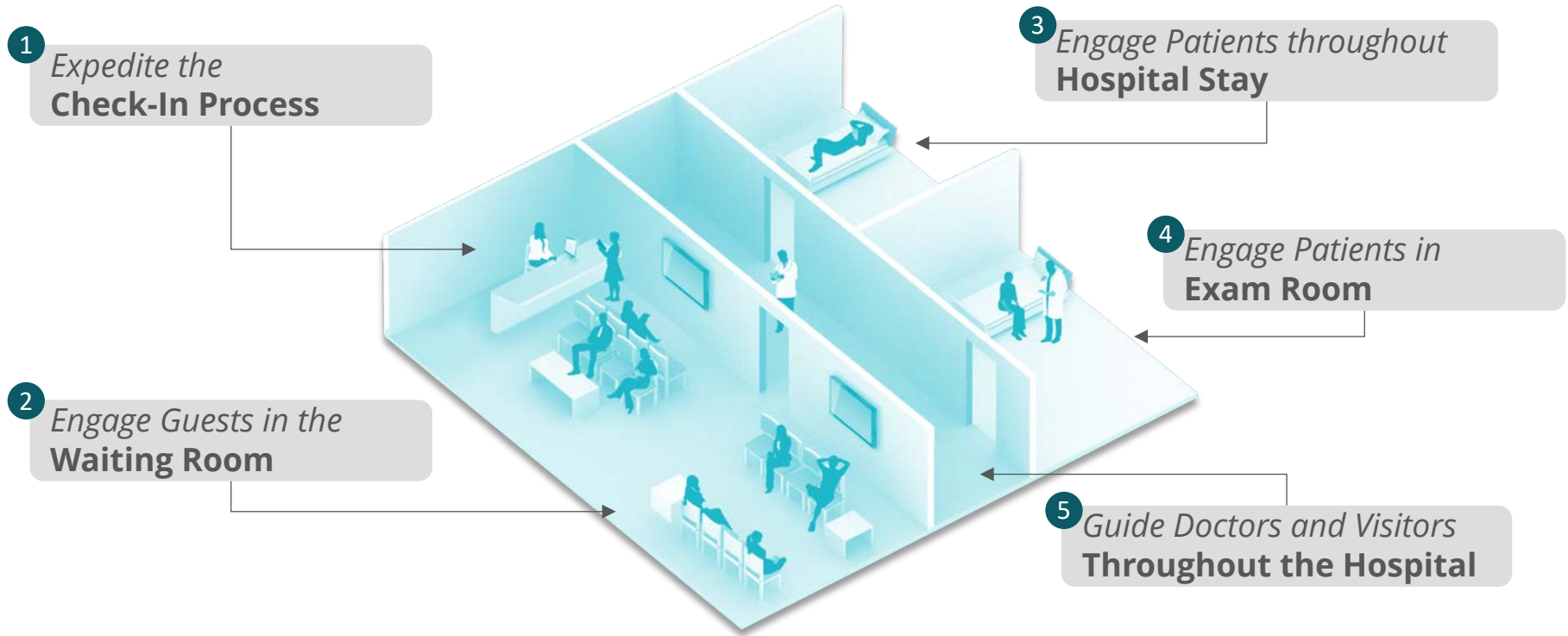**Opportunity to offer both the "Burger" and the "Fries"**

Growth in Beacon Technology

Beacon Technology has expanded into multiple industries

- *75% of U.S. retailers have integrated beacon technology and see a 9% increase in profits and 175% in ROI*

- *47% of NFL venues, 53% of NBA venues and 93% of MLB venues use beacon technology*

- *Target, Macy's, Nordstrom and Walmart installed beacon technology to drive in-store traffic and communicate deals with customers*

- *Levi's Stadium, home of the San Francisco 49ers, installed 17,000 beacons to make it easier for fans to download their tickets, have food and drinks delivered to seats and find the nearest restroom*

- *Within the first 7 months of beacon installation, concession revenue increased by $1.25 million*

- *In 2016, a leading drug retail company partnered with a prominent beacon technology company to place beacons in 4,500 of its pharmacy locations*

- *In 2016, beacon company partnered with a large health network to activate beacon programs at all of their digital displays in over 12,000 medical centers*

Proximity Network and Marketing PoC

1 *Expedite the* **Check-In Process**

3 *Engage Patients throughout* **Hospital Stay**

4 *Engage Patients in* **Exam Room**

2 *Engage Guests in the* **Waiting Room**

5 *Guide Doctors and Visitors* **Throughout the Hospital**

Case Studies

1 **Spotify's sponsorship of "David Bowie Is" exhibit at the Brooklyn Museum**

Goal: *Drive consumer visitation to the "David Bowie Is" exhibit at the Brooklyn Museum*

Campaign Details: *In a larger-than-life extension of the exhibition, Spotify transformed two New York City subway stations into an underground takeover that paid tribute to the legendary works and sensational life of the musical icon.*

Results: *Attendance to the exhibition topped two million visitors and social media earned impressions totaled 69 million.*

2 **Coke Zero Drinkable Billboard**

Goal: *To engage consumers with the Coke Zero brand*

Campaign Details: *Users could Shazam the Coke spot at home or at games in Indianapolis to have a Coke Zero virtually poured into their mobile phones. Shazam went so far as to pour Coke Zero for radio listeners using sound effects.*

Results: *Most shazamed ad of all time with over 200,00 total hits. Delivered an average of 1 Coke Zero every 10 seconds over a 3-day period.*

Case Studies (CONT.)

3

Google Play

Goal: *Use airport screens as an exchange for Google Play products*

Campaign Details: *The technology allowed consumers to control a digital OOH screen without needing to download an app. Consumers could select the content they wanted and then download movies, magazines or books from the Google Play Store immediately to their devices.*

Results: *Generated 2,000 interactions in a matter of weeks.*

4

Samsung Galaxy S III

Goal: *To promote the NFC capability of the Galaxy S III smartphone*

Campaign Details: *Strategically placed printed OOH displays with embedded NFC chips. When viewers tapped their smartphones to the NFC embedded chips on a poster, a free song or ebook was instantly downloaded to the viewer's smartphone.*

Results: *Generated 1.5 billion social media impressions and 115,000 downloads of content.*

Case Studies (CONT.)

5

Google Maps

Goal: *Promote the redesigned Explore feature*

Campaign Details: *Used real-time data as part of an OOH campaign across New York to promote a set of Google Maps features designed to help people find things to do and places to eat in their neighborhoods.*

6

Samsung Galaxy Note II

Goal: *Use beacon technology to "listen and learn" form consumers*

Campaign Details: *3,000 beacons were placed on bus shelters in the UK. Advertisers were able to send hyper-local contextual advertisements to consumers using the beacon-enabled bus shelter panel.*

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