

Bluetooth in cinemas connects RAF with potential recruits

Business need

To highlight positions available within the RAF Regiment, the ground force section of the RAF.



The solution

Bluetooth boxes, preloaded with video clips of life in the RAF, were installed in foyers of three of the UK's largest cinema chains (Cineworld, Vue and Odeon) nationwide, along with posters asking people to activate the Bluetooth function on their mobiles.

If permission was given, the video was sent straight to the customer's phone. An SMS-like message is also sent with a link to the RAF Regiment page of mobile internet site and instructions how to receive further information or apply.

Results

- 235,000 people activated their Bluetooth in range of the devices
- 23% of these accepted the video download to their phones

