



## Agency/Client

Maritz for RIM

## Brand

BlackBerry Curve with  
Sprint Network

## Industry

Mobile Communications

## Event Type

National Tour  
Guerrilla Street Marketing

## Region(s)

New York City, Washington  
DC, Chicago, Fort Lauderdale  
Los Angeles, San Diego,  
Phoenix, Houston, Atlanta

## OBJECTIVES

- To promote the new BlackBerry Curve smart phone device to a broader range of consumers.
- To drive traffic to Sprint Network, the partner carrier and increase sales.
- Introduce the new media features and friendly applications of the device that go beyond the well-known emailing and telephony that BlackBerry is known for.

## SOLUTION

- Twenty Pixman ambassadors hit Times Square in New York City to launch this exciting national tour. Together, the Pixman dominated this popular area with RIM's video and jungle beat to attract attention and stand out of the crowd.
- Teams of four Pixman ambassadors and two greeters were equipped with Curve devices that were activated and carried the Sprint Pocket Express media features.
- These teams were deployed in each city of a series of successive events from four to six hours depending on the size of foot traffic.
- Pixman ambassadors invited consumers to test the device with a feature personally adapted to their demo: business men could check the stock quotes while student could go on their Facebook accounts.
- Greeters handed out flyers that promoted an exclusive contest available only to participants who purchase the Curve through Pixman for the chance to win an all-inclusive trip to Las Vegas.

## RESULTS

- Over one million impressions delivered over 9 cities in 6 weeks!
- Interactions with the devices lasted up to 5 minutes and lead to consumer purchasing the device!
- Consumer response was positive and the engagement enabled them to learn about new technologies available to them.
- Pixman campaign increased brand awareness and retail traffic.