



DATE	16 <sup>th</sup> July 2009
CIRCULATION	n/a

- News
- Marketing
- Media
- Advertising
- Data
- Direct Marketing
- Design
- Digital
- Creative
- Jobs Board
- Technology Weekly
- DM Weekly
- Power Brands
- Food & Drink
- Consumer Goods
- Retail
- Not for Profit
- Sport
- Arts & Entertainment
- Travel
- Telecoms & Utilities
- Financial Services
- Newsletters and Alerts
- RSS feeds

## First ABCe for a Bluetooth campaign

Source: [Marketing Week](#) | Published: 16 July 2009 16:15



Specialist agency Bluepod Media has posted publicly the first ever ABCe Bluetooth campaign audit certificate in a bid to bring credibility to the media.

The campaign was for Warner Bros film The Hangover (pictured) and the ABCe records 436 downloads for unique Bluetooth devices for the seven day campaign.

However, Stefan Hohmann, co-founder of Bluepod, says that the company sought certification to try to establish the credibility of the Bluetooth medium and demonstrate its measurement hygiene standard.

ABCe audited three metrics for the campaign – unique Bluetooth devices which measured the number of devices that accepted the trailer, the number of times the trailer was downloaded and the total number of devices detected (or “exposed” during the campaign.

The total number for the latter was 4,663.

Observers have questioned how effective Bluetooth campaigns are as they do require mobile users to have the content feed switched on. Hohmann says that 40% of Bluetooth enabled phones are now “on” for feeds.

To visit the Marketing Week website click [here](#)

