



Fandango Launches Mobile Marketing Tour

The summer of 2005 marked the launch of AstraZeneca's integrated marketing campaign, "Everyday Kidz". The pharmaceutical giant entrusted Fandango with the task of building a community outreach program that would work in tandem with a new website, everydaykidz.com, to raise consciousness of pediatric asthma and its management. The intent of the program is to educate and involve both parents and children in the challenge to control and overcome the symptoms of pediatric asthma.

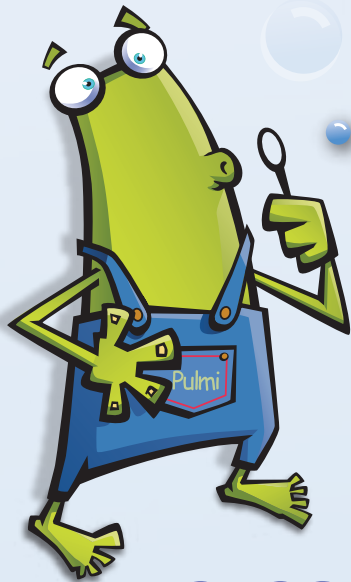
To communicate the Everyday Kidz message, Fandango and its agency partners created the Asthma Action Tour, an interactive consumer experience featuring a custom designed tour bus, screening booths, children's activity areas, and information and registration tables. Due to the nature of the tour, the bus's interior was outfitted in trigger-free materials. Soft plastics and vinyl resist the allergens that can be detrimental to asthmatics. The interior of the bus also features a play area, multi-media capabilities and meeting spaces for the press and medical community.

After the official launch at the National Medical Association convention in New York, the bus set out on an ever-expanding course across America. Included in the tour were community festivals such as the Children's Health Street Festival in New York, the Hispanic Heritage Festival in Miami, the Black Family Reunion in Washington, D.C., and Unity Day in Philadelphia. Attendance at these festivals allowed the tour to reach its targeted publics within the Hispanic and African American communities.

Staffing was critical to support the brand message. Fandango managed the recruiting and training of all staff for each city. The bilingual staff underwent an extensive development program including asthma education, guest hospitality, and goal oriented tactics. The staff encouraged the families of asthmatics to Learn, Breathe, and Play. The level of personnel involvement, both physical and emotional, set Everyday Kidz apart from neighboring corporate presences.

Measuring the success of the Asthma Action Tour was paramount. Fandango designed the data intake and lead evaluation systems to maximize response and results. This process established a pattern of review and assessment that allowed the tour to adapt fluidly to the consumers wants and needs.

The response from the Asthma Action Tour's attendees has been overwhelmingly positive, while statistical evaluations that monitor foot traffic, screening requests and web hits confirm the tour's success.



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