Admirror case study

Vodafone Global M2M
A unique way of advertising

Vodafone
Power to you

Breaking new ground in the advertising industry

You want to advertise, but you also want to be innovative and find the freshest and most exciting method. You've got to get a clear message across - to the right people, in the right place, at the right time. Then you see it. The answer, staring right back at you from the mirror on the wall. This is Admirror: a ground-breaking way of advertising that targets your customers with subtle and localised messages in mirrors – right in the venues where you'll find your customers. Now thanks to Vodafone, Admirror could be coming to venues on an international scale.

The challenge

Slow manual updates

Admirror carries messages that subtly 'blink' in and out of view. According to founder Rob Vermeulen it's a unique way of advertising that's perfect for cutting through an increasingly fragmented media landscape.

"The internet, social media and smartphones are changing the way consumers respond to advertising," he explains. "Traditional forms of mass communication are giving way to customised tools that reach audiences in a much more direct and personalised way.

"The Admirror is a great example of that – when you visit a restaurant you're in a different mood to when you're going to see a film or a show. Admirror works because you're able to match highly-targeted messages to those situations and feelings."

After just three years the company had installed thousands of mirrors across its native Netherlands, with further plans to expand its installations both at home and abroad.

There was only one problem: the company's prototype mirrors had to be updated manually with new ads by an engineer.

"This had two major downsides," says Vermeulen. "Firstly there's the expense of the travel to the venue to do the update. Secondly it restricts the number of mirrors we can update in a day."

To keep up with the company's expansion, Admirror estimated that it would need to expand its team of engineers from 6 to over 50 people. The slowness of the process also limited the attraction of the platform for advertisers.

"We wanted to be more dynamic; to show advertisers that we could change displays almost in real time and deliver a more responsive and flexible service," says Vermeulen.

Admirror needed a solution that would help it transform the efficiency of its operation while also delivering a smarter, more feature-rich service for its customers.

The solution

New automated efficiency

Admirror and Vodafone M2M have developed a solution that automatically checks the Admirror servers wirelessly and downloads updates and new pre-programmed advert playlists frequently.

The solution is built on reliable M2M data connectivity provided by the Vodafone 3G modem and SIM combination called MachineLink 3G that is built-in to the mirrors.

According to Vermeulen, the decision to choose Vodafone as its sole communication partner was an easy one to make.

"From our very first contact with Vodafone the conversation was easy and business-focused," he says. "Vodafone has a team of dedicated M2M professionals that listened to what we needed and came up with a commercial and technical solution that meets our needs now and will grow with us as we expand.

"This will be particularly beneficial as we move into new markets," Vermeulen continues. "We'll still be able to use the same SIM, with no roaming charges and we won't have to deal with multiple suppliers. Ultimately choosing Vodafone was simple. No-one else has the combination of M2M experience, reliability and both national and international scale to meet our needs."

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>
> **Rob Vermeulen, Founder, Admirror**

A bright future ahead

Admirrors can now search proactively for new content every 15 minutes, saving considerable travel time and expense.

As a result the company has also been able to end plans to recruit more field engineers, helping to keep overheads low as the business expands. It can channel this money back into research and development.

Perhaps most importantly, Admirror now has much greater control over the adverts it displays on a day-to-day basis. This means it can present a more flexible and attractive package to potential clients.

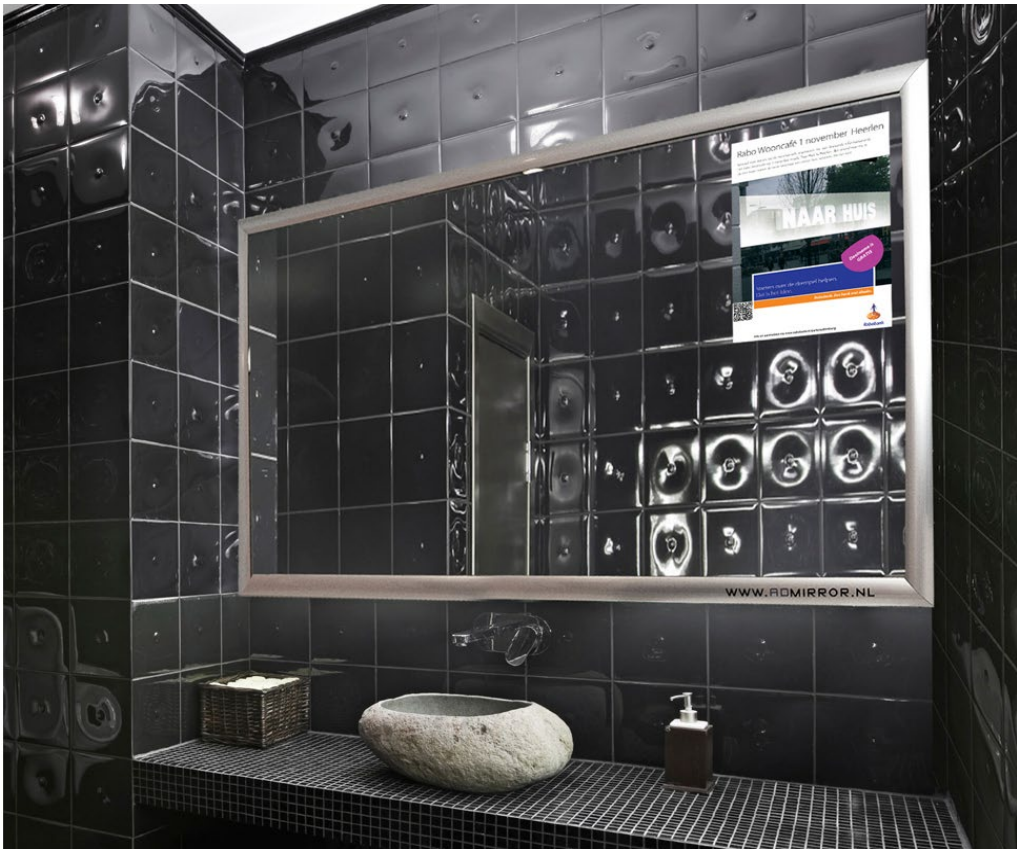
"The smart mirror solution we've developed with Vodafone has advanced our business model and is really starting to change the conversations we have with customers," says Vermeulen. "We used to talk directly to brands who would consider trying our platform on an experimental basis. Now our product is mature. With Vodafone's global connectivity on our side we have enough scale to start talking with the large media buying agencies. That means we're suddenly talking about handling the largest advertising accounts. This is a game-changer for us."

The bottom line

- By being able to update new mirrors remotely Admirror is now able to expand its business easily
- Improved dynamic functionality enables Admirror to pitch to national media buying agencies
- Vodafone's global M2M coverage means Admirror can think about easily expanding installations abroad

About the customer

- Established in the Netherlands in 2010
- Provides brands with a new way to advertise through mirrors in hotels, restaurants and other venues
- Ambition to expand globally
- admirror.eu



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