

World Cup kick off at Brent Cross Shopping Centre

Real-time data specialist TAAP gives Brent Cross shoppers a million reasons to cheer on England this summer, with a unique PDA-based competition – and more!

Love football or hate it, there's something for everyone during Brent Cross Shopping Centre's World Cup 2006 marketing campaign. Powered by TAAP's unique real-time data capture software, this high profile event could build up to a fantastic £1,000,000 prize draw.

Based on specialist TAAP's innovative **OnTAAP DataCapture** application, the PDA based market research competition is the main attraction in the 'Brent Cross World Cup Bonanza' being held at the shopping centre this summer that includes huge screens showing all the major games, loads of activities for kids, and even 'Footballer's Wives' locker room pampering sessions for any ladies happy to miss out on some of the on-field action.

Working with **CreatorMail** as strategic partners, TAAP were asked to help support a promotional campaign with a world cup theme that would be sure to attract shoppers and football fans alike to the shopping centre, for the duration of the tournament.

The free competition, which takes just 60 seconds to enter, only requires shoppers aged 18 and over to visit a booth at Brent Cross and provide a few personal details and answer some simple questions – TAAP's innovative data capture technology does the rest.

Promotions staff at the booth record shoppers' contact details, and their main reasons for visiting Brent Cross, including the types of stores, restaurants and other attractions they enjoy the most. Once this data has been captured by PDAs loaded with TAAP applications, the shopper can choose to enter the £1,000,000 prize draw.

A dynamic SMS service provided by TAAP is also triggered on completion, allowing Brent Cross to dynamically send a different retail discount or special offer directly to each shopper daily, with no need for further human intervention. TAAP's real-time data applications are fast and efficient, which means shoppers aren't turned off by queues at booths and lengthy pen-and-paper form filling.

Steve Higgon, CEO for TAAP explained further: "TAAP's data capture and dynamic SMS applications enable individual retailers at Brent Cross to drive custom. Stores can send targeted promotions to prospective shoppers that have already expressed an interest in the type of goods they are marketing. It's an excellent campaign, because shoppers not only enjoy the whole World Cup experience and have the chance to win £1,000,000, but are also rewarded for providing valuable

information about their shopping habits with money-off promos and free gifts.”

For example, on 6th June, the launch day for prize draw entries, Costa Coffee cut 10 per cent of the price of total bills for any competition entrants quoting the name of a particular 1966 World Cup winning England star in its store. Many other retailers have also now become similarly involved, including Austin Reed, Molton Brown, Rigby & Peller, and Toni & Guy.

TAAP’s intelligent data capture system will allow all this data to be used not only for this promotion, but for future Brent Cross campaigns too. An opt-in / opt-out data protection qualifying question ensures that retail outlets will be able to tailor future offers directly to the most appropriate customers based upon their competition answers, rather than resorting to unpopular blanket marketing techniques.

Tom Nathan, general manager for Brent Cross shopping centre said: “We’re very excited about this compelling World Cup promotion, which really does give our shoppers a million reasons to cheer on England, whether they love football or hate football. We hope we’re providing something to attract all kinds of visitors to the centre, whether they’re big football fans or not. Thanks to these promotions, we are then able use TAAP’s mobile data capture solution to record customer details in real-time, and use dynamic SMS promotions to rapidly route the right people to the right retailers.”

About TAAP

TAAP is a leading provider of software solutions which allow organisations to mobilise their operations using hand held computers. Its award-winning agile application platform allows new systems to be delivered “OnTAAP”, that is, fast, flexibly and at low cost.

Contact TAAP

TAAP Ltd
Kinetic House
Theobald Street
Borehamwood
Hertfordshire
WD6 4PJ
Tel: 0845 230 9787
Fax: 0208 387 1763

Email: angela.walker@ontaap.com
Website: www.ontaap.com