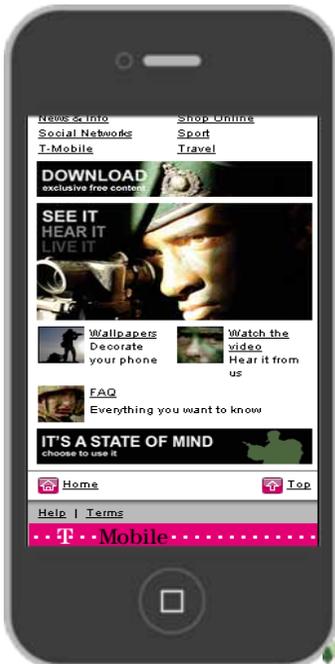


Royal Marines hit target with mobile recruitment drive

Business need

To engage potential recruits while leveraging existing Royal Marines' advertising and sponsorship platforms.



The solution

Bluetooth units in cinema foyers where new Bond film 'Quantum of Solace' screened. If the user's mobile had Bluetooth turned on, they were invited to download a made-for-mobile Marines video clip.

Shortcodes were promoted on posters at events e.g. text NAVY to 88058 at the Amateur Boxing Association finals.

Mobile advertising, including temporary 'home page takeovers' of Vodafone, 3 and T-Mobile's portals, was also used.

All media led to the mobile internet site created presenting the Royal Marines' state of mind and extreme sports activities.

Results

- 87,000 Bluetooth downloads = 5.6% audience engaged
- Banner ads delivered lower CTR (0.5%) but higher data-capture rate than Bluetooth
- Overall 10% of mobile internet site visitors registered for email newsletter or downloaded content

