

# BLACKBERRY – SMB Campaign/BlackBerry Technology Tour

**Objective:** Grow BlackBerry handset purchases and usage among small businesses and small business owners

**Flight:** August – September 2008

**Markets:** Atlanta, Philadelphia, San Francisco

**Results:** 15 Events reached 90K consumers  
 7,000 direct interactions with consumers  
 Delivered 3,000 leads/sweeps sign-ups  
 WSJON/VzW Brand Ambassadors on site



Promotional  
 vehicle traveled  
 8,500 miles  
 producing 1.7M  
 media impressions





DJIA	11111.11	11.11
S&P 500	111.11	1.11
NASDAQ	1111.11	11.11

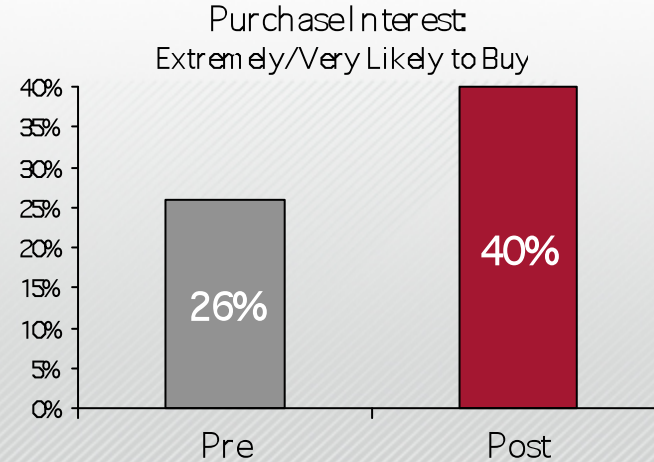
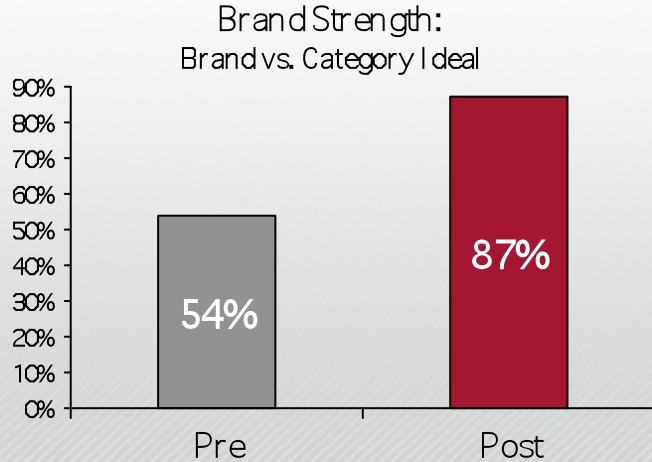
# BLACKBERRY – SMB Campaign/BlackBerry Technology Tour (cont'd)

Pre/Post Research to Measure Impact of Expenditure



## BRAND KEYS RESEARCH RESULTS:

Consumers' perceptions of BlackBerry's brand strength increased 61% after WSJON media and events  
 Consumers' interest in purchasing a new BlackBerry increased 54% after being exposed to WSJON





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WSJON integrated program of ads and events drove superior ROI compared to any other marketing mix tested

