



Welcome to the April edition of the Hypertag Newsletter

### **US Cellular drives Chicago Bears fans to their sales booth using Hypertag**

New US Hypertag partner Parachute Marketing Group ran its first campaign last month for mobile network operator US Cellular.

The campaign took place at the Chicago Bears Fan Festival where promotional staff using wearable Hypertags rewarded fans with a 'Shake the Lake' ringtone and Bears wallpaper images that fans could save to their phone.



Animated vouchers were also delivered to fans motivating them to visit the US Cellular booth where they had the chance to win autographed merchandise. In addition to raising footfall at the booth, and driving sales as a result, the promotion also helped US cellular to increase the connection between its brand and the Chicago Bears.

By doing this Hypertag enabled US cellular to maximise the ROI from their sponsorship activities and provided a way to measure the effectiveness of the promotional activity.

This is just one example of an increasing number of campaigns run by Hypertags expanding network of international partners. If you'd like to find your nearest authorised Hypertag partner to discuss your campaign, or if you'd like to find out about the possibility of becoming a Hypertag partner yourself use the link below to contact our partner team.

[Contact our partner team](#)

## **London bar and cinema network is ideal location for promoting new album**

Bloc Party promoted their new album "A Weekend in the City" using the Boomerang Hypertag network to deliver MP3 clips from the album direct to consumers' mobile phones.

The network of 80 sites in bars and cinemas around London provided an opportunity for Bloc Party to reach their target audience at an appropriate time and place.

Providing free downloads enabled consumers to sample the music in a social setting. Bars are a particularly effective environment, because of the associations with music, meaning consumers are more receptive to the promotion.

Other brands who have used the Boomerang Hypertag network include Sony Ericsson, Nissan and Five. You can add your brand to this list and find out about similar network campaign opportunities by e-mailing [contact@hypertag.com](mailto:contact@hypertag.com) or by clicking on the link below.

[Contact us](#)

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If you'd like to know more about any of the above stories and to find out how Hypertag could help maximise results for your next campaign call us on +44 (0)845 055 7984 or e-mail [info@hypertag.com](mailto:info@hypertag.com) for further information.

