

MULTI-COLOR IRELAND: CLEAR CHANNEL LAUNCHES NFC SMART PANELS



THE SITUATION

Multi-Color Ireland and Clear Channel worked together to create an NFC (Near Field Communication) platform which will reach 175 million consumers monthly across 23 countries on 5 continents. Under the project name “Connect”, Multi-Color has facilitated Clear Channel to launch the first global, out-of-home mobile interactive advertising platform.

THE CHALLENGE

Initially launched in the UK to 10,000 key sites nationwide, the platform progressively moved into Europe, and most recently, to global sites across five continents. The NFC Connect tags are permanently attached to digital or static panels on pedestrian-accessible sites with heavy footfall and long dwell-time, such as street furniture—including bus shelters and similar street-level advertising structures—shopping malls, airports and at other points-of-sale.

THE SOLUTION

Equipped with NFC technology, QR barcodes, weather proof and flame retardant materials and an installation-ready adhesive to rival nuts and bolts, over 110,000 fully assembled and encoded units were produced and supplied by Multi-Color to a large number of sites worldwide. This will allow Clear Channel to equip the chosen sites with pedestrian-accessible launch pads, enabling them to access interactive content from advertisers via their smart phones.

MULTI-COLOR IRELAND

David Nevin
david.nevin@mcclabel.com

Niall O'shea
niall.oshea@mcclabel.com

Damien Cashin
damien.cashin@mcclabel.com

