

Mobile Activity Details

Client - Group M

Activity - Utility Application

Brief - Objective was to offer a mobile solution that will work as value added utility for the Premier banking users who are frequent travelers.

Solution -

Keeping in mind what all assistance a traveler would need, these applications were built.

Three mobile phone applications **Flight Scheduler**, **Currency Converter** and **Travel Genie** were created.

Call to Action –

These applications were made available via blue casting. Interested one's could download them on their phones via blue tooth kiosks which were placed at 9 points at the airports across country.

Results –

These applications proved helpful. Thousands of downloads showed the interest of people for using this utility on their phones.

This Application Won 2 Awards at Goa Fest 2008,
Gold - Best Use of Internet and New Media,
Silver - Best Use of Vertical Marketing

