

## Press release

### New award to honour interactive poster advertising concepts

- Ströer, Jost van Brandis and Blue Cell Networks announce a new award for interactive Out of Home Advertising

Bamberg, Germany, 09-11-07

The Ströer Group, German Marketleader for Out of Home Advertising, specialised Out of Home Media Agency Jost van Brandis and Bluetooth® Marketing expert Blue Cell Networks announced a new Award for interactive advertising concepts combining mobile phone and poster.

Interaction between poster and consumer demands specific tools of communication and creation and means a new challenge for all creatives. This media combining advertising platform (poster with integrated beamzone® Bluetooth® technology) offers new possibilities for multi disciplinary minded creatives. The partners also launched an award website for further information:

[www.interactive-poster-award.de](http://www.interactive-poster-award.de)

Till 31st of December young agency creatives can propose their concepts.

A top-class jury composed of agency, advertising and economic representatives decides on the concepts. The winner can look forward to the realisation of his campaign in ten German metropolises and a three day trip to the International Advertising Festival 08 in Cannes, France.

Jaroslav Zajicek, Marketing Manager Ströer: „There hasn't been an award for interactive poster concepts in Germany till now. Awards are very useful to conquer virgin soil. Creatives are able to deal with the new possibilities without limitations to find out borders and chances the new media convergence offers to their customers in the future.”

Rainer Rother, CEO Blue Cell Networks GmbH: “We are glad about the new creative platform the award offers for the poster and mobile convergence. The combination of poster and mobile is already quite successful and enables completely new advertising concepts. We are very curious about the participating concepts and hope for new impulses concerning the future of Interactive Out of Home Advertising.”

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Stephan Enders, Marketing Director Jost van Brandis: “ The combination of Out of Home Media and Mobile Marketing technologies offers new chances for Marketing Communications in general. The integration means more consumer awareness, more sustainability and more involvement. On the other hand it demands an intensive examination with the possibilities. With the award we tend to dare the advertising elite of tomorrow to live the future today.”

Über Blue Cell Networks:

Die Blue Cell Networks GmbH (BCN) ist europäischer Marktführer und Spezialist für ganzheitliche Bluetooth® Marketing Lösungen. Das Unternehmen entwickelte mit beamzone® den weltweit ersten Bluetooth® Handy Hotspot. Als Full Service Anbieter ist BCN sowohl technischer Provider, als auch Dienstleister rund um die Integration und Realisierung von ganzheitlichen Bluetooth® Marketing Lösungen für namhafte Marken und Agenturen. Neben der technologischen Entwicklung, dem Betrieb und der Implementierung von beamzone® Hotspots und Netzwerken in den Bereichen Außenwerbung, POS und Messe/Event, bietet BCN kundenindividuelle Bluetooth® Marketing Lösungen im Full Service. Von der Beratung und Konzeption einer Bluetooth® Kampagne über die Produktion und Optimierung von mobilen Inhalten bis hin zu umfassenden Reportings und Analysen. Zudem betreibt und vermarktet BCN ein eigenes beamzone® Media Netzwerk in deutschen Multiplexkinos und ist Initiator und Betreiber der ersten deutschen Bluetooth® Community für die Nutzer der beamzone® Hotspots.

Zu den Kunden zählen u.a. Sony BMG, Sony Ericsson, Nokia, Nike, McDonalds, BMW, Volvo, Opel, Mercedes Benz, Volkswagen, Audi, Ströer, Boomerang Medien, OMD, JC Decaux, 12Snap, AKQA, YOC, Almap BBDO.

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