

WORLD
LEADERS IN
MOBILE
BARCODE
SOLUTIONS

Mobiqa case study



Grinspoon offer triple redemption mobi-ticket™.
Grinspoon fans take full advantage of a triple redemption entertainment pass in Sydney Australia.



CASE STUDY: Grinspoon Entertainment Pass.

Fans attending the Grinspoon concert at the Metro Theatre, Sydney, had a chance to use the world's first triple redemption mobi-ticket™. Mobile phones became 'Entertainment Passports' where mobile tickets were used to gain entry to the concert, were used as coupons at HMV stores and were used for drinks promotions at the concert venue bar.

More fans chose mobile tickets than paper tickets for this concert highlighting their convenience for concert goers. Mobile tickets were sent directly to the mobile phone of the customer in the form of a text message. This message contained a unique barcode and event information which was presented at the venue and

scanned to allow a speedy entry.

Customers' mobi-tickets™ also offered a discount on Tooheys Extra Dry at the Metro Theatre bar and a limited edition Grinspoon trucker cap when fans pre-order the new Grinspoon CD at HMV stores in NSW.

Sales of Tooheys Extra Dry increased significantly as members of the Grinspoon audience returned to the bar after the show to redeem the special offer on their mobile ticket.

HMV was the first Australian music retailer to embrace mobile barcode technology. The company decided to partner with Universal Music, the record label behind Grinspoon and made a special offer available to fans who received their ticket on their

mobile. A significant number of mobile ticket holders visited HMV stores to order the new Grinspoon CD and received the bonus trucker cap.

The mobile ticketing technology offered a way to increase value for concert goers by adding special discounts and great offers as part of the ticket to enhance the entertainment experience.

52% of people booking for the two sell-out concerts opted for a mobile ticket. Sales of Tooheys increased by 42% when the audience redeemed their promotional coupon and 35% of mobile ticket holders visited HMV stores to order their new Grinspoon CD and receive their trucker cap.

For more info visit: www.mobiqa.com

Technology Overview

The triple redemption mobi-ticket™ added extra value for Grinspoon fans and resulted in increased sales.

1.



Customers registered online with Tickets.com and opted for mobile ticket delivery.

2.



The ticketing platform transmits the relevant data—barcode number, mobile phone number, handset make and model and dynamic text.

3.



Mobiqa sends out the mobile tickets to the customers' phones by SMS.

4.



MC50 scanners linking to the original ticketing platform were used to redeem the ticket. HMV and the bar at the Metro theatre also scanned the mobile ticket for redemption.