

• MEDIA RELEASE

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Driving engagement

With all the hype surrounding “fragmented media landscapes” and “harnessing the power of new technologies” 808South, a Melbourne based marketing and interactive technology company, believe marketers are losing sight of the most important element – the ability to tell a really compelling brand story and bring that story to life in a way that engages and excites consumers.

“Having a cool technology is only part of the solution” believes Michael Hanrahan, Experiential Communications Director at 808South. “The technology behind VB’s Talking Boony had been around for years. It was the merging of the technology with a big, strong brand idea that created the magic”.

Hanrahan’s company is well positioned to make comment. Having spent the past 18 months meeting with inventors, marketers and experiential gurus throughout Europe, Asia and the US, they recently signed deals with two of the world’s leading interactive technology companies – Adwalker® and Mindstorm – giving Australasian companies access to their suite of new technologies.

Developed by Mindstorm, iBar™ is an interactive surface that fuses video, light, touch and play to create highly engaging and dynamic brand experiences. The experience is highly dynamic and has already transformed events, exhibitions and product launches for the likes of Google, Diageo, Chanel and BMW.

Adwalker® is a wearable media solution capable of delivering a range of engaging and interactive experiences at point of purchase and other out of home locations. Of the Adwalker® deal Hanrahan said, “I am extremely pleased with the new agreement, it makes us the first reseller in Australian markets and adds another dimension to our organisation, we can now provide our clients with the world’s most interactive digital platform. I really look forward to working with Adwalker®”.

Simon Crisp, CEO, Adwalker® said “This licensing agreement allows 808South to have all the features and benefits the Adwalker® platform has to offer, service applications like video games and competitions, vouchers and printouts, product demos, photo marketing and much more. 808South will be able to offer their clients an interactive, engaging experience with measurable results. They can provide their clients with data capture, drive traffic to their websites, generate leads, act as a point of sale and generally create an all-round unique and memorable experience like no other. I am delighted with this new agreement and look forward to working with 808South”.

As companies seek to capitalize on new technologies Hanrahan believes 808South can add real value, “At a really basic level we sort through all the marketing hype to show companies how interactive technologies can help to bring their brand or big idea to life. Adwalker® and iBar™ have been lauded around the world and it’s exciting to finally make them available to Australian companies.” Like all good technology, they help to make our lives easier, delivering innovative brand experiences driven by engagement, interaction and reward.

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