**European Bluetooth Marketing Guidelines**

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**European Bluetooth Marketing Guidelines**

| 1.0 Overview |
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The MMA's Bluetooth Marketing Guidelines provide a set of best practices intended to provide an introduction to companies that want to understand and use proximity marketing techniques within their mobile marketing programmes in Europe. The current guidelines cover only Bluetooth-based marketing for the European region. Future releases of these guidelines will cover other technologies, such as Wi-Fi, Near-Field Communications (NFC) and location-based services as well as become more global in scope.

Proximity marketing covers a range of technologies that allow brands and media owners to reach consumers through localized wireless connections between devices. This may include the distribution of content from transmitting devices to mobile phones. An example is a Bluetooth module outside a store entrance that sends electronic coupons to passers-by's phones.

Bluetooth is a worldwide standard and communications protocol for cable-free, network-free connectivity between electronic devices such as mobile phones, laptops, PCs, palmtop computers and other peripherals, such as headsets. The Bluetooth technical specifications are managed by the Bluetooth Special Interest Group, founded in 1998, which consists of more than 10,000 member companies worldwide.

The MMA Bluetooth Marketing Guidelines are the result of collaboration between MMA European member companies in the MMA Proximity Committee. Committee members are representative of all parties in the mobile marketing ecosystem, including operators, content providers, agencies, brands and technology enablers. The MMA Bluetooth Marketing Guidelines present a baseline whose widespread adoption will accelerate market development and ensure a consistent, positive consumer experience while giving brands and media owners a highly effective content distribution and marketing channel.

| 2.0 Bluetooth Marketing Advantages |
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Bluetooth has several clear advantages that make it an attractive way to distribute content:

- Low hardware and campaign costs for brands and media owners.
- The installed base of Bluetooth-equipped handsets large: more than 60 percent in North America and more than 70 percent in Western Europe, according to IMS Research. This high penetration makes Bluetooth an ideal way to reach most mobile users.
- Consumer familiarity with Bluetooth is high and growing worldwide.
- Bluetooth doesn't require a network connection, so there are no transaction costs for consumers, brands and media owners. That means content can be provided to end users free of charge.
- Unlike infrared (IrDA), Bluetooth doesn't require a direct line of sight between the devices to transfer data. Bluetooth also works over distances of between 10 metres or 100 metres, depending on the Bluetooth device class. (For more information, visit http://bluetooth.com/Bluetooth/Technology/Basics.htm.)

- The result can be measured and every individual interaction can be tracked.

## 3.0 Bluetooth Marketing Uses

The use of Bluetooth for proximity-based content delivery and marketing is an evolving area, but initial results indicate success – in terms of a positive experience for both consumers and content providers – when the content offered is optimised for the mobile phone and relevant to the location. The recipient's location should be taken into account at the time before the information is sent, such as an electronic coupon for free popcorn when the recipient is at a movie theatre ticket window. Content tailored to the recipient's activity at that time may produce higher opt-in rates and general levels of acceptance.

Increasing consumer awareness via call-to-action signage also improves opt-in and download rates. (In the theatre example, that could be a sign by the ticket window encouraging movie-goers to check their mobile phones for a special offer.) The local nature of Bluetooth content delivery can differentiate it from less targeted content delivery techniques such as SMS.

## 4.0 Delivering Bluetooth Campaigns

Bluetooth hardware must be deployed at each location involved in a Bluetooth-based campaign. This hardware may be a dedicated network appliance such as an access point, or it may be a PC or other multi-function hardware device. This hardware is often networked in order to allow remote configuration and control of the devices and update of content over time. For example, a retailer could use a central server to push a new ad out to all of its stores' Bluetooth nodes.

Bluetooth marketing companies can sell or lease the hardware and software to location owners, as well as offer more comprehensive service provision including development of mobile content and assurance of quality of service. They may also operate a network of locations, access to which can be sold to advertisers and media companies.

There has been a significant amount of activity in providing Bluetooth-based infrastructure to established out-of-home media owners, such as taxi media, cinemas and fixed site poster companies, which have intuitively viewed Bluetooth as a value-added extension of their existing, basic media channels.

Most mobile phones have three Bluetooth modes:

1. **Off.** The Bluetooth functionality is turned off. Bluetooth devices cannot be used with the phone, and it will not be possible for proximity marketing systems to contact the phone.
2. **On but hidden or non-discoverable.** The Bluetooth functionality is on, but the phone can pair only with devices – such as a Bluetooth headset – that the owner has identified as "trusted." The phone will be "invisible" to proximity marketing systems, which typically do not use paired connections.
3. **On and visible or discoverable.** The Bluetooth functionality is on, and the phone is visible to other Bluetooth devices. In this mode proximity marketing systems can contact the user.

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In order to receive any content, the recipient must first choose to enable the Bluetooth connectivity on their handset and in addition make the device visible to others. The ability to make their device invisible permits users of other Bluetooth functionality, such as headset pairing and music players, to operate them without also opting in to third-party content offerings.

Additionally the recipient will be, as part of the Bluetooth protocol, prompted by a request generated by their handset.  This request appears as a pop-up alert (similar to the notification of receipt of a new text message) and often is accompanied by a single beep or vibration. This alert functions as a content- or campaign-specific opt-in mechanism and allows the consumer to decline any offer of content. Some (but not all) Bluetooth delivery hardware can be configured so that further alerts are not delivered to recipient devices after an opt-out has occurred, for a specified period such as a day or for the length of a campaign.

As brands and marketers develop Bluetooth marketing campaigns, the MMA recommends consulting with handset manufacturers because different manufacturers and/or handset models implement Bluetooth slightly differently.

## 5.0 Types of Content

Table 1 lists a sampling of content types that may be sent and/or used via Bluetooth. This list is not inclusive but intended to provide a basic overview of available content for use with Bluetooth-based marketing campaigns.

**Table 1: Content Types for Use with Bluetooth**

| Type of Content | Formats |
|---|---|
| Images | Non-animated .gif, .jpg, .png, .bmp files |
| | Animated .gif files |
| Movies | .mov, .avi, .mpg, .mpeg, .wmv, .flv |
| | .3gp files |
| Audio | Mp3, .wav, any other music files |
| Text | text |
| | .pdf |
| Applications | J2ME application use .jar;<br>Symbian, use .sis;<br>Windows mobile, user .exe |

Some (but not all) Bluetooth delivery hardware can identify the mobile phone model, including its operating system, display size and resolution and multimedia capabilities. This information enables the Bluetooth deliver hardware to provide content in a format that best matches the phone's capabilities, thus ensuring a good user experience. The ability to deliver the content in a

variety of formats also allows the campaign to target the widest possible market, instead of only those users whose mobile phones have certain capabilities.

## 6.0 Content Delivery Mechanisms: Push vs. Pull

As with other marketing channels, brands have a choice to "push" content to consumers or prompt consumers to "pull" the content they want.

### 6.1 Push

In a push campaign, consumers don't request the content but instead receive an request from the brand or media owner to send the content, such as "*Receive message from Brand X?*"

In a push Bluetooth campaign, the steps are:

1. Consumers see a call to action, such as a poster, promoting content download via Bluetooth.
2. The consumers activate Bluetooth on their mobile phone (if not already on) to make it visible to other devices.
3. They receive an alert and accept it (or not). In the event, the consumer opts out, the access point network should not try to push content to this device again.
4. The content is sent by the transmitter and received by the consumers.

### 6.2 Pull

The most likely scenario for consumers pulling content from a brand is where the brand uses some other form of media to issue a call for action. For example, a poster might say that consumers who send a photo or their contact information to the Bluetooth node will receive the free content.

To participate in pull campaigns, consumers may first need to download and install a client application on their phones. This client then facilitates the pull process.

In a push Bluetooth campaign, the steps are:

1. Consumers who see the call to action turn on their mobile phone's Bluetooth function if it's not already on.
2. The phone finds the nearby Bluetooth node.
3. Consumers then send the required information, such as a photo, to the Bluetooth node.
4. Consumers receive the requested content.

The key difference is that in push campaigns, the node is actively looking for devices and sends an alert, while in pull campaigns, consumers must have their phone fine the node, and then request the content to be sent.

## 7.0 Bluetooth Marketing Guidelines

Following are best practices for delivering content and advertising through Bluetooth:

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### 7.1 Display

In its call to action, the advertiser must clearly state:

- That users need to turn on Bluetooth.
- That they will receive content free of charge.
- What that content will be.

The MMA recommends including the Bluetooth logo in the call to action or other marketing collateral because it can help with consumer recognition. The Bluetooth logo is free for use by any "adopted" members of the SIG. For more information about membership, visit https://www.bluetooth.org/Membership/benefits.htm.

### 7.2 Bluetooth Range

Bluetooth works over distances of between 10 metres or 100 metres, depending on the Bluetooth device class. It's important to consider how far away users will be able to see the call to action. For example, it shouldn't be visible at a distance farther than what the Bluetooth node can transmit, or else users may become frustrated trying to connect to a node that's out of range. (For more information about device classes, visit http://bluetooth.com/Bluetooth/Technology/Basics.htm.)

Note that although most Bluetooth nodes may be able to send content over 100 metres (320 feet), most handsets have an effective range of only 10 metres. The MMA recommends that Bluetooth zones are limited to 10 to 15 metres (30 to 50 feet).

### 7.3 Using Multiple Bluetooth Devices

It is important that multiple Bluetooth devices in a specific location (e.g., a shopping mall) be linked so that users who opt out in one zone aren't prompted again in another zone. This approach also ensures that they aren't asked to download the same content more than once. All of this helps ensure that consumers have a positive experience with Bluetooth marketing.

### 7.4 Content Copy Guidelines

- Be concise and to the point
- Optimise font type and size to fit mobile phone screens. For example, don't simply port content from a PC-based campaign.
- Applications can contain hyperlinks to Mobile Web sites. When calls to action trigger departure from the application (with or without return option), is the MMA recommends taking extra care to ensure a good user experience.
- The call to action should include:
  - A telephone number that users can call if they have questions or problems.
  - Reference codes to use on mobile or Web pages
  - 2D barcodes can be used as coupons

### 7.5 General Considerations

- Match the content with the target audience.
- Ensure compatibility – and a good user experience – by using systems that identify the mobile phone model and then send a version of the content that best matches that phone's capabilities. Identify the file type(s) most widely supported by the phones in the target market.
- Note that larger file take longer to transmit and receive. Lengthy waits can be frustrating to users.

## 8.0 Legislation

Many markets have national and local regulatory and legal frameworks that address acceptable uses of the Bluetooth channel, such privacy laws that affect the ability to collect personal information. The MMA strongly urges brands and marketers to work with their proximity marketing partner or provider to identify and comply with all national and local laws.

Regardless of the laws, end users' concerns and expectations also must be carefully managed. The MMA recommends taking all steps necessary to ensure that users fully understand any proposal to use their data. Users also should be provided with a clear choice to opt in or out. All of this is essential for the long-term success of Bluetooth-based marketing.

## 9.0   Who We Are

### About the MMA
The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 650 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and in 2007 it formed the North America (NA), Europe, Middle East & Africa (EMEA), Latin America (LATAM) and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com.

### About the Proximity Committee
The Proximity Committee was established to develop guidelines around proximity services to ensure a consistent and positive consumer experience that will make proximity services a viable communications channel for brands and media owners.  The Proximity Committee, chaired by AKQA Mobile and Mobile Dreams Factory, SL, developed these guidelines in collaboration with the following MMA member companies:

| Proximity Committee Members | | |
|---|---|---|
| Acuity Mobile | Golden Gekko Ltd. | Qualcomm |
| AKQA Mobile | Hiwave GmbH | Qwikker |
| AT&T Mobility | Intera Group, Inc. | State Farm Insurance |
| BLIP Systems A/S | Kinetic Worldwide | Unkasoft Advergaming |
| Bluepod Media Ltd. | Mobile Dreams Factory, SL. | Useful Networks, Inc. |
| Cox Net | New York Times Company | |
| DIMOCO – Direct Mobile Communications | OgilvyOne Worldwide | |
| Futurlink | Pelago, Inc. | |

## 10.0 MMA Guidelines Approval Process

The MMA implements a collaborative process for industry guidelines review and approval, prior to public release. The process not only considers feedback from industry leaders and experts but also helps to determine work streams for future releases.

The summarized approval process is as follows:

- Committees generate a draft guidelines document developed and approved by MMA committee member companies ("Committee").
- Once the guidelines are approved by Committee, the guidelines are issued for public review. Public review will last a minimum of four weeks.
- Feedback from the public comment period is circulated to Committee for review and incorporation as appropriate. Note: In the event substantial revisions are suggested, the Committee must again approve the guidelines prior to release.
- Once all approvals and feedback is gathered, incorporated and approved, the guidelines are released.

## 11.0 References

The following sources provide additional information and reference:

- Bluetooth Special Interest Group
  (http://www.Bluetooth.com/Bluetooth/SIG )

- Bluetooth SIG Membership form:
  (http://www.bluetooth.com/Bluetooth/SIG/Membership/Adopter.htm)

- MMA Consumer Best Practices (US)
  (http://www.mmaglobal.com/bestpractices.pdf)

- MMA Global Code of Conduct
  (http://www.mmaglobal.com/codeofconduct.pdf)

- MMA Mobile Advertising Guidelines
  (http://www.mmaglobal.com/mobileadvertising.pdf)

- MMA Mobile Advertising Overview
  (http://www.mmaglobal.com/mobileadoverview.pdf)

- MMA Understanding Mobile Marketing: Technology & Reach
  (http://www.mmaglobal.com/uploads/MMAMobileMarketing102.pdf)

- MMA Off Portal – An Introduction to the Market Opportunity
  (http://www.mmaglobal.com/offportal.pdf)

- MMA Mobile Marketing Sweepstakes & Promotions Guide
  (http://www.mmaglobal.com/mobile promotions.pdf)

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- MMA Mobile Search Use Cases
  (http://www.mmaglobal.com/mobilesearchusecases.pdf)

- MMA Introduction to Mobile Coupons
  (http://www.mmaglobal.com/mobilecoupons.pdf)

- MMA Introduction to Mobile Search
  (http://www.mmaglobal.com/uploads/MMAMobileSearchIntro.pdf)

- MMA Short Code Primer
  (http://www.mmaglobal.com/shortcodeprimer.pdf)

- Mobile Marketing Association Website
  (http://www.mmaglobal.com)

- The Privacy and Electronic Communications (EC Directive) Regulations 2003
  (http://www.opsi.gov.uk/si/si2003/20032426.htm)

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*Glossary of Terms*
The MMA maintains a nomenclature glossary of all terms for the mobile marketing industry.  The glossary is available at: http://www.mmaglobal.com/glossary.pdf.