The greatest use of (bus stop) technology ever

Kasey Panetta, Associate Editor

Companies often struggle with how to incorporate new technology in a useful way, but Qualcomm knocked it out of the park this week with their new bus stop surprise.

Qualcomm, a company that specializes in wireless technology, decided that they could use the combination of smart phones and boredom at bus stops to create a hilarious experience for riders and push their “make everyday life better with mobile” tagline into real life.

It started with Qualcomm placing a normal bus ad on the side of the shelter where people stand to wait. The ads all started with a theme like “Bored?” or “Stressed?” followed by “Use your mobile device to entertain yourself. Right now.” Each of the questions had a unique url like bornmobile.com [1]/bored or /stressed. [https://www.facebook.com].

Anyone who was bored or stressed enough to actually visit the site was rewarded with a surprise.

For the “Stressed?” crowd, a small bus containing about a dozen puppies rolled up to take the person to his or her desired location.

For a couple that went to the “In Love” page, there was a horse-drawn carriage, a full orchestra complete with a man holding a disco ball throwing rose petals, and you can’t forget the white doves.

“In a Hurry?” You’ll be picked up in a lamborgini. “Bored?” The Circus will come to you. “Seen it all?” You’ll be arriving at your destination via a dogsled with a full team of huskies.

It’s all a part of the “Born Mobile” campaign, but the main focus is that they did this correctly. They didn’t waste time with a QR Code; they made a simple url that gets people to their site. It’s effective, efficient, and it’s really fun.

Technology is supposed to make life fun, and this is a killer way to get some great PR, make a few people smile, and get people to go to your site and check out the company. I hope more companies follow suit — puppies are optional — and find ways to use technology to engage people past just Facebook pages or Twitter feeds.

Larger companies have found ways to do this: Coke had a vending machine you had to hug to get a drink from, and Fantastic Delights made customers dance for snacks, but it’s nice to see the trend making its way into the component space.

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[1] http://www.ecnmag.com/The%2520greatest%2520use%2520of%2520technology%2520ever%2520%28at%2520a%2520bus%2520stop%29%2520