The forthcoming activity follows a number of successful Hypertag campaigns at this summer's UK music festivals. These include the O2 Wireless festival and the Nokia Isle of Wight festival.

Bluetooth Hypertags are to be used at the event in fixed displays within the brands "Rock up and Play" area along with combined Bluetooth and infra-red units worn by promotional teams roaming around both festival sites.

MP3 clips will be delivered from the Hypertags direct to consumers' mobiles to further the brands association with new music. The units will also provide people with the chance to enter an instant win competition for Nokia phones and merchandise.

These wearable units will allow the brand to engage consumers wherever they might be on the site therefore maximising the reach of the campaign and the number of positive brand interactions.

Approx 27% of visitors interacted at one previous event demonstrating the potential of Hypertag to reach audiences, providing them with positive memorable brand experiences and contributing to increased brand value.

**Growth in international campaigns**

*Apple promote new iMac stores with Hypertag*

Apple will be using wearable Hypertags later this month to promote its new iMac stores in South Africa. The Hypertags will deliver videos presenting the advantages of using a Mac over a PC, and vouchers for money off a new purchase. The activity is happening in shopping malls and is intended to drive consumers to visit a nearby iMac store.

Bluetooth and combined infra-red units will allow Apple to reach the majority of handsets and more people than would be possible by using one technology alone.

**Success for MTN in campus activity**
The South African network operator chose to use wearable Hypertags to distribute ringtones and animations, and run an instant win competition for Nokia handsets. The campaign objective was to encourage consumers to visit their local MTN store to buy promotional starter packs with tailor made student benefits.

The activity reached more than 21,000 people with 34% of interactions resulting in a visit to a nearby store. Not only that but those consumers asked felt that the promotion was "cool", creating a positive brand effect for the operator.

Other international campaigns over the next month

Hypertag campaigns already underway or due to start in the next few weeks include: T-mobile in Croatia, Vodafone in New Zealand, Sony Ericsson in Ibiza and Moove in Australia.

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