

XBOX USES BLUEPOD TO INCREASE SALES

Client – Xbox

Destinations – All

Challenge

First and foremost, Xbox wanted to drive sales of consoles by increasing brand affinity and purchase intent among the core 16-34 audience. Bluepod Media formed a key part of a major brand campaign in Q4 2008 in a drive to win the key Christmas battleground.

Strategy

Research conducted by Universal McCann (UM Social Media Tracker, Wave 3) identified mobile content as a major youth connection point, encouraging positive brand engagement and the opportunity to add additional layers of communication. Bluepod Media worked closely with UM's key strategic objectives which included:

- ✚ Highlight Xbox as a platform for social interaction
- ✚ Be careful not to alienate existing hardcore gaming owners
- ✚ Promote a new, lower price point

Activity

Bluepod Media developed a bespoke interactive Xbox menu that showcased Xbox 360 trailers, wallpapers and other game-specific content. Our network was used to distribute content across all destinations, including cinema, bars, shopping centres and Powerleague 5-a-side centres. In a two-pronged approach, game title sales were driven using calendar reminders to purchase, added straight into the user's phones.

Results

The campaign ran for 10 weeks and achieved a record-breaking 1.9 million unique downloads making it the most successful Bluetooth campaign in the UK to date. Xbox 360 consoles outsold Playstation3 and Wii across the critical Christmas 2008 sales period, according to the Console Industry Body.

