

Delicious perfume launched by Bluetooth

Business need

To **raise brand awareness** and increase sales of DKNY's Candy Apples perfume range.



ESTÉE LAUDER

DKNY
DONNA KARAN NEW YORK

The solution

Whilst in vicinity of the **Bluetooth** units, in Boots stores in ten shopping centres around the UK, consumers were asked to **accept a message** from DKNY.

After opting in, a second message invited shoppers to collect a **free sample** from Boots in that shopping centre.

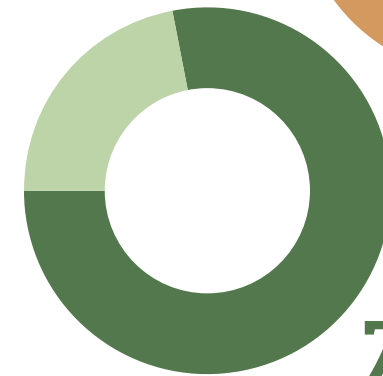
Those still in range were sent a third message with a link to the DKNY Candy Apples **mobile site** with downloadable videos and wallpapers.



Results

- Over 387,000 connections were attempted during the 14-week campaign period
- Only 22% rejected the message
- Avg 1.4 downloads from those accepting the connection (limited to two per phone)

387,800
connections in 14 weeks



78%
accepted the message

