

# Wi-Fi Branding

## Case Studies



# What opportunities for Wi-Fi branding do we offer?

We offer the creation or usage of already existing Wi-Fi networks and their branding.

The networks are free and open for the users, with the only condition being that they have to go through a landing page.

As an available option in some cases, the name of the network can be the choice of our client.

The Wi-Fi networks can be everywhere- city transport vehicles and stops, parks, public pool, central city zones. In addition, our clients can take advantage of already existing networks that are in restaurants/bars/clubs, subway stations and many more locations (available on request).



*lead. don't follow*

# Fashion Days Cacao Beach Takeover

## FASHION DAYS

Вие ползвате тази wi-fi мрежа  
безплатно  
благодарение на Fashion Days.

Към [fashiondays.bg](http://fashiondays.bg)



Свали апликацията за iPhone



Свали апликацията за iPad



ПРЕОТКРИЙТЕ ЛЯТОТО С НАЙ-ГОРЕЦАТА  
МОДНА ДЕСТИНАЦИЯ!

EVERY DAY IS A FASHION DAY



### The campaign:

- Branding of the Wi-Fi network of Cacao Beach, including all restaurants and clubs in the vicinity (The One, Brilliantin, Cacao), as well as the nearby beach and swimming pools. **There are no other free Wi-Fi networks in the area.**

- Corresponding outdoor banners in the area of Cacao Beach.

### Results for the first 25 days:

- **6,900** unique users of the network

- **16,500** impressions

- **18%** total click-through rate (CTR) for the three buttons part of the landing page. CTR is the number of clicks compared to the number of impressions.

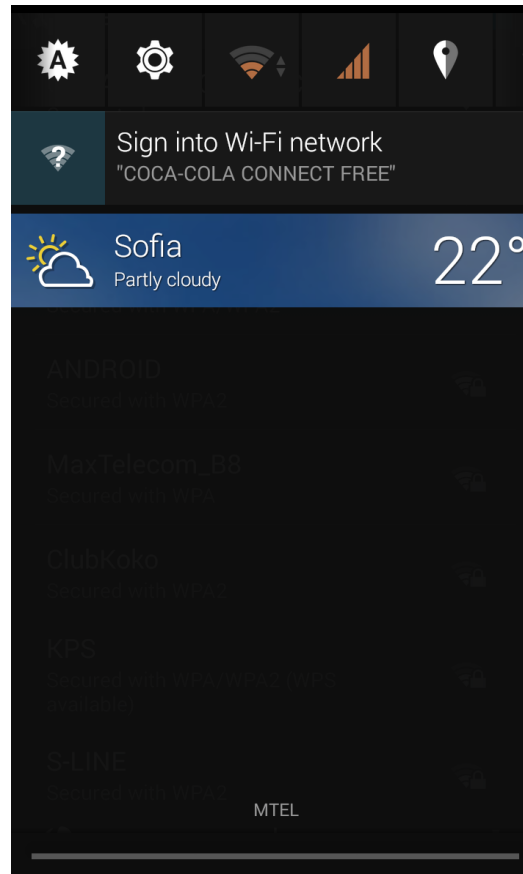


*Lead. don't follow*

# Coca Cola Wi-Fi Buses

## The campaign:

- The creation of a Wi-Fi network in 4 buses part of the Sofia city public transport system (lines 94, 280, 120, 604)
- Corresponding in and outside branding of the buses
- All part of the national campaign of Coca Cola "Say it with a song" (<https://www.spesen.bg/home>)
- Because of its originality and realization, the campaign has been recognised by Coca Cola globally.



*Lead. don't follow*



# Coca Cola Wi-Fi Buses



*Lead. don't follow*



# Nestea Wi-Fi South Black Sea



НАЧАЛО

УЧАСТВАЙ

НАГРАДИ

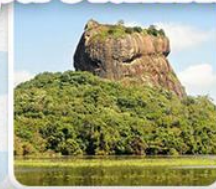
ПОБЕДИТЕЛИ

ЖУРИ

ВХОД 



голяма награда  
**екскурзия за двама в Шри Ланка**



The creation of branded Wi-Fi networks on the beaches of Nessebar, Pomorie, Sarafovo, Chernomoretz, Sozopol, Lozenetz, Primorsko and Kiten.



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