Our thanks to
Battersea Dogs Home
OgilvyOne UK
Cisper Electronics
Creation Company Films Limited
Exterion Media
Framestore
Intellifi
Kevin Mallett Photography
Mount Pleasant Studios Limited
REAL Digital International Limited
Westfield Stratford City

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Introduction

In partnership with OgilvyOne UK, RFIDiom provided its technological knowledge as part of the charity’s “#LookingForYou” campaign. Billboards at the Westfield Stratford Shopping Centre were activated by a tag contained in leaflets which are handed directly to passersby.

As people walked past the outdoor billboards, the RFID tag within the leaflet started a video of Barley, a former Battersea dog, who begins to play with the viewer.

It was an exciting and enjoyable experience working with such a great team of companies, and to create a solution for a fantastic organisation the Battersea Dogs & Cats Home.

This really allowed us to showcase what RFID can do for consumer engagement and demonstrate our extensive RFID skills and knowledge.

We look forward to doing more Interactive Advertisement solutions in the future.

Eric Jones
Managing Director

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RFIDiom services were used by OgilvyOne UK and Framestore for an exciting advertisement project that would create an interactive experience with the general public and increase awareness for Battersea Dogs Home.

The solution, to which we used are extensive knowledge of RFID technology to achieve, was to make a clever little dog called Barley seem to follow people around on a billboard and advertisement displays, looking them in the eye and wagging his tail in response to the movements of passers-by.

The campaign for Battersea Dogs Home was called #LookingForYou and was undertaken at East London’s Westfield Stratford City shopping centre. Charity staff would hand out leaflet with an attached RFID tag, and as people walked around the shopping centre by the advertisement boards, the RFID tag would activate, and then display Barley – a former Battersea dog – who would follow them as they walked past the billboards and interact with them. This innovative way of using RFID and digital technologies has seen new methods adopted in the best way possible: actually making people involved in the advertisement. Caroly Whyborn, the head of operations at Battersea Dogs and Cats Home, said: “We’re very excited about the #Lookingforyou campaign – as a nation of dog lovers we’re hoping it strikes a chord with people. “Battersea rehomes animals all over the UK and beyond, and this could help encourage people to choose to rescue a dog. We’re using innovative technology in a way that has never been seen before, and we hope more of our abandoned animals find loving homes because of it.” More information can be found via the RFIDiom, OgilvyOne, Campaign Live websites, Twitter search #LookingForYou and the Battersea Dog & Cats Home in the United Kingdom.
We used the Intellifi Smartspot hardware and RFID as part of this innovative solution. The Intellifi smartspot is used for identification and localisation of people, products or assets, whether in an office, hospital, shop, anywhere. This state-of-the-art technology can read RFID, Bluetooth Low Energy and iBeacons, has automatic configuration and auto-tuning meaning installation and integration can be done in minutes. Smartspots have great localisation due to enhanced antenna technology, making it perfect for this solution.