New wearable Bluetooth Hypertags were launched earlier this month with a campaign for mobile network operator O2. They were deployed at Arsenal football club's highly charged final game at the Highbury stadium. As part of a sampling campaign, promotional staff wearing infrared and Bluetooth Hypertags gave out limited edition Arsenal wallpapers to fans. The Hypertags provided O2 with a unique way to promote their Arsenal mobile service to the thousands attending the game.

Wearable Hypertags allowed promotional staff to provide content instantly to consumers and with none of the barriers, such as cost, posed by some other mobile technologies. The combination of Bluetooth and infrared meant that more people than ever before could interact.

Mission Impossible III treasure hunt
To promote the release of the latest Mission Impossible film in Australia, United International Pictures (UIP) used Hypertags to give out location based clues as part of a National Treasure Hunt. The campaign, organised by Hypertag partner Aura Digital, used 40 Hypertag interactive posters in 5 major cities integrating not only outdoor and mobile media but also press and online elements.

Participants registered for the competition at the campaign website and were then required to visit the Hypertag interactive posters to collect clues. Incorporating Hypertags into the campaign enabled UIP to create a truly engaging experience that drew consumers into the promotion. The brand experience was further enhanced by providing free content, such as wallpapers and ringtones, to consumers on subsequent interactions.

Other brands using Hypertag this month include Ralph Lauren, MTN, Sony Ericsson, and Nokia.

Find out how Hypertag can help engage consumers with your campaign by contacting a member of our team on 01223 763710 or to contact@hypertag.com