

FICHA DE PRODUCTO N° 165

CLIENTE Y CAMPO DE ACTIVIDAD: AGENCIA DE PUBLICIDAD

PAIS: REINO UNIDO

PROMOCIÓN: TERMÓMETRO DE TEMPERATURA AMBIENTE

IDEAS Y SUGERENCIAS PARA POSIBLES ACCIONES COMERCIALES

Baby Comfortest realizado para introducir y promocionar el uso de servicios on-line ofrecidos por el Ayuntamiento de Glasgow para sus ciudadanos.

A través de esta pagina web se puede realizar pagos online, pedidos, conseguir información sobre colegios, servicios sanitarios y médicos, solicitar certificados, conseguir consejos generales e información de la comunidad.

Baby Comfortest ha sido presentado a los residentes que van al Ayuntamiento durante la época de Navidad como una herramienta útil para monitorizar la temperatura ambiente de los bebés así como para promocionar sus servicios (teléfono, web, mail).

HILLINGDON
LONDON

Hillingdon families'
information service

0800 073 4800 fis@hillingdon.gov.uk

Room Thermometer

When positioning your Room Thermometer, place it away from radiators, direct sunlight and other sources of heat. Where possible, avoid any rapid temperature changes in your child's room.

CUSTOMER AND ACTIVITY FIELD:

ADVERTISING AGENCY

COUNTRY: UNITED KINGDOM

PROMOTION: ROOM THERMOMETER

CLIENTE E SETTORE: AGENZIA

PROMOZIONE

NAZIONE: REGNO UNITO

PROMOZIONE: TERMOMETRO AMBIENTE

SUGGESTIONS FOR YOUR COMMERCIAL ACTIONS:

Baby Comfortest realized to introduce and promote the use of on-line services offered by Hillingdon Council (Glasgow) to their residents. Through this site it is possible to effect payment on line, orders, to get information about school, health and medical service, to ask for certificates, to get general advises and community information.

Baby Comfortest has been presented to the residents going to the town council during

Christmas time as a useful tool to monitor the room temperature in the baby's room and as a good reminder of their services (their phone number and e-mail address are indicated).