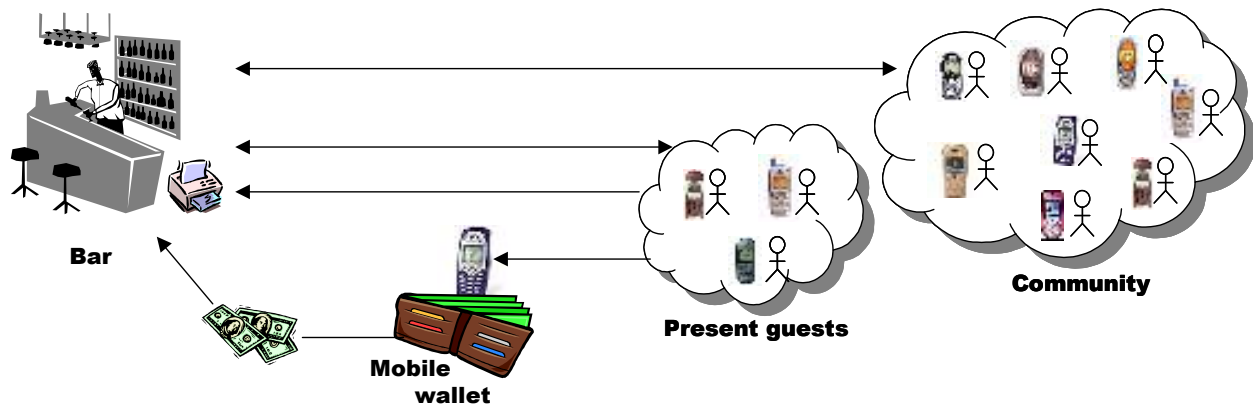


**Concept type**  
Corporate SMS

**Business Sector**  
Pubs and bars

**Date**  
May 2003

## Mobile services for pubs and bars



### Community

The bar can do some marketing with mobile messages. A community database can be established by keeping lists in the bar where interested people can write down their name and phone number. The community will then receive messages when something is going on ( "Saturday night 80's party", "Special performance on Friday" etc. ).

To develop this further, one could have a group of VIP guests that would get free entrance or other advantages. To accept the gift, they just reply with "OK".

It's also possible to offer "last minute" tickets to concerts via the mobile phone. You could for instance give away free tickets to the first 50 respondents, or give 30% discount if they want to make a reservation.

A bar in Norway is successfully using this marketing concept, and the "last minute" booking was used during "Trondheim Jazz Festival" in 2002.

### Betting

The bar can utilize a betting service to the guests. The guest must open a mobile wallet and transfer money to it (the barkeeper might give a helping hand with this). The winnings can be spent on services accepting "mobile money", or transferred to an ordinary bank account.

### Pub-quiz on the mobile phone

The guest sends a message to initialize the game. She then receives the first question to answer. If she answers correct, she gets another one. 5 successive correct answers lead her to the first level and the right to leave the game with her winnings. Or she could continue, jeopardizing her winnings for higher ones. It's also possible to have competitions between bars.

The guest can be invoiced for each sent SMS, or pay via a mobile wallet.

### Order beer via the mobile phone

The guest can order beer, drinks and common pub meals via the mobile phone. The order is printed on a printer behind the counter. If the guest has a mobile wallet, he could also pay with the mobile phone.