



## BT WIRELESS CITIES 'LIBERATION' CAMPAIGN CLIENT: BT

There are 12 "BT Wireless Cities" across the UK, the initiative for which builds on BT's existing wi-fi network (Openzone) and offers extensive wireless broadband access across most parts of city centre areas. The Liberation Campaign, which is conducted in association with Intel, aims to help residents, businesses, council workers and visitors experience the benefits of wireless technology.

As a truly integrated campaign, it covered all marketing disciplines both above and below the line and involved PR and VIP events with celebrity appearances and free runners to add a theatrical element. It also visited all BT communications channels including Regional PR and Newsroom teams, Analyst Relations and Parliamentary Affairs. Blackjack was responsible for the initial concept, staffing and training, booking all sites, designing and branding of the trailer, stand and uniforms and implementing the entire activity on-site.

Four "wireless cities" were chosen for live events in 2007, the first of which was Birmingham in September, followed by Newcastle in October and then Westminster and Liverpool in November. An additional 3 cities will be visited during 2008 from May. Each venue was live for 4 days and involved an articulated display trailer to showcase the products, fitted together with interactive stand pods which were styled in the format Home, Office, On The Move and Council.

In order to build a marketing database for BT, a competition was conducted on each event day offering participants the chance of winning a variety of prizes including laptops, phones, football tickets and other fantastic prizes in exchange for their name and email address. In total almost 800 people entered the competition across the four completed cities with almost 40% of those being winners.

