

# THE 2013 EVENT TECHNOLOGY AWARDS

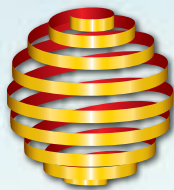
RECOGNIZING  
THE BEST USE OF  
TECHNOLOGY IN  
EXPERIENTIAL  
MARKETING

Whether you're dipping your toe into social media or executing a global portfolio wired across every possible digital touch point, the campaigns featured on the following pages will impact your programs in 2014.

The Event Technology Awards is the first program established to recognize the power of integrating technology across events and trade shows. In this, our third annual roundup of the year's top award-winning programs, we spotlight the best use of event technology across dozens of brand categories and hundreds of digital platforms.

With the most number of entries ever received (more than 300), double the categories from last year and judging handled by a dozen brand-side judges, this is our biggest and most comprehensive program to date. From brand experiences that increase reach, improve communication and drive attendance, to digitally driven events that generate leads, push sales and upgrade the engagement between companies and their target audiences, the EventTech Awards represent what's possible when brands bring people's online and offline passions together into one innovative environment.

Congratulations to all of this year's Event Technology Award winners.



**CAMPAIGN:** Ultrabook Tree

**CLIENT:** Intel

**PARTNERS:** LAB at Rockwell Group, 2LK, The Taylor Group



Anyone who has ever been to CES will tell you—it's a jungle in there. From the moment your feet hit the carpet at the Las Vegas Convention Center to the moment you fall into an exhausted heap on the tram back to Harrah's, CES is a full-body assault on the senses that offers hardly one moment of peace. For new brands that come to the show to exhibit, it can be tough to stand out amid the chaos. For brands that come year after year, the challenge to do better and be better—without just being louder—can be even tougher. For Intel, a long-time exhibitor at CES, the jungle became the perfect oasis where it could engage consumers with its latest products by creating memorable moments of wonder, beauty and play.

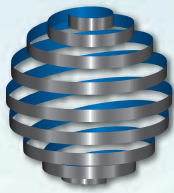
The central figure, and winning technology, in the exhibit was the Ultrabook Tree—a massive and stunning structure with a gleaming silver trunk and “branches” spiraling out of its canopy with “leaves” made from 180 of the brand's Ultrabook convertible. Consumers could walk up under the tree to a tablet station, create “blooms” by tapping the touch screen and then fling them off their screen and into the treetop above. Attendees could be found tapping, tossing and then looking up again and again to watch as their blooms and shapes floated across the screens in perfect synchronization. Virtual wind blew the blooms from Ultrabook to Ultrabook, creating a dynamic and visually stunning centerpiece to the Intel exhibit created by real-time user-generated content.

Intel's objective at the show was to highlight the features of the Ultrabook convertibles and reinforce its role as one of the leading innovators in the world of personal technology. The Tree created a canvas that demonstrated the power of the hardware. The technology synchronized graphics at a millisecond level and rendered graphics at 60 frames per second (that's game-level, folks), something that would have been impossible on less powerful hardware. The interaction between the tablets for consumers and the laptops in the tree reinforced the product's two-in-one capabilities. An adjacent interactive “garden” complemented the tree, offering consumers a chance to blow on a pinwheel and watch as the rotation speed controlled animations on screens mounted behind them.

Behind the scenes, each Ultrabook ran a separate custom application that connected to a master application on a separate machine. The LAB created custom software and the interaction between the base of the tree and the canopy that enabled the screens to act as a single ultra-high resolution screen was enabled by Spacebrew, an open-source toolkit developed by the LAB. The tree and touch screen applications were developed using openFrameworks. And the Pinwheels next to the tree were built with custom-designed hardware and custom-built applications that connected the user input directly to the animations.

Intel's tree was the most spectacular in all of the jungle. It was a beacon on the show floor, drawing in thousands of attendees and generating unprecedented media attention throughout the week. But it wasn't just about the spectacle. The Ultrabook Tree effectively delivered on its objectives, too, tying the large-scale impression with a one-on-one experience that showed off the abilities of its convertible laptop, as well as the power of what's under its hood.

## BEST AUDIENCE INTERACTION



**CAMPAIGN:** Word Cloud Portrait

**CLIENT:** The New York Times

**PARTNER:** Sparks

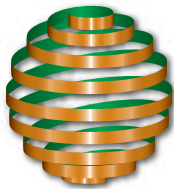
*The New York Times* Word Cloud Portrait leveraged the newspaper's strongest assets—its articles and content—and immersed consumers at CES in a digital photo experience that transformed their faces into images made up of words pulled from *The Times'* article database. As the portraits were created, large-scale mosaics appeared on a big screen, attracting attention and interest from additional attendees. The portrait was then printed on a poster or sent to the attendee's favorite social media site, providing them with a customized takeaway and a mechanism for sharing.

Two technologies comprised the Word Cloud Portrait App: *The New York Times'* article search database API and a custom-built API that leverages a word cloud generation algorithm to analyze the words in a body of text and highlight those most used.

With new media constantly biting at its heels, *The New York Times* has been struggling to earn new subscribers. The brand had been deploying a predictable mix of simple brand and product representation accompanied by tablet-toting sales people attempting to lure attendees in for a subscription with no real incentive. This high-tech yet highly personalized experience sent a decidedly different message, giving the Grey Lady a dose of the digital street cred it needs, right when it needs it.



As a result, the newspaper exceeded its goals for the program (additional activations took place at SXSW, among 20 other events, fairs and festivals) with subscription sales rising over 250 percent. There were more than 5,000 unique interactions generated via the World Cloud App. True story.



**CAMPAIGN:** Choose Your Subaru Adventure

**CLIENT:** Subaru of America

**PARTNER:** EWI Worldwide

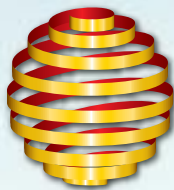
The auto show circuit can be a pretty predictable platform when it comes to event marketing tactics. Lots of slick, high-tech interactives and touch screens. Plenty of high-speed driving simulators. And more than a few "design your own car" experiences. It's all good stuff, to be sure. But it doesn't always convey the kind of warmth and joy many car buyers are looking for.

Subaru differentiated itself from the pack at last year's shows through a green-screen experience that invited attendees to unleash their inner goofball. Candid snapshots were taken and then sent instantly to an interactive touch screen stand where guests were invited to 'grab' their snapshot from the gallery and drop it into a setting of their choice, from the city streets of London to snowy Aspen. Next came the quirky Subaru-theme props, which included dogs (a cornerstone of the Subaru personality), vehicles and even armadillos. The final photos were displayed in a digital photo album in the exhibit and made available for sharing on social media.

Key technologies included a custom social media API, touch screen technology and a robust wireless system built to overcome a common auto show problem—competing systems. The technology helped generate 9,804 interactions and boosted dwell time to a higher than expected 20 minutes.







**CAMPAIGN:** Digital NewFront

**CLIENT:** AOL

**PARTNER:** agencyEA



If the terms “omni-channel” and “second screen” don’t mean anything to you, it’s high time they should. Thanks to a near total proliferation of technology devices across every demographic and income bracket, consumers today are using their smartphones, tablets and apps more than ever before. And more than ever before, it’s become incumbent upon marketers to create a seamless tie from the real-world experience they create to the digital ones their customers crave. Omni-channel (meaning, literally, “all channels”) and second screen (meaning, that secondary experience consumers are having on their phones while at an event, watching TV or engaging in another activity), speak to the pervasiveness of this need.

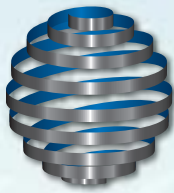
AOL delivered on all fronts last year with its Digital NewFront campaign, an activation designed to take advantage of digital media’s version of television’s traditional TV upfronts, where content is introduced to media buyers and advertising executives in the hopes of securing big money before the programs are released to the viewing public. AOL needed a platform where it could debut its original online video content to a crowd of more than 1,000 at Moynihan Station, a massive, industrial warehouse in New York City. The resulting strategy was built around the theme “It’s On,” a reference to the various digital platforms where consumers can find AOL content. The message was brought to life through a mix of multiple technologies that, together, reinforced the message in a clear and compelling way.

AgencyEA first transformed the raw space into a sleek and inviting environment with distinctive, separate spaces. It then repurposed the main loading dock into an immersive video experience designed to surround the audience in 360 degrees of video, sound, sight and motion. Massive screens wrapped around much of the room. Guests traveled from the presentation space to the reception area through a “distribution tunnel” featuring 50 feet of rear-projected content. The brand brought to life the sheer number of screens and devices that distribute its content by using more than 75 devices in the space, including: Samsung LCDs, Apple Cinema Displays, iPads, iPad Minis, iTouch, iPhones, Roku, Xbox, WD TV and Boxee. Guests who were unable to attend could follow along on a live stream, satellite feed and via social media.

The combination of different event technologies allowed AOL to reach higher numbers of their target audience while simultaneously reinforcing its central premise—that AOL is everywhere its viewers are, too. Attendees lined up down the street and around the corner (a quick check-in via event registration technology on an iPad served as the first digital touch point), then they were welcomed in to enjoy show introductions and sightings with celebrities such as Sarah Jessica Parker, Hank Azaria, Arianna Huffington and Nicole Richie.

AOL saw an unprecedented turnout for its second annual digital NewFront event. In addition to more than 1,000 attendees at the venue, 315 people watched a feed of the show from a nearby bar while an additional 400 viewed via the live stream. The event earned media coverage in *Adweek*, *AdAge*, *BizBash*, *Hollywood Reporter* and *Huffington Post*.

## BEST COMBINATION OF EVENT TECHNOLOGIES (B-TO-B)



**CAMPAIGN:** Think Events  
**CLIENT:** Google  
**PARTNERS:** MAS Event Design, Fire, Moey

For many brands, event technology is part of the experience. But for others the event technology *is* the experience.

Google's Think Events are a series of such event technology experiences designed to engage and inspire senior executives and cmos from Google's biggest client companies. The goal at this year's event was to show customers the power of mobile by showcasing cutting-edge mobile technology, amplifying on-stage content and delivering magic "mobile moments." Three key technologies delivered on these objectives.

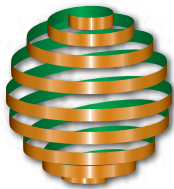
First, a custom mobile app enabled attendees to network, share thoughts and comments with each other and via second screen, track their agenda and watch event-specific videos on YouTube. Attendees could post and share profile photos, fun facts, things they're most interested in learning about or sharing, and they could "brilliant" a comment on a peer's profile, if they felt so inclined. The Think Points Gamification feature rewarded attendees for interacting with the app by giving them points they could redeem at the Think Points Store.

Second, Fast Check-in Kiosks offered a quick way to check in and get the party started. Technologies deployed included barcode scanning, badge printing and search (kiosks had the functionality to search for attendees by name if they couldn't



locate their barcode.) The third "mobile moment" was a mobile café where attendees could order food and drinks via NFC-enabled devices—average wait time: two minutes.

By the time the last snack had been delivered, the events had engaged more than 1,300 clients and generated more than 900 mobile app activations—an impressive 70 percent app adoption rate.



**CAMPAIGN:** Quester Launch  
**CLIENT:** UD Trucks  
**PARTNER:** Valentin&Byhr, Obscura Digital, Space Production

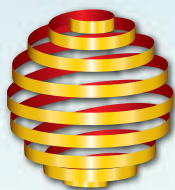
It's tough to make a splash in the automotive space these days. Heavy-duty truck manufacturer Quester rose to the challenge with a launch event that transformed the typical auto reveal experience into a series of "wow" moments brought to life through the use of interactive technologies and large-scale projections.

The unveiling of the truck revolved around a projection-mapped cityscape sequence. At the end of the film, digital boxes that had been stacked to create a 3D surface were removed mechanically in order to dramatically reveal the truck. Visitors received an RFID key fob, which allowed them to change the language of any of the 40 information displays on-site. By playing the Fuel Coach Game, visitors could learn about the benefits of the trucks' fuel economy systems while playing a game against three other visitors. A motion-control + RFID interactive invited visitors to choose between seven 3D-printed objects that represented different truck applications. When placing the objects on a podium, the users were able to spin a 360-degree image of the corresponding truck on a big screen by gesturing with their hands.

As the campaign came to a close, the brand was able to confirm that it had generated an unprecedented number of pre-orders for the trucks.







**CAMPAIGN:** The Glove Box  
**CLIENT:** Esurance  
**PARTNERS:** GMR Marketing



Nike at a marathon. Coke at a county fair. Intel at an electronics show. These kinds of endemic sponsorship stories all make sense to us, and to the attendees who frequent the events. But how do you make a non-endemic brand relevant to an event where it traditionally may not belong?

Esurance is an online car insurance company that promises customers an intuitive, hassle-free insurance experience. It is also an official sponsor of SXSW. In an effort to bring these two seemingly incongruous things together (because how many hipsters want to talk about insurance at a music, technology and film festival?), the brand focused on its high-tech bona fides.

The brand identified two shared equities between Esurance and SXSW that would drive its solution. One: Time is precious. SXSW attendees want to see as much as possible in a very short window. Esurance is all about freeing up time to do the things you love. And two: Unpreparedness is a pain point. SXSW is big, especially for newcomers, so if you don't know what to seek out, it can be overwhelming. Similarly, the world of insurance is complex and can be equally overwhelming. The resulting strategy focused on simplifying the SXSW experience through technology to enable attendees to get the most out of their time—and to cultivate a little brand love for Esurance in the process.

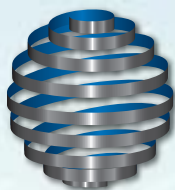
The activation played out in two phases. In part one, called the Dream Gig, a pre-event Facebook promotion sent one Esurance fan to SXSW as a brand correspondent. While there, the winner helped produce daily branded recap videos. Esurance leveraged Facebook's Open Graph SDK to create a fully integrated social content submission platform that drove the entry and amplification process for all entries. This allowed individuals to quickly and easily share their entries to garner votes via their social communities. The strategy also brought the Esurance message to a wider audience through the voice of one of its target customers.

Part two of the plan was called The Glove Box, the brand's on-site activation. Visitors were asked to complete a short personality quiz to determine their SXSW "type" (e.g., newbie), then were e-mailed custom mobile-optimized daily itineraries recommending panels, films, concerts and other activities. Each itinerary contained a unique scannable QR code that gave participants one chance per day to 'unlock' a chance to win prizes contained in a giant, eight-foot Glove Box (where you keep your insurance card, get it?) If a participant unlocked the Glove Box, it lit up in spectacular fashion (revving engine, flickering gauges, shooting steam) to reveal high-end prizes like iPad Minis and Beats by Dre headphones. The entertaining and unexpected prize delivery experience kept participants coming back for more throughout the festival (43 percent of registrants scanned at least twice; 26 percent three times).

The activation earned 295 unique registrations per day and drew 20 to 30 bystanders for each attempt at unlocking the Glove Box. Most importantly, through powerful word-of-mouth, attendees frequently reported seeking out the Esurance Glove Box to sign up because their friends told them to.

Insurance is officially cool.

## BEST COMBINATION OF EVENT TECHNOLOGIES (B-TO-C)



**CAMPAIGN:** Secrets to Reveal  
**CLIENT:** LEGO  
**PARTNER:** Jack Morton Worldwide

Times Square may have seen it all in its 104-year run as the center of the known universe, but it's never seen this.

To reignite brand loyalty for its Star Wars products and build excitement for the TV launch of the series "Yoda Chronicles" on Cartoon Network, LEGO designed the Secrets to Reveal campaign. The online+offline program's centerpiece—an interactive unveiling in Times Square of the largest LEGO model ever built, the Star Wars X-Wing ship.

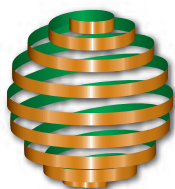
On the day of the live event, the crowd gathered in Times Square where an animated Yoda took over the largest billboard to ask the crowd to use the power of the force to extract his secret LEGO model from its box. In a dramatic moment, kids and parents—with their arms stretched high overhead—summoned the ship from inside its box for the world reveal of the life-size LEGO X-Wing. Following the reveal, the brand showcased an exclusive preview from the first episode of "Yoda Chronicles."

The reveal was part of a three-day experience that brought consumers into the LEGO Star Wars world with a social-media enabled photo-experience in the cockpit of the X-wing and interactive activities that included LEGO Master Builder Academy workshops where parents and kids could build their own LEGO Star Wars creations. The LEGO Star Wars "The Yoda Chronicles"



App, available on iTunes, allowed users to build, create and control their favorite characters and vehicles to "smash your enemy, solve puzzles and complete challenges."

The experience had a significant impact on the brand with a three percent increase in sales during the pre-promotion and a 23 percent rise in sales the week of the event. Yoda approved.



**CAMPAIGN:** Run Happy Island  
**CLIENT:** Brooks Sports  
**PARTNER:** 5celsius

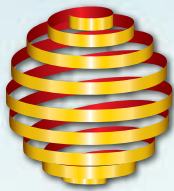
The mechanical bull-style shoe may have caught attendees' attention (seriously, check it out—it's awesome: <http://bit.ly/1gFbezB>), but it was just one of many live+digital experiences at the Brooks Run Happy Island exhibit—part of a three-year program designed to get shoes into the hands (and on the feet) of consumers.

Central to the 6,000-square-foot experience was an improved lead collection system (it had been on paper the year before). The digital experience began at the "Customs" booth where visitors signed up through an iPad interface and answered several questions to gauge their running expertise and interest. The interaction generated a lead profile of the user maintained by a custom QR code that was printed and attached to their Run Happy Island passport, which they could take with them to each station within the Brooks booth, including the popular gait analysis experience. If the guest visited the shoe wall within Run Happy Island, their QR code was scanned, allowing the employee to quickly assist them in trying on shoes that were hand-picked for their running style.

Half of people who received an analysis visited the shoe section; 25 percent purchased a new pair of Brooks shoes (doubling projections).







**CAMPAIGN:** Annual Investor Day 2013

**CLIENT:** Delphi

**PARTNER:** Imagination



When you're trying to convey innovation, PowerPoint is definitely not the medium to support the message.

Delphi is a leading global supplier of electronics and technologies for automotive, commercial vehicle and other market segments, so when it came time for its second annual Delphi Investor Day event, this year held at Cipriani 42nd Street in New York City, it would need a storytelling and presentation mechanism as innovative and advanced as the products it offers. Adding to the challenge, it would need to demonstrate to one of the most demanding and influential audiences—the investment community—its organizational and technological advances since emerging from bankruptcy.

The solution was found in the third dimension. Through a partnership with Imagination, 3D projection mapping would be the “storyteller” for the event, creating an immersive experience for attendees that showcased the technology in action, and in a completely new way.

Using cutting-edge 3D projection mapping to render Delphi's technology in a range of vehicles, the company's products were presented within specific vehicles to show why, how and where the company's key technologies deliver value to the auto OEMs and their consumers. The strategy made it possible for attendees to view Delphi's often complex and minute technologies in different automotive brands and segments, using one static automotive form on stage. Audience members were able to actually see the scale, deployment and impact of Delphi's technology within a vehicle, and across a range of nameplates, demonstrating the breadth of market Delphi impacts. To the untrained eye, the 3D projection vehicle could have been one of the actual vehicles, also used and seen on stage.

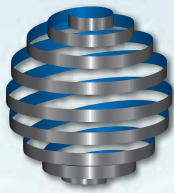
It was imperative to showcase the leadership behind the technology, placing it, its strategies and teams, front and center with the investment community. For the first time, 3D projection mapping was used for speaker support in an otherwise highly conventional and expected format. A 688-square-foot projection backdrop interacted with the 3D projection to provide an interactive presentation environment for Delphi's 10 presenting executives.

Through the technology, speakers were able to focus the audience on their given innovation, group and strategy. The 3D projection mapping, in conjunction with the backdrops and traditional speaker support, created messaging experiences that surrounded the speaker in his or her particular division and technology, as well as his or her ultimate customer's world. Seeing the technology in the car was augmented by seeing the car in the environments.

The 2013 Delphi Investor Day was proof that the medium is just as important as the message. Delphi's stock closed up four percent the day of the event. Two months after the 2013 Delphi Investor Day, the stock continued to climb, topping the 52-week high and showing an increase of over 20 percent.



## BEST DIGITAL + LIVE CAMPAIGN (B-TO-B)



**CAMPAIGN:** Nissan 360

**CLIENT:** Nissan

**PARTNER:** AMCI

"What could possibly go wrong?" We weren't at the Nissan 360 planning meeting, but we're pretty sure at some point someone said this in response to the idea of letting hundreds of international journalists loose on the streets of Southern California in Nissans as part of its one-month media blitz. Luckily, nothing did go wrong, thanks to a suite of technology tools that not only enhanced the live event experience for attendees, it helped the Nissan team sleep at night, too.

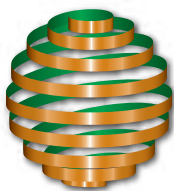
Each guest was provided a Samsung Note II with the pre-installed Nissan 360 custom app that featured vehicle information and content, a reservation system for vehicle test drives and turn-by-turn GPS-enabled driving routes (there were seven unique drive courses, from an off-road course to a high-speed racetrack). Each participants' device, once triggered inside the vehicle, would act as a GPS tracking device so if a car went off-course, the team could track it down. Nissan's team could also easily push vehicle-specific content (images, text, video), embargoed press releases and daily agenda notifications through the app.

More than 300 vehicles and displays were tagged with RFID "Tap Here" stickers that triggered content such as stories, spec



sheets and photos that guests could transfer into their virtual briefcase and access later through the Nissan 360 portal, a tool that organized the content assets and eliminated the need for paper signage and brochures.

The data generated from all of the technologies revealed that there were more than 12,000 vehicle drives, 3,600 taps of RFID stickers on vehicles and displays and more than 3,000 "pushes" of content from the application to the portal.



**CAMPAIGN:** Worldwide Partner Conference 2013

**CLIENT:** Microsoft

**PARTNER:** In-house

To match the fresh excitement being generated in its redesigned Worldwide Partner Conference (WPC) footprint, Microsoft unleashed three technology upgrades created with the attendee in mind: a custom social event platform called Connect, a complementary mobile app and an enhanced social media effort.

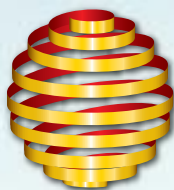
Connect enabled attendees to schedule meetings with other partners, identify on interactive maps where they were and which exhibitors they wanted to visit, digitally pass on their business information after a hallway connection and create personalized agendas. It also included a gamification experience that rewarded specific behaviors with badges connected to the user's profile.

A mobile app complemented the live experience and provided a seamless way for partners to access their information from Connect on any mobile device. It also enabled Microsoft to push updates in real time.

Finally, a five-person team was put in place to track and monitor social media throughout the event. A "Live Wall" video feed of the social conversation helped build awareness of the event's social communities.

The new technologies were as welcomed as the new look and feel: 96 percent of attendees used Connect at the conference, Twitter retweets increased 253 percent and Facebook page reach increased 25 percent.





**CAMPAIGN:** 24-Hour Runway Show

**CLIENT:** Cotton Incorporated

**PARTNER:** Jack Morton Worldwide



Think cotton is just about comfy t-shirts and sexy jeans? That's just the notion Cotton Incorporated wanted to dispel. And where better to do that than in Miami's South Beach, where the brand activated the world's first, and only, 24-hour fashion show. The show provided a unique platform for Cotton Incorporated, which represents American's cotton producers and importers, to acquaint style enthusiasts around the country with the fabric's versatility and trendy style options. To expand its perception, it featured cotton apparel from contemporary apparel partners and designers on the runway. But to be truly perceived as a fashion staple, Cotton Incorporated needed to branch out of its limited social network and gain the attention of a nationwide audience. So, beyond the live event, the campaign this year was rooted in an integrated digital strategy that amplified the brand experience before, during and after the show. The result created as much "wow" as the leggy models on the runway.

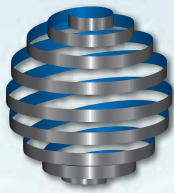
The campaign turned one of Cotton Incorporated's key attributes, its versatility, into an experiential innovation: a 24-hour fashion show that showcased fashion looks created out of cotton around the clock, with a different outfit featured every minute from 8 p.m. March 1 to 8 p.m. March 2. But the fun began long before that with an eight-week pre-promotion called "Road to the Runway," a nationwide search that encouraged regional consumers to upload photos of their coolest cotton clothing onto a style map. Teams of street-style photographers around the country drove consumers' attention to the online competition. The winners inspired some of the fashions that were shown on the runway and were flown to the live event for a VIP experience. The live show drew 678,562 online viewers who watched the live stream on People.com and made #cotton24hours trend on Twitter. During and after the show consumers could purchase most of the apparel through an online "Shop the Runway" feature.

But to truly connect the online campaign with the live experience, Cotton Incorporated enlisted fashion bloggers with strong regional voices to engage their audiences. The brand also partnered with *People* magazine to promote the campaign. The digital integration of the campaign with the Cotton24Hour website and its social media footprint enabled the brand to truly build a network and generate broad engagement across the country.

The online components transformed the campaign from an event witnessed by a few to an experience for the many. Cotton Incorporated experienced a 153 percent increase in Pinterest followers, and a 121 percent increase in Instagram followers. In a survey, 77 percent of respondents said they were more likely to consider cotton products to be high quality, and 75 percent were more likely to consider cotton products stylish.



## BEST DIGITAL + LIVE CAMPAIGN (B-TO-C)



**CAMPAIGN:** Skypeball  
**CLIENT:** Skype  
**PARTNER:** Live Nation

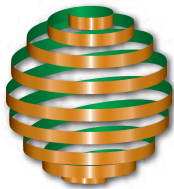
They say music is the universal language, so to promote its mobile suite of products among a global audience of youthful influencers and social connectors, Skype aligned itself with a world-class musician with 36 million Twitter followers, 60 million Facebook fans and her own proprietary social network on Littlemonsters.com—Lady Gaga. As official sponsor of her eight-month Born This Way Ball tour, Skype's multi-channel platform included the skypeball.com microsite, onsite engagement, an online sweepstakes, social media tie-ins and a comprehensive marketing plan.

Before the show, skypeball.com featured behind-the-scenes content and an online contest for a chance to become official concert video-blogger at one of the tour stops. On-site fans could record messages in video booths to share with friends via skypeball.com. Brand ambassadors and on-site activation promoted Skype Photo Sharing technology via the mobile app. Geo-fencing technology automatically pulled user-generated images and Tweets from the concert into a gallery on the microsite. After the show, fans could access and share photos and video content from the microsite as well as enter a sweepstakes to win a chance to participate in a Skype Group Video Chat with Lady Gaga herself.

After Lady Gaga canceled the remaining 22 stops in her North American tour due to hip surgery, the skypeball.com show went on,



repositioned as a "Get Well Gaga" campaign in which fans submitted get-well messages to the singer using Skype Photo Sharing and social media networks such as Twitter and Facebook. We say Skype was the real star of the tour.



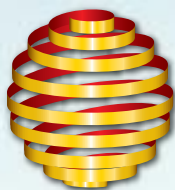
**CAMPAIGN:** Green Day Live in New York City  
**CLIENT:** Nokia and AT&T  
**PARTNER:** MAC Presents

To launch its free Nokia Music service, Nokia partnered with AT&T and Green Day to reach a targeted audience, create media buzz, generate consumer impressions and increase social chatter around the new platform. The strategy involved a social media campaign, a drive to the AT&T store in New York City's Times Square, a live performance in NYC with on-site activation and a VIP experience and more.

A co-branded tab on Green Day's 25-million strong Facebook page featured the "Numero Uno Fan" contest that rewarded fans for completing social actions and sent top fans to a Green Day concert at Irving Plaza in New York City. At the concert Nokia brand ambassadors distributed RFID wristbands that fans registered on Facebook and used to enter prize giveaways and post pictures. Five attendees received Nokia Lumia 900 smartphones to document the concert. AT&T used the content in its social media platforms. Green Day created three exclusive playlists for Nokia Music and live streamed three songs from the concert via YouTube. Green Day's Facebook page provided a central hub for social action related to the digital campaign and live event.

Fans completed more than 179,000 social actions and more than 165 million social impressions, sweet music to Nokia's ears.





**CAMPAIGN:** Skypeball

**CLIENT:** Skype

**PARTNER:** Live Nation



The global youthful influencers and social connectors Skype was trying to reach via its sponsorship of Lady Gaga's Born This Way Ball tour would probably agree that the star of this show was the branded microsite, skypeball.com, and the campaign's social media tie-ins. Both offered organic opportunities for fans to learn about Skype's social and mobile products such as Group Video Chat and Photo Sharing, as well as enjoy the concert at the show and at home. Technology enabled Skype to continue to message and relate to fans throughout the tour lifecycle—before, during and after the show.

As an official sponsor of the tour, which ran from August 2012 through April 2013, Skype reached socially active fans in Brazil, Mexico, Russia, the U.K. and the U.S. via the skypeball.com branded microsite, on-site engagement at the concerts, online sweepstakes and contests, social media tie-ins and a comprehensive media plan.

On-site video booths provided an opportunity for concert-goers to record shout-outs and testimonials to share with friends on social media and through the skypeball.com microsite. Geo-fencing technology captured content that concert-goers uploaded and shared such as Tweets and Instagram photos and provided a social gallery for fans to access and share on the Skypeball.com site. Concert-goers didn't have to alter their social media behavior at all—no need for a special hashtag or separate uploading of content. Posts to social media were automatically uploaded and shared. Two elements streamlined the process: geo-location that filtered location (venue) and time (show time) to isolate the right users, and a smart curation process filtered the content for relevance and appropriateness.

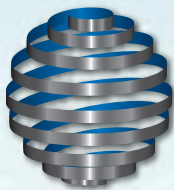
Fans could enter a sweepstakes to participate in a Group Video Chat with Lady Gaga, utilizing Skype's group chatting technology. Fans that didn't win could tune in to watch the GVC in action. And after Lady Gaga cancelled the remaining 22 stops on the North American tour due to a hip injury, the skypeball.com microsite was reactivated as a "Get Well Gaga" campaign that enabled fans to submit get-well messages to the musician via Skype Photo Sharing and social media networks such as Twitter and Facebook.

Before the show, skypeball.com featured exclusive behind-the-scenes content that offered fans an inside look into the preparation for the tour. Local fans could enter an online contest to become an official concert video-blogger at one of the tour stops. After the show, fans could access and share their photo and video content from the microsite.

We give Skype's tour sponsorship a Standing O for enhancing the fan experience and demonstrating to the music industry that Skype is a viable promotional partner for artists and a preferred communication channel with fans. Bravo!



## BEST EVENT CAMPAIGN MICROSITE/SOCIAL MEDIA PAGE



**CAMPAIGN:** ABSOLUT STUGA  
**CLIENT:** Pernod Ricard  
**PARTNER:** Legacy Marketing Partners

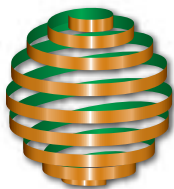
The ongoing ABSOLUT STUGA campaign immerses bartenders in a creative environment inspired by Swedish "stugas," or "little houses," which are an important part of Swedish culture and serve as an escape or place for reflection. The ABSOLUT stugas, however, are more for entertaining and educating bartenders on the finer points of its vodka. Just to be sure the bartenders receive an impactful, memorable experience, the absolutstuga.com microsite provides pre- and post-event communication and follow-up. The site also functions as an online hub for the program and driver for social media participation.

The microsite serves primarily as a mechanism to capture RSVPs for the stuga events. Once on the site, the bartenders receive a mix of brand content that hints at the event experience and educational messaging while maintaining an element of surprise. As they mouse over key visuals, anecdotes and other program information is revealed. The homepage also showcases social media activity for the campaign with real-time Twitter and Instagram feeds to encourage the bartenders to engage with the program. Post-event, attendees can access a photo gallery that redirects them to a Facebook album so they can "like" the campaign page and tag themselves in images. The microsite



pushes out confirmation emails, reminder emails and post-event follow-up.

The ABSOLUT STUGA microsite assures complete data capture for all event attendees given that all events are private, RSVP-required. This in turn provides local sales teams a useful tool to follow up with each attendee post-event and leverage their participation as much as possible. Skål!

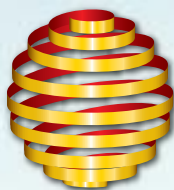


**CAMPAIGN:** HCM Online Academy  
**CLIENT:** Ultimate Software  
**PARTNER:** Social27

Thanks to HCM Online Academy, human resources and payroll professionals can tap into educational material, which has been videotaped and uploaded from live human resources workshops, 24x7, 365 days a year. Want to download a white paper or case study on Thanksgiving Day? Not a problem, thanks to this seamless extension to the in-person, physical HR Workshops held by Ultimate Software, a cloud provider of people management solutions, in major cities all across the U.S. The online academy also reaches a larger pool of current and prospective customers, provides attendees a positive branding experience without a heavy sales pitch and entices registrants to earn industry recertification credits by watching the educational videos. The site is easy to navigate, pleasing to the eye, fun and valuable to attendees and is continually refreshed with new videos, white papers, case studies and other content. Registrants also can network with peers.

Since January 2013, HCM Online Academy has captured nearly 3,000 leads, surpassing its initial goal of 500. Of them, 18 percent had never responded to previous Ultimate Software marketing-related activity. The Academy has created 16 sales opportunities, two of which led to closed deals. It has seen nearly 45,000 page visits and thousands of white paper/case study downloads. Now, that's academic!





**CAMPAIGN:** Cisco Live

**CLIENT:** Cisco

**PARTNER:** In-house



Talk about mammoth! Cisco Live, Cisco's flagship event, which in 2013 in Orlando drew 20,000 in-person registrants and more than 135,000 virtual views, is just that. But, with so many attendees, real or otherwise, the challenge is how to monitor and respond to the high volume of comments Cisco receives in order to deliver a personalized conference experience. The answer was social media, which Cisco deployed to create a truly "attendee-aware" event—one where in-person and online attendees felt recognized, could contribute to the event conversation and forged an authentic and ongoing connection with the Cisco brand.

In the run-up to the in-person and virtual events, the Cisco Live team encouraged user-generated content and active sharing across the social media ecosystem to build awareness and generate interest and excitement. Pre-event teasers, messages, and reminders using the event hashtag encouraged engagement. Attendees also could design and vote for the Cisco Live social media t-shirt, which was distributed at the event.

On-site, a Social Media Command Center within a Social Media Hub outside the main trade show floor monitored real-time engagement opportunities, tracked lead generation and promoted the Cisco Live (#CLUS) brand. The sleek, 7,200 square foot Social Media Hub became a focal point for attendees to gather, engage, recharge and view the latest social media data displayed on a wall of 42-inch monitors connected in a seamless display that triggered more conversation, built excitement for speaker sessions and activities and encouraged networking.

With an active on-site engagement and monitoring campaign, the Cisco Live team amplified positive event experiences and sentiment, preempted and triaged potential negative posts and gathered insight on the attendee experience.

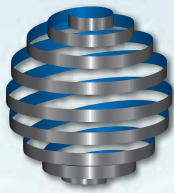
The social media effort also removed many of the barriers that can alienate virtual participants by drawing them into the high-profile keynotes and other sessions that were broadcast live on Cisco Live 365 (Cisco Live's year-round virtual community) and uStream. These sessions generate the biggest on-site crowds and are the primary driver of a shared—and memorable—conference experience.

The Cisco team used Cisco's own SocialMiner tool to monitor and respond to the social stream. SocialMiner allows multiple people in any location to monitor the same stream, enabling a team approach to reviewing busy social stream activity without overlap or confusion. With SocialMiner, the team could respond within three minutes to each mention requiring action and be more proactive in addressing issues that required immediate action.

The result was an intimate and memorable connection with Cisco in which the attendees ultimately became defacto ambassadors for the brand. Cisco Live generated 227 million impressions during the week of the event and 46,000 mentions in social media channels. It even outperformed the Supreme Court of the United States' ruling in Proposition 8.



## BEST OVERALL USE OF SOCIAL MEDIA (B-TO-B)



**CAMPAIGN:** Worldwide Partner Conference 2013

**CLIENT:** Microsoft

**PARTNER:** In-house

Microsoft's Worldwide Partner Conference 2013 built social media into every aspect of the attendee event experience. Its goals for social media were to create a customizable, integrated social experience and a seamless interaction between the online and in-person event experience.

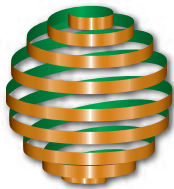
The resulting campaign leveraged Facebook, Twitter, blogging, a custom social platform called Connect, a mobile app, gamification and other technologies to create a social media conversation that was a natural extension of the activity and behaviors that partners were already engaged in at the conference, not an interruption.

The campaign leveraged Sprinklr, a social media management tool, to pre-schedule messages, monitor conversations and promptly respond to messages with real-time conversation. A "live wall" displayed on nine screens showed images from the event and dynamic search results for real-time conversations, building awareness of social media and drawing in more participants. The WPC Connect platform offered a social hub of shareable content, discussion boards, partner-to-partner messaging and networking tools, and created a community that can continue as a place for building relationships throughout the year. A mobile app allowed attendees to gain access to this



community on any mobile device.

The results showed that attendees used Connect: 97 percent of registered Microsoft attendees created a login; 75,000+ sessions were scheduled using the scheduler tool. The mobile app was opened more than 89,000 times, and the Sprinklr/Live Wall was impossible to ignore: event hashtags, Twitter retweets, mentions, Facebook, all saw increases.



**CAMPAIGN:** Interop Las Vegas

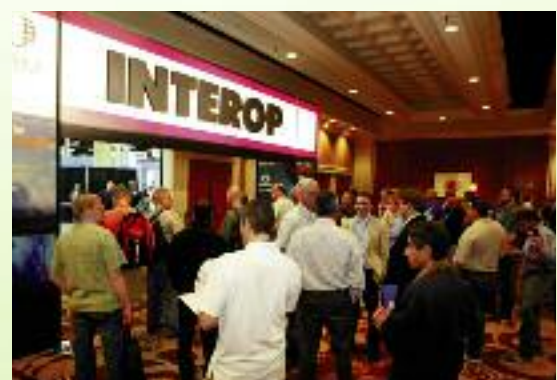
**CLIENT:** UBM Tech

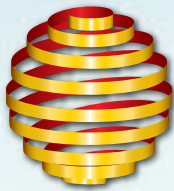
**PARTNER:** In-house

Interop Las Vegas, a business technology event produced by UBM Tech, leveraged an integrated social media campaign to increase engagement, educate the audience and drive registrations. Interop already enjoyed an established online community but used a social media calendar to provide content to share months prior to the event across all of its busy channels including its blog, Twitter, LinkedIn and Facebook. Each week its social media efforts focused on a key technology theme.

The social media calendar kicked off with a blog post from the track chair and provided an overview of the topic of the week as well as highlighted sessions and workshops, industry stats, exhibitors and more. Twitter and Facebook provided real-time interaction with attendees, allowing quick and personal communication and responses to comments and questions. The blog was a central hub for content and insider information from conference track chairs, speakers and staff. It allowed the brand to have a personality and tell a story that would resonate with IT professionals.

The results moved the needle on Twitter, Facebook and social media channels in general, proving that Interop's techy IT attendees can get social when the strategy is right. Registration and revenue also increased over the previous year. Like!





**CAMPAIGN:** Instagram Tower  
**CLIENT:** American Express  
**PARTNER:** Momentum Worldwide



With thousands of fashion insiders racing through to attend the next fashion show, perhaps no place is as hectic as the lobby at Lincoln Center during Mercedes-Benz Fashion Week. This year, however, three dramatic 10-foot tall American Express Instagram towers gave them reason to pause. Photos submitted by attendees on-site and by Instagram users nationwide, as well as images from noted fashion blogger and photographer Garance Doré, ran constantly on the interactive media columns, offering an authentic real-time look at one of the most glamorous events of the year.

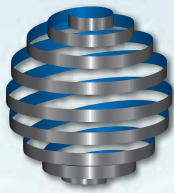
Partnering with Doré established American Express's credibility among the fashion industry and consumers and amplified its reach to her social media followers. Doré curated the towers' feed and moderated all content published to the #amexfashion hashtag, approving or denying user-submitted images. Only those she approved appeared on the towers. Doré logged remotely onto a computer to run the application. Once she approved content, it went into a cloud-based folder and a database of all comments. Content was pushed to a moderated queue. Once a photo entered the cycle, it could be "liked" by on-site users. Approximately 150 photos were uploaded to the media walls per day. By the end of the week, the screens showed a comprehensive but curated view of Fashion Week from the perspective of industry insiders. The screens were updated in real-time and were interactive. Attendees could approach the screens, stop the feed by touching them, scroll back to previous images and "like" photos.

The American Express Instagram Towers kept the industry connected during its busiest time of the year, apprising attendees of trends and the hottest shows and parties. The company's Instagram account had just been established prior to this activation, which offered the first true effort to engage consumers through Instagram by American Express and therefore to acquire new followers for the Instagram account. The week-long activation led to 1,000 new followers for the brand. In addition, consumers across the nation, whether or not they were American Express cardmembers, experienced the glamour of Fashion Week by following the hashtag on Instagram.

The towers proved a huge success for American Express's Fashion Week sponsorship. Over the course of the week, the activation engaged cardmembers and attendees and helped position American Express as an authentic voice in the industry. More than 3,116 people visited the lobby footprint and the company received 1,811 Instagram hashtag mentions and 2,196 "likes" on Instagram photos. American Express's Fashion Week p.r. buzz increased nearly 300 percent compared to 2012, driven mostly by the Instagram activation. It was a "towering" accomplishment.



## BEST OVERALL USE OF SOCIAL MEDIA (B-TO-C)



**CAMPAIGN:** Battlefield 4

**CLIENT:** Electronic Arts

**PARTNER:** Ayzenberg

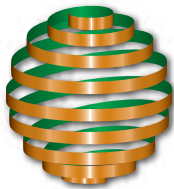
A robust, active social community is key to growing any brand, a fact not lost on Electronic Arts when it came time to launch its Battlefield 4 video game. After all, social interaction drives real brand engagement, and that in turn leads to increased sharing, referral and ultimately, sales.

The objectives for Battlefield 4 were threefold: to provide the community with a central location to keep up to date on all things Battlefield; to encourage, celebrate and curate the massive amount of Battlefield user-generated content; and to continuously test and optimize social media activations by creating hypotheses, testing them and implementing results. To achieve that, EA deployed a veritable army of high-tech tools including HootSuite, which enabled the company to moderate its social platforms with extreme efficiency. It assigned specific Tweets and posts to operatives who tracked who's responding to what and kept response times minimal. Radian, Sysomos and Simply Measured handled analytics that were distributed companywide each week and provided a quick snapshot of the state of the channels to keep executives up to date and inform team members.

These initiatives have helped Battlefield win the war for new players: The game's total audience now tops 7.5 million, a 429.4



percent increase since 2011. Its YouTube channel boasts nearly 800,000 subscribers and nearly 120 million total views. And it has seen an average of 2.24 million engagements (a three-month moving average.)



**CAMPAIGN:** Summer of the Fan Armies

**CLIENT:** Pepsi

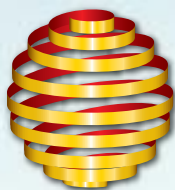
**PARTNERS:** Content Collective/OMD, Viacom

As a brand that has its finger on the pulse of pop culture, Pepsi in the summer of 2013 engaged consumers with the music and artists they love through a series of socially driven challenges linked to live experiences and prizes. Pepsi tapped into the fan armies of key artists in country and pop music to fuel contests that produced content and conversation, for instance, prompting consumers to post fan art of a favorite artist across Instagram, Tumblr, Twitter and Facebook. All entries were curated in a customized hub that housed the consumer responses.

Custom on-air spots, in-show call-outs, high-profile integrations, social messaging and digital assets across MTV, CMT and VH1 alerted fans that participating in these contests could grant them access to artists and events such as the CMT Music Awards, Hunter Hayes' album release party at Webster Hall, Beyoncé's Mrs. Carter Show World Tour, a meet and greet with Demi Lovato, tickets to a special VMA performance and the opportunity to decide Katy Perry's next early release single off her new album.

Social media was at the heart of this campaign, enabling consumers to gain access to artists and influence key artist decisions, and gave Pepsi a voice in pop culture conversations, ultimately increasing brand affinity and purchase intent.





**CAMPAIGN:** Times Square Takeover

**CLIENT:** Microsoft

**PARTNER:** R/GA



Microsoft is synonymous with technology. So the technology used for the brand's Times Square takeover for its Windows 8 launch in October 2012, was understandably awesome. To introduce consumers and the press to the new operating system, for three days, on 39 screens, Windows 8 took over New York City's most iconic intersection.

Windows 8 embodies several leaps in OS design. In addition to looking dramatically different from previous iterations of Windows, interactions are designed for touch as the primary means of engagement. This was new and had never been attempted before in such a visible, ubiquitous product. So, the brand wanted to provide consumers with a hands-on Windows 8 experience that went beyond a simple demo. Microsoft felt people needed to experience for themselves how magical and intuitive this new platform is. The company also wanted to demonstrate live tiles, icons and modules that updated in real time with information relevant to the user, and to showcase other OS features—called "Magic Moments"—such as snap view and full-screen apps.

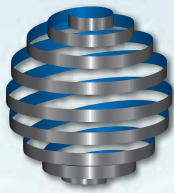
The custom technology solution for the launch event incorporated a combination of Microsoft.NET, SQL Server and HTML5 running in Microsoft Azure, as well as native Windows 8 apps. The result: a high-tech experience that covered Times Square with oversized tables with Windows 8 PCs, then broadcasted consumers using the OS on the ground so that thousands more could see it on the Square's 39 massive screens. They were all synchronized, so as consumers played with the desktops, their photos and drawings appeared simultaneously on the screen closest to them. Visitors even played Windows 8 games in gigantic scale by mirroring gameplay to the American Eagle and Reuters screens.

Supporting synchronized and dynamic content across 39 displays in Times Square had never been done before. The 39 displays were controlled by multiple signage platforms and had no direct network connection. Some didn't have usable Internet connections. However, the technology combination made it possible to turn all 39 separate screens in Times Square into a single canvas controlled by Windows 8 tablets and all-in-one PCs on the ground. The solution has changed expectations of what a Times Square takeover should look like.

The event performed very well, both quantitatively and qualitatively. Foot traffic was estimated at more than two million through the area during the event, with 45,000 to 75,000 interactions. An estimated 2,400 photos and paintings were created with the software. The takeover generated more than 20 million Facebook impressions, five million Twitter impressions and 20,000 social conversations.



## BEST TOUCH-BASED EXPERIENCE/INTERACTIVE



**CAMPAIGN:** World of FMC Technologies

**CLIENT:** FMC Technologies

**PARTNER:** Inhance Digital

Offshore drilling rigs aren't easy to transport to the trade show floor. So technology became the star of oil and gas equipment technology company FMC's trade show booth, which this year offered a multi-faceted campaign fueled by digital content. With a goal of driving traffic to the booth and engaging reps with potential customers, the digital solutions gave FMC the ability to use a very portable, even mobile, technology to showcase its products and technology, which are large, rigid and not easily transported or explored.

A 15-foot multi-touch mural showing the full range of FMC's sub-sea, topside and surface product offerings was the heart of the exhibit, accompanied by an iPad companion, a single screen version and deep dives into certain product lines within FMC's sub-sea technologies. A social media wall featured the company's YouTube, Twitter, Flickr and Facebook feeds. A Recruitment Station displayed real-time job offerings that attendees could apply for.

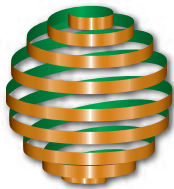
The campaign followed a formula of Attract, Engage and Extend. The mural attracted audiences from across the show floor and offered high-level overviews of FMC's various products, while companion applications allowed representatives to speak to attendees more completely. User interaction with the social



media and recruitment applications led to direct post-show opportunities between visitors and representatives.

A proprietary RTP Platform enabled attendees to have simultaneous interactions with real-time 3D models of the featured products. Other platforms, including Flash, C# and iOS rounded out the accompanying technologies.

Crowd response was amazing. The exhibit was packed continuously and the average dwell time for attendees was way above normal. FMC also received quantitative metrics in the form of social media feedback and job applications.



**CAMPAIGN:** GoSafe at CES

**CLIENT:** Philips Lifeline

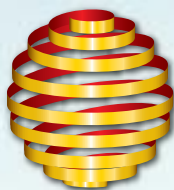
**PARTNERS:** Globacore, The Taylor Group

An intuitive, interactive experience that utilized point-of-view videos and a model city demonstrated Lifeline's newest innovation, GoSafe, on an epic scale for CES 2013. The "see and feel" approach, rather than "read and comprehend," represented GoSafe's emergency response technology and process in an engaging way.

An interactive table featured an acrylic architectural model of a neighborhood and four separate interactive monitors. Visitors could select one of four emergency scenarios that demonstrated how GoSafe works in an emergency situation. As the emergency unfolded in the video, its location in the neighborhood model lit up, sending pulses of light in a ripple pattern outward from the site, which represented how an emergency responder views an event at the emergency response center. The video then demonstrated the emergency responder reaction and dispatch of an EMS team to the location.

The custom LED table, placed as a centerpiece in the booth, drew guests into the space where they could grasp the story as they approached the exhibit. It also served as a natural gathering spot where people could learn about GoSafe in a self-guided, entertaining setting. The results were anything but alarming: 6,000 visits, 75 in-booth media interviews, 2,775 scenario views and 176 product page views.





**CAMPAIGN:** Think Events

**CLIENT:** Google

**PARTNER:** MAS Event Design, Fire



Google Think Events inspire senior executives and cmos from its largest client companies to think differently about technology, their industry and marketing. In 2013, the events also demonstrated the power of mobile through a custom app that was fun and engaging and showcased how digital and mobile can change an entire event experience.

Google's custom app used mobile to deliver utility, facilitate networking and deliver mobile-only moments. It engaged and inspired clients during each Think event with relevant, "snackable" content that amplified on-stage presentations and drove awareness and interest in the broader Think with Google brand.

Through the app attendees uploaded profile photos, self descriptions and their interests, then shared their profile with other guests. Those who engaged with the app received points, which they could redeem from the app's Think Points Store. The app also provided the event agenda, speaker bios, links to the Think Hub and Google G+ page, second screen technology and the ability to share comments, questions and thoughts throughout the day via a private feed.

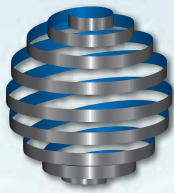
Similar to an airport kiosk, the app also facilitated event check-in. Attendees received email confirmations with a barcode the evening before the event. When they arrived, they could scan the barcode, print out a badge and enter without the long wait of the standard check-in process. And in a tasty turn of events, attendees could order food and drinks directly via NFC-enabled devices. Those who tapped their device to an item they wanted to order received it two minutes later, hand delivered by a server.

Google clients are always asking for more event interactivity and networking, which the app delivered. The app gave them the ability to "brilliant" comments made by their peers on the second screen. They could also browse other attendee profiles and filter results by name or key areas of interest. They could connect and network by sending in-app messages directly to other attendees. A YouTube playlist offered digital content curated especially for the event. The app also amplified on-stage content and delivered only-at-Google customer experiences. The registration kiosks and mobile café provided fun, useful experiences that showcased the power of mobile. And at the end, a survey allowed attendees to measure event engagement and effectiveness, rate their satisfaction and indicate areas of improvement.

Across its 2013 events to-date, Google has hosted more than 1,300 clients and generated more than 900 mobile app activations, for a 70 percent adoption rate. It has facilitated networking and interactivity, with more than 590 clients opting in to meet with peers. More than 5,400 Think Points were earned and used to redeem 2,601 Google gifts.



## BEST USE OF A CUSTOM APP



**CAMPAIGN:** TELUS Presents the Fan Cup

**CLIENT:** TELUS

**PARTNER:** GMR Marketing

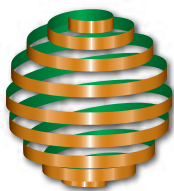
The Fan Cup is the first trophy to honor the Canadian Football League's most important players—the fans. Cast from the copper of Canadian pennies, The Fan Cup, engraved with the names of thousands of CFL fans across the country, now resides inside The Canadian Football Hall of Fame as a symbol of appreciation for a century of loyal fan support.

Fans created The Fan Cup trophy during the 10th Grey Cup Tour, which made 100 stops across Canada. By using a custom-built TELUS Penny Press, each press of a penny resulted in a 100th Grey Cup Game collectible and the penny itself was used to create The Fan Cup, etched with each participant's name. But for a more robust digital experience, a "Capture the Cup" proximity-based smartphone app involved the fans in a digital scavenger hunt. The end goal of the hunt was to capture The Fan Cup and win prizes by keeping it away from opponents. The final die-hard CFL fan "holding" the trophy received two tickets to the Championship Game and the honor of presenting The Fan Cup on-field to the Canadian Football Hall of Fame.

The app allowed consumers to participate via their smartphone, ideal for TELUS, a smartphone and services



provider. The results were pretty smart, too: In the week "Capture the Cup" was alive, more than 3,000 visitors came to the site, resulting in 300 registered users. More than 8,000 names were added to The Fan Cup.



**CAMPAIGN:** One Direction Activation

**CLIENT:** Mondelez International

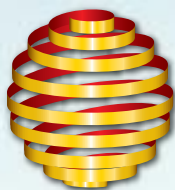
**PARTNERS:** Momentum Worldwide, Carnival Labs

To generate awareness for its Nabisco cookies, crackers, confections and gum products, Mondelez International, which owns the brand, sponsored One Direction's North American Tour. But to really make music with the fans, it created a free mobile app that allowed fans to get up close and personal with the English-Irish pop boy band. The 1D VIP app, which was available through Google Play and Apple iTunes stores, allowed fans to unlock exclusive content including background wallpaper for their phones, photos of One Direction, voicemails from the band, geo-targeted text messages from the group about upcoming concerts and fun, "on the road" updates.

Fans also gained access to One Direction through the Augmented Reality portion of the app. Using specially marked Nabisco snack boxes as an AR target, fans held a Nabisco package up to their webcam to scan. On their monitor, One Direction appeared to materialize atop the package as if it were really there. Each member of the band would pop up on the box and talk to the 1D VIP. Once the experience ended, each participating Nabisco brand delivered a behind-the-scenes glimpse of the band.

More than 150,000 fans downloaded the app, and more than a million apps were opened. Fans purchased 21 million specially marked Nabisco brand packages.





**CAMPAIGN:** Smarter Computing VIP Program

**CLIENT:** IBM

**PARTNER:** George P. Johnson, FISH Technologies



Conference planners are always dreaming up incentives to get attendees thoroughly investigating all an event footprint has to offer, from session content to the expo hall to, even, the food. Prizes—free stuff—always help, but throw in some NFC technology and make it as simple as a “tap” and you’ve got a winning strategy, especially among a tech-conscious crowd. At its Pulse conference this year, IBM developed an exclusive VIP program, fueled by NFC-enabled credentials, that encouraged attendees to explore, earn points and, ultimately, helped them develop a deep connection to the brand’s Smarter Computing IT infrastructure framework and related business solutions.

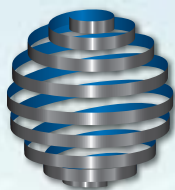
Attendees were encouraged to register to become a “Smarter Computing VIP” (a set number of VIP slots were issued). They then registered with an email and social media channel of their choice on mobile devices carried by brand ambassadors or on laptops within the Smarter Computing Zone. On the back of these now “live” credentials was a set of instructions on how to use them to access exclusive content and accrue points to earn prizes based on level of participation via check-ins across 12 NFC-enabled “tap towers” located throughout the event. The point system worked like this: Four points for checking in at sessions within the Smarter Computing Zone; four points for visiting specific stations within the Pulse Expo Hall; three points for general sessions and keynotes; and one point for visiting the Smarter Computing Food Cart. (Points for eating? Hell, yeah!) Attendees later returned to the Smarter Computing Zone to scan their credentials, verify points and receive their prize.

The taps weren’t just about points, however. Each tap sent a customized update to the attendees’ chosen social media platform. Through email, the VIPs received exclusive content during and post event, all housed on a customized landing page with one-click sharing capabilities to drive social media amplification. Each tap also measured engagement for IBM. All those taps and interactions were synced to a database that offered deep analysis and insights into what factors attributed to and motivated attendee behaviors on-site and what content created the most interest.

This gamification strategy and the seamless integration with social media channels motivated the VIPs to seek out all of the strategically selected content zones, and it helped IBM drive deeper and more complete conversations with this select group of attendees. The result: Of those that participated in the program, more than 85 percent completed all required check-ins and returned to the zone to redeem their prize—powerful results, considering attendees had to engage eight different tap tower stations on-site to meet the quota. Simple concept, robust results.



## BEST USE OF A SINGLE TECHNOLOGY (B-TO-B)



**CAMPAIGN:** Fuel for Business  
**CLIENT:** NASCAR  
**PARTNERS:** Stell, Webb Station

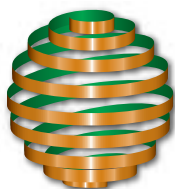
NASCAR's Fuel for Business events each quarter bring together official partners and industry members for a day of exclusive b-to-b meetings set up to foster business and increase sponsorship partnerships. Hard to imagine that the coordination of meeting requests submitted by attendees was once handled by a staff of six equipped with, well, sticky notes. New custom software and a unique algorithm have resulted in a matchmaking process that is now super tech-savvy.

For the event, partners access a secure microsite to review available, attending partners, their bios as well as partner meeting histories, and then select six companies to request a meeting with, in order of priority. Next, NASCAR unleashes the algorithm that starts the matchmaking process. The algorithm manipulates the schedule until every company has at least two of its requests fulfilled. Wherever possible, the system works to fulfill third and fourth requests and, if companies still have open spots, the system pulls from past history and matches partners who have had the most time pass since their last meeting. Once all partners are assigned to four meetings, a schedule with company descriptions is emailed to participants.

In the past, NASCAR had to make complicated decisions about schedule changes when partners didn't show up last



minute. Today, all the team has to do is re-run the algorithm to update the schedule and assign partners to new meetings that are preferred and most likely to be effective. The software program has decreased the man hours required to plan the meeting schedule from a whopping 240 hours to just five hours.



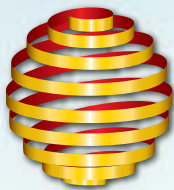
**CAMPAIGN:** MasterCard Sales Leadership Meeting  
**CLIENT:** MasterCard Worldwide  
**PARTNER:** Barkley Kalpak Agency

The construct of an annual sales meeting is often a predictable one for attendees such as seasoned executives, who made up much of the 420-attendee list of the 2012 MasterCard annual Sales Leadership Meeting. This year MasterCard gave each attendee an iPad to borrow, preloaded with content and an app to support the experience on-site (it included Q&As with moderators, agendas, photo sharing and attendee profiles). A nice perk, for sure, but the iPad use also supported an off-site experience that really shook things up.

Attendees participated in a team-building activity called The MasterCard Priceless Pursuit, a custom "Amazing Race"-style excursion throughout the host city of London. Via the iPad, attendees used a combination of QR codes and apps (including Hailo, HopStop, London interactive maps and personal MiFi) to access clues and locations. This scavenger hunt throughout the city directed attendees to key places that supported the MasterCard Priceless Cities marketing campaign. The first teams to get back won their *very own* iPads.

In a post-meeting survey, 97 percent of attendees rated the use of iPads and the app as "valuable"—58 percent of which rated them as "highly valuable." All told, 100 percent of attendees used the app.





**CAMPAIGN:** Feist Holographic Event

**CLIENT:** Samsung

**PARTNERS:** Mosaic, Musion



We've come a long way from basic flip phone mobile devices that only—gasp—allowed us to dial a call, send a text message or play the game Snake. Today, smartphones reign and each new device seems to offer more and more services and functions. As adjusted as we are to our mobile-powered culture, it's often still hard to grasp, to the fullest extent, each new leading device's potential.

To position itself as an industry leader in technology and showcase its new Galaxy S4 phone as a device that lives up to its promise of “infinite possibilities”—and that incredible things are possible with it—Samsung hosted a buzz-generating preview event in Canada that involved a three-city simulcast using holographic technology. This technology uses projection techniques to make images appear in three-dimensional form.

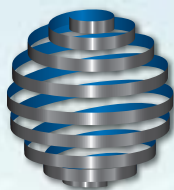
The three events took place in Vancouver, Toronto and Montreal, and each event was filled with consumer experiences designed to help them “meet” and understand the Galaxy S4's potential. Samsung also sweetened the deal with a top-tier Canadian musical performer. The brand created what it dubbed a “Canadian first”—a choreographed holographic musical performance from Canadian music icon Feist. Projected onto specially designed stages, the performance took place simultaneously, and in dramatic fashion, across the three event cities. It included dramatic special effects designed to show off the best of the holographic technology, playing with scale, color and visualizations in ways that mirrored the rich multimedia on the Samsung Galaxy S4.

The holographic technology offered a unifying “wow” moment shared among attendees to get them talking, but it also allowed the brand to take a tier-one Canadian artist to a larger audience than would have been possible had she performed in person in any one of the brand's three target markets, allowing the preview events to go further and broader. It was a unique technology story that bolstered p.r. efforts because the brand was able to entice media to the event with the proposition of seeing Feist perform in three cities at the same time. Samsung was bringing a new technology to Canadians, just like the many new technologies in the GS4, to accomplish something that wouldn't otherwise have been possible—a symbolic connection to the brand's “infinite possibilities” positioning.

The result? The brand's preview parties became a top 10 trending topic on Twitter (with the hashtag #GS4Canada), not just in the event cities, but nationally, on top of garnering 8.5 million media impressions.



## BEST USE OF A SINGLE TECHNOLOGY (B-TO-C)



**CAMPAIGN:** Bullseye Badge

**CLIENT:** Target

**PARTNER:** Periscope

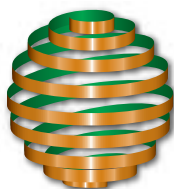
To increase engagement at its Back to College After-Hours Shopping events, which targets college students across 68 American universities, Target this year added the Bullseye Badge, a QR-code driven program. Arriving on campus during welcome week, students were greeted with an on-campus promotion offering free product samples, a dj, a personalized invite to the after-hours shopping event and an introduction to Bullseye Badge. The badge, a unique QR code for each school designed to complement the campaign logo, was present on multiple communications pieces, including the event invite.

By scanning the badge, students accessed content delivered through an app-like mobile experience. The landing page greeted them with an option to play a video to introduce the badge program, including what, how and why to use it. Students could then swipe through additional content including event offers, must-have checklists, bus stop locations for transportation to the shopping event, social sharing links and an event countdown clock.

At the after-hours shopping event, students could tweet a song request to the dj, engage in a shopping scavenger hunt via ShopKick, post and tag photos through Instagram, Twitter and Facebook, and keep track of all the free samples available to



them. After the event concluded, a scan of the badge again produced new content, including a survey, information about loyalty reward programs, a map back to the store, social sharing links and free downloads such as phone wallpapers. The Bullseye Badge drove nearly 4,000 survey participants, allowing the brand to capture valuable information about student attendee preferences.



**CAMPAIGN:** Hot Wheels Camaro-matic Trending Machine

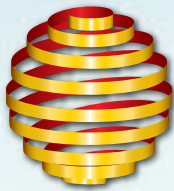
**CLIENT:** Mattel

**PARTNER:** TrojanOne

At this year's Canadian International Auto Show, Chevrolet Canada featured in its exhibit a special Hot Wheels-inspired blue Camaro that hit the market early this year for a limited time. It was a significant event for car lovers and Hot Wheels enthusiasts because one of the very first Hot Wheels toy cars ever produced was a blue custom Camaro in 1968. To honor this legacy, celebrate the automobile line, and to give consumers a chance to take one home, (in their pockets, of course), Hot Wheels maker Mattel activated a Twitter-enabled vending machine in the Chevy booth that dispensed collectors-edition blue Camaro die-casts.

The "Hot Wheels Camaro-matic Trending Machine" was retrofitted with custom computer components and software. Consumers standing near the vending machine could tweet out what they like about the car—including in the tweet the all-important hashtag and Twitter handle, #ChevyCIAS and @HotWheelsCanada. Using geo-location the machine would confirm the user was nearby and then dispense the toy car. In addition to the standard packaging, consumers had a 1-in-2 chance of receiving the special edition Hot Wheels blue Camaro in an acrylic glass display case. Hot Wheels Canada amassed more than 5.6 million total media impressions, increasing buzz for the 2013 Chevrolet Camaro Hot Wheels Special Edition production launch.





**CAMPAIGN:** Samsung Unpacked 2013 Episode 1

**CLIENT:** Samsung

**PARTNER:** Barkley Kalpak Agency



Not all of the bells and whistles on today's smartphones are there just for the sake of bells and whistles. Many of the high-tech features on today's phones have been designed specifically to meet everyday needs in ways never thought possible. To position its new Galaxy S4 phone as a "life companion," Samsung decided to highlight the features of the phone in real-life circumstances during a large media event. Using the expertise of Emmy Award-winning writer Ivan Menchell and "Newsies" director Jeff Calhoun, Samsung created a customized live, multi-dimensional, multi-sensory stage show at Radio City Music Hall, where the S4 became a central character in an episodic journey.

The three-story set featured a curved staircase and rested on a built-in hydraulic system. Set pieces came in and out via the in-house fly system, while a 22-piece live orchestra filled the venue with a vibrant custom soundscape. Carefully mapped videos created the backdrop, setting the scenes in the story to highlight the features of the device. The first level of the set transported the audience to the Upper West Side of New York City, where a dance recital was taking place. This "episode" featured the dual camera function of the phone. The second level appeared against a video backdrop of a train station in Shanghai, China and Buenos Aires; this episode featured the phone's translation capabilities.

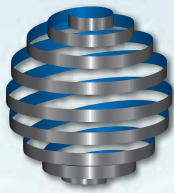
Through a video transition, the backdrop became an airport in Paris where two backpacking friends met up; it showcased the home-share feature of the Galaxy S4.

The third level rose to reveal a Mini Cooper, which played an integral role in an NYC driving scene. The full set remained, and the video transformed the space from a driving scene on a road to a luxurious home in Miami Beach where a bridal party was gathered for a bachelorette party; a scene which demonstrated the phone's video features. After the presentation, the front of the theater was transformed into a hands-on product display area, requiring the removal of the most seats from Radio City Music Hall's theater ever.

A video processing and playback unit called "Stumpfi Wings" platform supported the show's technical structure. With 18 DLP projectors outputting true HD content, the video processing required for updates was substantial and time consuming. The launch lit up the blogosphere and also was covered by powerhouse press including *The New York Times*, *The Wall Street Journal*, *The International Business Times* and *PC Mag*.



## BEST OVERALL USE OF A/V



**CAMPAIGN:** Game of Thrones: The Exhibit

**CLIENT:** HBO

**PARTNER:** Moey

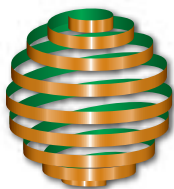
HBO brought its hit series “Game of Thrones” to life with an international exhibition tour, the first of its kind for the network, designed to immerse fans in the breathtaking and enchanting world of Westeros, the fictional setting of the story. The exhibition showcased more than 70 original artifacts from season one and two, plus select pieces and an extended trailer from this year’s season three. It traveled to five cities—Amsterdam, Belfast, New York City, Sao Paulo and Toronto—and was free of charge.

Audio-visual technology helped turn the exhibition into an interactive experience. Visitors were thrust into the role of defenders of capital city King’s Landing in a recreation of the epic Battle of Blackwater Bay, the climatic struggle at the end of season two. In the experience, visitors approached three large monitors, each looking out over a dark harbor with boats floating by. They selected a bow, pulled back the string, aimed and fired. On screen, an arrow alight with flame bursts onto the monitors and fizzles out at sea. As the visitor aimed higher and pulled back farther, upon release, the arrow soared higher and landed on a sliver of an undulating green “wild fire” ribbon, causing the water to catch fire and an enemy sailboat to burst into flames.

Across five world markets, the “Game of Thrones” Exhibition



generated massive press attention and fan excitement, boasting well over 100,000 total visitors. In each market, fans lined up hours prior to exhibit opening—sharing and amplifying their experiences.



**CAMPAIGN:** 2013 Annual Seminar

**CLIENT:** Mary Kay Cosmetics

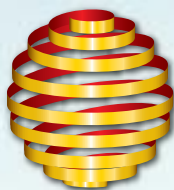
**PARTNER:** Viva Creative

Seminars with conventional proscenium staging can often leave audience members feeling distant and disconnected. At least that was how Mary Kay Cosmetics had felt about past Mary Kay Seminars, deciding this year—for its 50th anniversary—to “blow the socks off” the waves of more than 10,000 Mary Kay Independent Beauty Consultant attendees with a dramatic stage design at the Dallas Convention Center.

The set featured 12 screens, a custom 60-foot diameter multi-level stage with 54-foot runway and entrance; a 15-foot turntable at center stage augmented with three additional entrances and 22-foot runways; a Dragonfly Personal flying system used to fly a singer during the opening experience; and a four-drum YoYo fly system, used to reveal a custom-made 12-foot throne suspended and hidden in a Video Trapezoid Screen box and revealed for “Queen” award winners (Booya!). The combined package transformed a “cold and spiritless” arena into a warm, engaging and immersive environment. Plus, the synergy between the sound and projection package surrounded the audience with Mary Kay branding and culture.

Live production numbers were seamlessly integrated into the surround-style environment with maximum impact through supporting image magnification and special effects. Corporate presenters, often with little or no rehearsal, felt instantly comfortable and confident with this unique staging arrangement.





**CAMPAIGN:** Run Happy Island

**CLIENT:** Brooks Sports

**PARTNER:** 5celsius



Brands have mastered the art of collecting baseline data such as email, phone numbers and minor demographic information from consumers visiting an experience. At this year's Rock 'n' Roll Running Expo, however, Brooks Running Company, known for providing custom fittings of shoes for runners, was able to collect enough information to develop entire profiles of each visitor of the Run Happy Island experience—amid crazy high traffic, at that. And the brand did it without interrupting the experience. Rather, the rich data collection tied seamlessly to each interaction within the footprint.

The main objective of this tropical-themed experience, part of a three-year-long traveling campaign, was to move shoes and build brand loyalty. The experience began when visitors entered Run Happy and were greeted at the "Customs" booth. There, visitors signed up through a custom iPad interface, entering basic demographics and finishing off with supplementary survey questions to gauge interests. All of this data was stored on a local server to instantly create a general-lead profile of the user. This profile was maintained by a custom QR code attached to each consumer's Run Happy Island "passport" which they took through each station within the 6,000-square-foot booth.

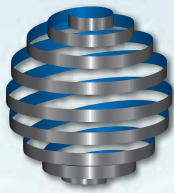
Experiences included the Run Happy Island Submarine, where visitors received a free gait analysis through the iPad-based program and ClearGait, a sales tool that measures each runner's unique gait and uses the information to recommend a specific shoe just for that consumer. After the consumers filled out the digital on-screen waiver, answered some quick questions regarding their training level, miles run per week, arch height and foot width, they were ready to get their gait analyzed.

The iPad's camera feature was used to record the runner in real-time, which could be done either by hand or by placing the ClearGait-enabled iPad in a custom stand situated behind the treadmill. The runner was able to see the entire process on an HDTV mounted in front of the treadmill. After 10 seconds of recording, the Brooks employee measured the foot-landing angle of the runner's leg directly on the screen and provided the runner with an instantaneous analysis of his or her personal gait. This personalized analysis connected to the Brooks Running shoe database and the employee was able to quickly and efficiently suggest which Brooks shoe was best for the runner. Shoe recommendations, along with personalized notations on a runner's gait, were then emailed to the runner for later access, which also served as a lead-generation tool for Brooks.

The new system replaced Brooks Running's paper lead collection system, which was expensive and error prone, and it also led to a boost in shoe sales at Run Happy Island by 50 percent.



## BEST OVERALL USE OF DATA COLLECTION TECHNOLOGY



**CAMPAIGN:** Adobe Summit  
**CLIENT:** Adobe  
**PARTNER:** ACTIVE Network

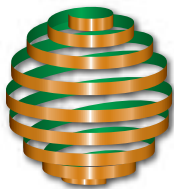
When you think of on-site registration check-in at conferences or other business-related events, the first thing that may come to mind are lines; because, inherently, when you have thousands of attendees, you have to set up lanes to control the swell of bodies and efficiently check everybody in. Attendees at this year's Adobe Summit were greeted with a surprisingly alternative format during registration. The brand exchanged registration lines for a lounge area open throughout the conference. It turned out to be one of the most popular networking areas for the Summit, making a great experience for an area that is traditionally vacant after the first day of a show.

Technology, of course, made this possible and the ACTIVE Conference event management solution and event portal, Session Access Control, helped Adobe organize registration and data about its attendees, long before they even showed up. Adobe made use of the time during online registration before the show to collect data and understand its audience's roles and interests, to help personalize experiences on-site. Seventy percent of attendees checked in on Day 1 and the on-site technology allowed attendees to easily walk up, scan and get their badges, with less than a minute wait.

Data was analyzed before and during the event to provide



swift reporting on demographics and behaviors. Adobe could enter this information into its CRM, then accurately track and measure the real value of the event. The ability to compare registration data to what attendees actually did at the event formed a map to where future opportunities lie and where Adobe can expect to see business growth. Eight out of 10 attendees said they plan to return in 2014 and the event scored a 94-percent overall attendee satisfaction rating.



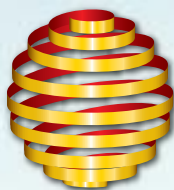
**CAMPAIGN:** Luggage Tags  
**CLIENT:** Gogo Air  
**PARTNER:** ignition

Gogo Air at trade shows this year wanted to be able to promote its in-flight wireless internet infrastructure service and capture attendee information for future mailings, which attendees, especially c-level attendees, are often reluctant to give. So, Gogo devised a premium giveaway to sweeten the deal—custom engraved luggage tags.

Gogo's booth featured a laser engraver where, using the custom "Tag Yourself" Gogo-branded app, guests were welcomed with a start screen that gave them the option to enter their information selecting name, email, phone number, company and job title as well as their color selection for their tag. They could review their tag, make changes and then submit. The app listed the average wait time, so guests could either come back to pick up their tag or visit other areas of the booth.

The app made it possible to collect attendee information in an interactive and useful way, far surpassing the usual "clipboard routine," which is easily denied and avoided by attendees. The key was using an app designed in a way that took the focus off the data and onto the premium. Even c-level executives were willing to share their information, because of the "premium" experience behind it.

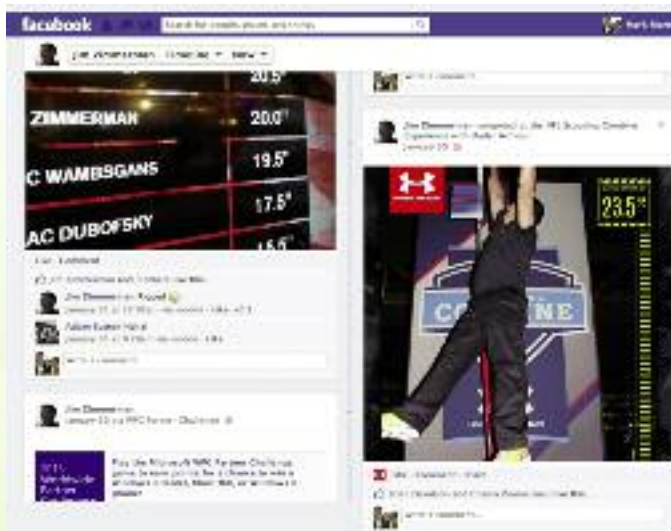




**CAMPAIGN:** NFL Combine Experience

**CLIENT:** Under Armour

**PARTNER:** Thuzi



Imagine if the only thing consumers had to do when tapping into their wide networks of followers was swipe a wristband and, boom!—instantaneous posting of a crazy-fun life event. At the Super Bowl NFL Experience, Under Armour offered just that by implementing the Thuzi Presence Platform, a live event social media tool that created authentic Under Armour-branded content and allowed participants competing in the Under Armour NFL Combine Experience to memorialize their participation on their newsfeeds and timelines. It also allowed Under Armour to instantly amplify on-site activations to the participants' friends, measure all viral Facebook activity and process tens of thousands of attendees on-site each day. Boom, indeed.

All of this was made possible with an Under Armour-branded red silicone wristband embedded with an RFID chip. Attendees registered through Facebook, attaching their profiles to their individual wristband. With the wristband activated, they were free to enter the footprint and take part in NFL Scouting Combine-style challenges tied to action photo opportunities, including the 40-yard dash, broad jump and the vertical leap. After finishing each challenge and action shot, attendees scanned their wristbands to instantly post and tag themselves in the photo, which featured the Under Armour logo and a custom linked status that pulled in performance scores in real-time—one example: "John Doe competed at the NFL Scouting Combine Experience with Under Armour." (The captions were approved via Facebook Custom Actions prior to the event.) In addition, scanning the wristband simultaneously updated the on-site leader board with the participant's score. By scanning-in at all of the activations, consumers were entered to win tickets to the big game.

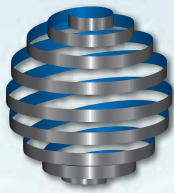
The wristbands served another purpose as well—to drive sales. Socially enabled glass-encased "Like Stations" on-site showcased Under Armour's newest products. By simply swiping their wristband at the station, consumers could instantly "Like" the product on Facebook.

Throughout the multi-day event, Under Armour was able to measure the activation's performance in real-time using the technology's custom analytics and tracking system. It incorporated all Facebook has to offer for prime amplification and measurement, including Login, Facebook Ads API, Facebook Custom Actions, Facebook Insights and the Facebook Open Graph.

And, here's where the amplification came into play: the attendees' photo posts were then pushed out through automated Facebook Sponsored Stories resulting in social graph participation, estimated to have measured at 300 friends per action. Even eight months after the event, the photos continued to gain impressions as more people interact with them, amplifying Under Armour's message along the way.



## BEST USE OF FACEBOOK

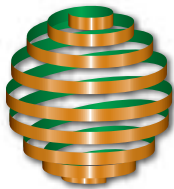


**CAMPAIGN:** Crazy Good Summer  
**CLIENT:** Kellogg  
**PARTNER:** Live Nation

Kellogg's Pop-Tarts combined the power of music with the reach and relevance of Facebook to engage teens with their favorite artists in and outside the live music experience. The Crazy Good Summer program offered two "top secret" concerts featuring five of the hottest trending teen artists according to their social media reach—Carly Rae Jepsen, Austin Mahone and Boys Like Girls for a show in Chicago, and Gym Class Heroes and Allstar Weekend for New York City.

Live at the concert venues all of the experiences were designed for social sharing. Teens walked a red carpet and posed for a Pop-Tarts step-and-repeat with three giant Pop-Tarts characters. They took photos with friends in a standalone photo booth, chose their favorite songs and competed to follow dance choreography at a *Just Dance* videogame activation, and they updated their social networks at an iPad station. Inside the show, fans' live tweets streamed behind performing artists.

The program satisfied not only teens' desire to see their favorite artists perform but also to interact and engage with them. Through Facebook, Pop-Tarts linked to video shout-outs and promoted live Twitter chats with the artists. Crazy Good Summer generated 250,000 new Facebook fans and translated into a five percent sales lift for the brand.



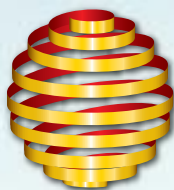
**CAMPAIGN:** Share & Tell  
**CLIENT:** NBCUniversal  
**PARTNER:** ignition

To give its Earth Week campaign a boost of social currency across all 38 of its networks and at two live events, NBCUniversal turned to Facebook. The program, called the Share & Tell Campaign, encouraged fans to consider their consumption habits and participate in the "sharing economy" where they could post items that they no longer need to Facebook during "online parties."

NBCUniversal properties, including USA Network, MSNBC, Bravo Media and E! Entertainment, hosted the Share & Tell campaign page on its Facebook profiles, which introduced fans to the sharing economy with facts, stories, posts from bloggers and influencers, and an eco-quiz to engage fans in the excitement of sharing. Additionally, the page served as the point of entry to yerdle—an app-based sharing community integrated with Facebook—through which fans could share their items and enter to win exclusive premiums from NBCUniversal networks. Facebook enabled NBCUniversal to build the connection for fans between its networks and yerdle, which together helped reinforce the sustainability values the brand promotes through its long-running Green is Universal program.

The results—70 percent of contest participants shared an item and there was a marked 471-percent increase in website traffic on the first day.





**CAMPAIGN:** World's Fair  
**CLIENT:** CareerBuilder  
**PARTNER:** M1 Interactive



The Society for Human Resource Management's annual conference may be a real hootenanny, but it's hard to top the excitement of a World's Fair. CareerBuilder last June combined the best of both experiences into one show strategy when it chose the 1893 Chicago World's Fair as the theme for its SHRM booth. The brand is headquartered in Chicago, so the Fair theme was a natural. The technological innovation that was at the heart of the World's Fair was also a perfect fit. To bring both ideas to life—and engage attendees in the process—the brand worked with M1 Interactive to create an interactive photo mosaic that displayed photos of iconic World's Fair landmarks. The system created the mosaic images by combining thousands of submitted photos and then displayed them all over the booth. SHRM attendees submitted the photos to the brand through Twitter and Instagram, using the hashtags #EmpoweringEmployment and #SHRM13.

CareerBuilder displayed the mosaic photos on four 80-inch monitors and hung them at the four corners of the booth for maximum visibility. Each digital mosaic was built from 3,000 photos, and as they slowly faded into one unified resolution, they combined to reveal an image from the Fair.

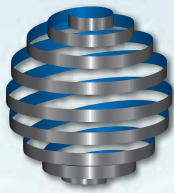
To ensure participation, the brand sent attendees an email and a direct mail piece that encouraged them to use the tagline Empowering Employment as a hashtag at the event. And for each time they used it, they were entered into a sweepstakes to win prizes. As a final incentive, CareerBuilder also donated \$5 to a local job training charity for every use of the hashtag, and \$10 for every pre-mail piece that was returned.

M1 created the Digital Mosaic application using Processing, a programming development environment. The agency wrote custom code to analyze and extract visual data from a database and assemble it in the form of a larger image on the screens. Visitors to SHRM took photos all over the show, and using the custom hashtags, submitted them to Twitter or Instagram servers, adding to a "pool" of photos from the event. The application then accessed and tracked the posts, pulling the photos and shrinking them down into tiny, thumbnail pieces of the mosaic. Using color analysis algorithms, the program matched the color profile of these photos to the colors of the larger image, and placed them accordingly on the screen. Coded calculations animated the images into the proper coordinates, where they eventually faded into the larger, iconic images of Chicago.

Survey says: Awesome, for the win.



## BEST USE OF GAMIFICATION



**CAMPAIGN:** Adventure Time ConQuest at Comic-Con  
**CLIENT:** Turner Broadcasting  
**PARTNER:** In-house

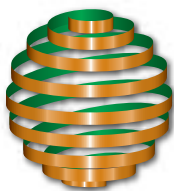
It was time again for the San Diego International Comic-Con, and for Cartoon Network it was time for Adventure Time, one of the channel's most popular shows, to make a big noise with its Adventure Time ConQuest interactive game. The objective was to promote and showcase Adventure Time products that were being carried and sold by 13 licensee partners at the 'Con.

The game was built upon the framework of an existing mobile application called Sparrow. It was developed by Turner's internal IT Strategy department (which owns Cartoon Network), and is designed to encourage brand interaction through its scavenger hunt-style game. Brand collateral was hidden all over the convention center, and fans had to access the app to get time-sensitive clues about where the items were located. Once users located the swag, they texted the clue they found with the item to the organizers. They then got a new clue and the adventure continued.

This app took the network's previous scavenger hunt game and brought it online and made it mobile. Only one phone number was allowed per participant, and the hunt was different each day, so cheaters couldn't prosper, and everyone could play again and again. It was text-based, so even non-smartphone



users could play and it didn't rely on sometimes-rocky internet access. More than 7,000 players took part, and 4,100 played the whole game. All of that added up to attendees having an amazing time, thanks to Adventure Time.

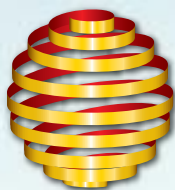


**CAMPAIGN:** Game of Thrones: The Exhibit  
**CLIENT:** HBO  
**PARTNER:** Moey

Winter is not coming anytime soon for HBO's hit series "Game of Thrones." To keep its momentum moving in the right direction, HBO took the franchise on the road for two months and transported viewers into the fantastic world of Westeros, where the story takes place. The tour hit five international markets (Amsterdam, Belfast, New York City, Sao Paulo and Toronto), where the exhibition showcased more than 70 original artifacts from seasons one and two of the series, in addition to special exhibits from season three.

The climax of season two was the Battle of Blackwater Bay, and to put tour attendees into the action, the network deployed an interactive experience that invited guests to approach three monitors looking out over a dark harbor with boats floating by, from the point of view of a defender. Guests could select a bow, pull back the string, aim and fire. On screen, a burning arrow would soar out to sea and either miss or hit home and cause one of the boats to catch fire. Much like the excitement of the fans that played along.





**CAMPAIGN:** Bullseye Badge

**CLIENT:** Target

**PARTNER:** Periscope



These days, it seems that if it ain't mobile, it ain't moving product. And Target really hit the mark with the Bullseye Badge campaign. The program was designed to increase college students' engagement with the brand's existing Back to College After-Hours Shopping Event program and extend the participants' enjoyment beyond the moment of the experience. The primary audience was first-year college students, aged 18 to 21, at the 68 universities across the nation that Target partners with to host its events.

It all began for students as they arrived on campus during welcome weeks all over the country. Target ambassadors greeted them with free product samples, a dj, personalized invitations to the after-hours shopping event and an introduction to the heart of the experience: Bullseye Badge. The badge, a unique QR code for each school designed to complement the campaign logo, is a digital experience that ties Target to each participant's mobile device. Students could scan the QR code from a number of content pieces and, once they did, the brand began delivering unique content to the student through an app-like mobile experience. The first stop was the landing page, where they watched a video introducing the Bullseye Badge program that explained what it was and how and why to use it. Students could then swipe through more content, including event offers, must-have school supply checklists, bus stop locations for transportation to the shopping event, social sharing links and an event countdown clock.

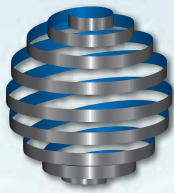
Once they got past the initial experience, the idea was to keep them engaged until, during and even after, so the content remained available through a simple drawer feature at the bottom of the screen to make navigation simple for repeat users. Once the after-hours shopping event began, scanning the Bullseye Badge at stations throughout the store delivered new content to enhance the live event. Students tweeted song requests to the dj, played a shopping scavenger hunt via ShopKick, posted and tagged photos through Instagram, Twitter and Facebook and tracked down all of the free samples available to them. They could also text to win several prizes from partner brands.

After the event wrapped, another scan of the badge presented students with an exit survey that entered them in a drawing for a Target gift card and gave them information about loyalty reward programs, a map back to the store, social sharing links, and free wallpaper and ringtone downloads. Robin Hooding it like a boss, Target.





## BEST USE OF HANDHELD TECHNOLOGY



**CAMPAIGN:** Norton Man of Steel Truck Tour

**CLIENT:** Symantec

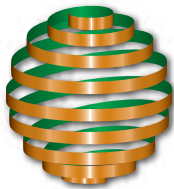
**PARTNERS:** IMG Live, Genuine Interactive

Symantec last summer leveraged its partnership with the latest Superman movie by rolling out the “Man of Steel” truck tour. The tour’s Digital Metropolis experience, billed as the place where all devices are connected (which is convenient for users and digital criminals alike), traveled the country to fight against consumer apathy about mobile device security and educate attendees about the dangers inherent in new platforms.

The brand impressed attendees with a tech-heavy experience that featured NFC at every point of contact, including NFC-enabled Samsung Galaxy 3 phones and HP monitors and NFC apps tied to Facebook and Tag Stands scattered around for data collection and activity tracking. The app was a “Man of Steel” decoder that helped each attendee interact with NFC chips hidden inside the Metropolis cityscape. The chips made up a scavenger hunt of digital dangers for guests to navigate. As people took a self-directed tour through the miniature Metropolis, each hidden NFC hotspot pushed a reaction to demonstrate how common everyday scenarios (such as using free Wi-Fi at a coffee shop) pose hidden dangers to their personal devices and data. Then the app helped them discover the Norton product they could use to overcome each type of threat and quizzed them to test their learning.



The NFC tech that the brand deployed allowed it to track the attendees and the success of the messaging at every point of contact. Now that’s a safe bet.



**CAMPAIGN:** Academy of Investment Excellence

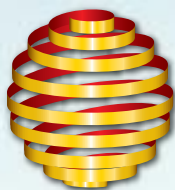
**CLIENT:** Morgan Stanley

**PARTNER:** Concise Media Design

Morgan Stanley’s Academy of Investment Excellence program was on the road from March to November this year, bringing its custom iPad interactive experience to hundreds of its top-producing financial advisors all over the country. The Academy is a unique opportunity for advisors to gain insights from leading experts in geo-politics, macro-economics, investment strategy, academia and wealth management, and insures that they are informed and well-rounded.

There were three events, two in New York and one in San Diego, and the brand brought 500 of its advisors to each one. Each of the 500 attendees was given an iPad to use throughout each three-day conference. They logged into the tablet with a unique PIN number that unlocked a personalized information pack and a suite of interactive features. All of the interactive features were updated in real time throughout the event, giving the organizers much greater flexibility and control than traditional printed materials would have allowed. Inside the app, attendees could watch presentations in both the general session and the six breakout rooms from anywhere as the presenter pushed the slides to the audience’s iPads, where they could also take notes in-app and view graphics. Who needs paper anymore?





**CAMPAIGN:** Monstrous Summer EyeNouncement

**CLIENT:** Walt Disney Parks and Resorts

**PARTNER:** ShowTec



Tapping into the excitement around the June release of “Monsters University,” the long-awaited prequel to its hit movie “Monsters Inc.,” Disney this year celebrated its “Monstrous Summer.” The summer was full of monster-themed events, but the kickoff “Eyenouncement” was without question the biggest of them all. The objectives were simple—p.r. and awareness—but the execution was done in true Magic Kingdom style as Disney transformed the iconic ball at Epcot Center into a giant animated talking head featuring “Monsters Inc.” animated star Mike Wazowski. Wazowski blinked his huge single eye and peered at the thousands of onlookers all around while he delivered his message as a lead-up to the official press event.

The brand did it using eight Christie Roadie HD+35K projectors and eight Christie Twist PRO Image Warping and Edge Blending Modules tied into Christie/Vista Spyder Processing centers on Mac-based, multi-channel media servers. It handled the electronics through fiber optic-based signal management with 100 percent redundancy—just to be safe (it is the unflappable Disney brand, after all).

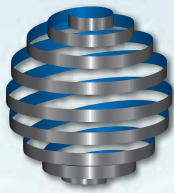
The top-of-the-line projection system design allowed the brand to provide the animation team at Disney’s Pixar studios (that created Mike) a flat perspective image of the tiny, spherical character for projection onto a more than 180-foot tall hemisphere comprised of about 30 isosceles triangle faces, each of which was divided into eight smaller equilateral triangles. The full intensity of the projection package was capable of producing more than 250,000 lumens. The surface area of the projection was at about 50,000 square feet and would be projected from a distance of more than 450 feet away. The tech needed to handle precise control of the spherical distortion and color was potentially nightmarish, but turned out to be hardcore and perfect, which was a must to meet Pixar’s precise specifications. The final imagery was finished thanks to an over/under blend configuration to allow for full pixel field width. Did you catch all that, Sparky?

All of that tech was designed for one deceptively simple purpose: to bring the inanimate structure of Epcot to life in the form of a beloved Disney/Pixar character, and to capture the imagination of the invited members of the media for the announcement of the Monstrous Summer promotion. The projection show made a seemingly magical transformation of the Spaceship Earth globe into a full motion, mega-sized Mike Wazowski. This was a first-ever experience for attendees that was both unique and compelling, while generating extensive coverage in both traditional media and on social media channels.

The results speak for themselves. Since the April event, the Disney Parks Blog posted seven videos on YouTube for a total of 654,414 views. On Twitter, the event enjoyed a total exposure of more than 123 million impressions via the hashtag #MonstrousSummer. The brand’s Facebook posts generated close to 1.2 million likes, 15,000 comments and more than 76,000 shares.



## BEST USE OF PROJECTION MAPPING



**CAMPAIGN:** LA Traffic Jam

**CLIENT:** LoopNet

**PARTNER:** Pearl Media

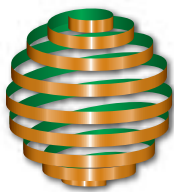
To show that any property not listed on its service might as well not exist, LoopNet went ahead and erased a building from the Los Angeles skyline. It didn't take any explosives, but it did take some projection technology magic dubbed the LA Traffic Jam.

The experience was the centerpiece of a private VIP party on the evening of January 17 for the friends, customers and stakeholders of LoopNet, the world's largest online commercial real estate listing service. The guests of the party enjoyed gourmet catering, a top-shelf open bar and a performance by A-list band Train, but the star of the show was yet to come.

At the climax of the party, and likely after plenty of time to avail themselves of the open bar, the guests were encouraged to take a look at the city skyline, where 3D projection mapping technology was used to replicate the city skyline behind the façade of the building to fool the attendees. Twenty 20K lumen DLP projectors were used in conjunction with six Green Hippo media servers to create the real time projection illusion. All of a sudden, the projection seamlessly shifted to remove one of the buildings, illustrating the thematic messaging and driving home the idea that LoopNet is the only way to get your property noticed. The experience earned more than three million media



impressions over the course of three days and more than 15,000 YouTube views in five days.



**CAMPAIGN:** Shareholders' Meeting 2013

**CLIENT:** Walmart

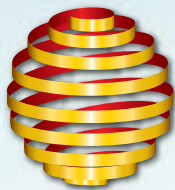
**PARTNERS:** Drury Design Dynamics, LMG

Hugh Jackman, Tom Cruise, Jennifer Hudson, Kelly Clarkson, Elton John, John Legend, wildly morphing projection set, and... Walmart. That's right. The low-price retailer treated its shareholders to a high-value kaleidoscope of a show and set for its annual meeting this year. The Walmart Annual Shareholder's Meeting is always a show stopper, but this year's show was especially enhanced by the use of projection mapping to make for an event like none of the 15,000 attendees in the audience had ever seen before (let alone the more than 100,000 viewers online).

The set was custom built to accommodate the projections, with a multi-panel, tiered backdrop that measured 140 feet from edge to edge, and 60 feet high at the center. The brand projected visuals, graphics and video onto every surface of the set throughout the presentations to convey Walmart's key messages to the live audience and global online viewers. The projections were designed to create a 3D effect with a large depth of field behind the many performers and speakers on stage during the event.

The projections were created using four Barco HDQ-2K40 projectors, a new 40K lumens lamp and two Coolux Pandora Box Media Servers. To support the webcast, a high-definition Snell & Wilcox Kahuna switching and camera system was used to provide the broadcast feed for the online audience. And all of this was accomplished in just six weeks from napkin sketch to curtains up.





**CAMPAIGN:** Bing Recharge Lounge

**CLIENT:** Microsoft

**PARTNERS:** Andy Mirkovich Productions, NYFF Events



Google may still hold the top spot among search engines, but Microsoft's Bing is hot on its heels thanks to some clever integrated marketing designed to give the brand cachet among the cool kids and social currency where it lives—online. One of the coolest deployments happened in March at South by Southwest in Austin at the Bing Recharge Lounge, where Microsoft deployed RFID to build excitement around the Lounge and generate some media love.

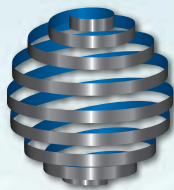
Upon arrival, guests had the chance to opt-in to games and other activities by using a branded RFID bracelet. The games earned them points that they could redeem at various custom-built stations throughout the event space. The bracelets also incorporated a connection to Facebook, posting automatically as the attendee swiped his or her wristband and then participated in activities. Guests enabled their bracelets by logging into their Facebook accounts and agreeing to run the application. Once they were logged in and their account was linked, guests swiped their branded RFID bracelet on the reader box to associate the bracelet to the account. This enabled them to instantly participate in the activities within the Lounge. Visitors also scanned the bracelets at "Like Stations" to generate customized status updates onto their Facebook wall and earn points. They could scan to "like" and check-in at the Lounge itself, at mobile charging stations, food stations loaded with locally made treats and at Bing It On Stations. Guests earned additional points by taking the Bing It On Challenge, an online competition designed to help determine whether the user prefers Bing or Google web search results.

All of these activities earned users points that they could redeem with a swipe for hits at the oxygen bar, treats from vending machines loaded with snacks and non-alcoholic drinks, chair massages and a prize crane filled with Bing swag, which a guest could access after taking the Bing It On Challenge. One of the coolest prizes was a Bing Ride—a free ride in a Bing-branded SUV with a Bing It On challenge loaded on a tablet inside.

With more than 30,000 attendees filling the city to overflowing and dozens of official and unofficial brand sponsors, getting above the noise is a real challenge, but it's one that the Bing Recharge Lounge was able to meet with aplomb, judging by the results. Over the course of the three-day activation, more than 7,500 people came through the lounge, enough to run the brand out of RFID bracelets. All told, there were more than 119,000 social impressions, more than 1,400 posts and more than 3,500 pics posted to Facebook via the RFID bracelets. Bing it on, indeed.



## BEST USE OF RFID/NFC



**CAMPAIGN:** NFL Combine Experience

**CLIENT:** Under Armour

**PARTNER:** Thuzi

Under Armour knew it could leverage RFID to turn its NFL Experience into an interactive event that would be powerful enough to drive every registered attendee to pass the experience along to at least 10 friends. It just had to give attendees the ball.

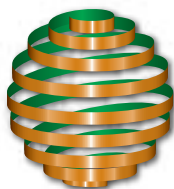
Attendees registered through Facebook using sporty branded wristbands embedded with RFID chips and then were free to get hands-on with the pigskin through activities like the Under Armour Combine competition, 40 Yard Dash, Broad Jump or Vertical Jump. A swipe of their wristbands at each engagement generated photos that were auto-posted to the attendees' Facebook feeds. The chip also instantly updated the on-site leaderboard in real time.

The RFID-enabled bands provided attendees a frictionless experience for registration and participation while providing valuable demographic and psychographic user information to UA. The result was a fun and sharable live engagement that instantly amplified on-site activations to the participants' friends across their social networks.

Throughout the entire multi-day event, the brand was able to



measure the NFL Scouting Combine Experience's performance in real-time and found that it had returned 300 percent more impressions than Under Armour had expected. Touchdown.



**CAMPAIGN:** ValleBash

**CLIENT:** Miller

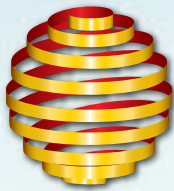
**PARTNERS:** ROOTS, FISH Technologies

Miller Genuine Draft went to Panama to bring a taste of its brand to ValleBash, the electronic dance music festival held every year in the mountains for an exclusive, invite-only crew of Facebook influencers. For the brand, this was the ideal environment to leverage its EDM associations, while grabbing an opportunity to be associated with an influential group of consumers on their terms, in their world.

MGD tapped into a variety of technologies to make its impression, including 3D projections fed onto screens designed to replicate Panama City's skyline. The brand hosted live vj performances and pushed social media amplification via branded RFID wristbands and readers that captured partygoers enjoying time with friends and the MGD, which was the exclusive beer on site. Once authorized, photos of the bash were posted on Facebook.

The projections punched up the crowd, but the integration of RFID technology into the ValleBash live experience increased delivery of product messaging for the brand and permitted MGD to track ROI against sponsorship investment and capture valuable consumer data post-event to help determine additional exposure generated. By the end of the festival, 60 percent of the attendees authorized Facebook posts (pretty good for a group considered to be among the savviest of Facebook influencers), and each attendee made about 2.2 total social posts from the event.





**CAMPAIGN:** Hot Wheels Camaro-matic Trending Machine

**CLIENT:** Mattel

**PARTNER:** TrojanOne



Auto shows are typically hot beds for emerging technology. Many an automaker has turned to event technologies to bring the high-tech features found in its cars to life on the show floor. Which is why it's always exciting when an automaker—even the maker of teeny-tiny cars, like Mattel's Hot Wheels brand—finds a new way to innovate on the auto show floor. In this case, it was through a unique mix of a toy car, a Twitter feed, a full-sized classic Camaro and a vending machine. Oh, yeah, it's just that weird. But oh so wildly effective. Read on.

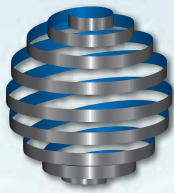
Mattel Hot Wheels wanted to leverage its presence at the Canadian International Auto Show and drive excitement for the launch of its new 2013 Chevrolet Camaro Hot Wheels Special Edition. The strategy was to hand out as many of the miniature die-cast cars as possible, in as cool (and social) a way as possible. To accomplish all of that, TrojanOne designed and executed the Camaro-matic Trending Machine at CIAS, a Twitter-activated vending machine that dispensed the Hot Wheels Camaros in exchange for tweets at the hashtag #ChevyCIAS and at the @ChevroletCanada and @HotWheelsCanada social handles. Chevy and Mattel used both communities to promote the hashtag ahead of the auto show and bring people to the GM booth once they arrived.

The full-sized Camaro was on display on an orange Hot Wheels track at the booth, and was open and accessible for visitors to explore. The Camaro-matic, with an illuminated rotating Hot Wheels logo on top, was placed close to the car. The way it worked was simple and far-reaching: Users had to follow @HotWheelsCanada, and tweet a message containing the hashtag to get one of the two special edition die-casts. The brand used the Twitter API to search and track the tweets, validate them for use of the hashtag and messaging, and, thanks to geo-location software, make sure the tweeter was actually at the Auto Show—all in a few seconds. Once all the confirmations were done, the machine dispensed the product, each of which was customized to the attendee's twitter handle, meaning each of them could only get one.

The Trending Machine debuted on media day, tapping into major automotive media outlets to pass the word before the show opened to the public. But the real magic happened when the public got in the game. By the end of the show, Mattel measured more than 1.4 million total Twitter impressions, 5,507 engagements with @HotWheelsCanada and 4,869 tweets with the hashtag #ChevyCIAS. The @HotWheelsCanada account tripled its followers on Twitter and showed accelerated growth well after the event was over. All in all, the Trending machine was a huge success for the brand and a moment to remember for Canadian Camaro fans.



## BEST USE OF TWITTER



**CAMPAIGN:** What's Your Wild Rabbit?

**CLIENT:** Hennessy

**PARTNER:** Strategic Experiential Group

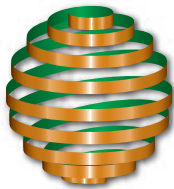
Cognac is an old-school pleasure, but thanks to a suite of new-school social media strategies, it's being introduced to a whole new set of future tastemakers.

To give the launch of the new Limited Edition Futura Bottle a boost in social currency (with all the right people, of course), Hennessy turned to Twitter, broadcasting its feed into a 16-foot by nine-foot digital wall where it live streamed the tweets of influencers at its events. The wall was introduced during a launch event at Milk Studios in Los Angeles, and was located in the most visible area of the venue. It featured live tweets of influencers in attendance that promoted the new bottle using the hashtag #HennessyxFutura. It also linked to the brand's "Wild Rabbit" campaign as influencers posted about what drives them to chase their wildest dreams.

The digital wall created excitement for the event's attendees and a tangible interaction for consumers that enabled them to feel connected to the brand. With the incorporation of the digital wall, the brand was able to get its "What's Your Wild Rabbit?" message out to wider range of consumers and was able to encourage influencers to engage from home or at the event. During the event, the live stream was visible to the more than 950 people at the party, which not only prompted all those in



attendance to be active with Hennessy on Twitter, but also prompted other Twitter users to retweet and become involved with the overall campaign.



**CAMPAIGN:** World's Fair

**CLIENT:** CareerBuilder

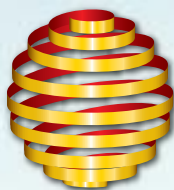
**PARTNER:** M1 Interactive

If a picture is worth a thousand words, CareerBuilder's World's Fair campaign at the annual SHRM show was worth a thousand tweets. Let us explain.

To get attendees engaging across social media about its presence at the show, and to enhance the experiences of its clients and prospects while also driving foot traffic its booth, the brand created an on-site experience built around the 1893 Chicago World's Fair (Chicago is home base for CareerBuilder). The killer app was an interactive photo mosaic that displayed photos of iconic World's Fair landmarks using images collected from attendees via Twitter and Instagram through #EmpoweringEmployment and #SHRM13. The system created the mosaic images by combining the tweeted photos and then displaying them all over the booth on four 80-inch monitors hung at the corners of the booth for maximum visibility. Each digital mosaic was built from 3,000 photos, and as they slowly faded into one unified resolution, they combined to reveal an image from the Fair.

To ensure participation with the hashtags, the brand sent attendees an email and a direct mail piece that encouraged them to use the tagline Empowering Employment as a hashtag at the event. Each time they used it, they were entered into a sweepstakes to win prizes.





**CAMPAIGN:** Stride Shaun White A Little Bit Epic Interview

**CLIENT:** Mondelez International

**PARTNER:** GNF Marketing



There are some celebrity-athletes that are so charismatic and consistently amazing in their competitive sports that they never lose traction with their fans or the brands that sponsor them. Shaun White is one of those athletes (and we can attest to that—we saw a gaggle of teenage girls follow him all over Vancouver at the Olympics two years ago).

So to make a bigger splash as part of its sponsorship of the 2013 Dew Tour, Stride Gum partnered with White through its “A Little Bit Epic Interview” program. The brand wanted to leverage White’s perennial popularity and its partnership with him, but needed to bring the messaging to as many consumers as possible in a way that made him feel accessible. To do so, the brand developed a strategy that invited consumers to tweet questions to White that he would answer through a live streamed video event. The video was available for viewing both on DewTour.com/Live and live on-site on Jumbotrons scattered throughout Ocean City, MD. The interview and Twitter feed were all produced in real time. DewTour.com/Live also included the Twitter feed of questions to #ShaunStride.

In order to cast the widest possible net and draw in the greatest possible number of participants, the brand made sure to activate in the best possible locations rather than trying to direct the audience to visit a destination they ordinarily wouldn’t. For the Shaun White Interview, the brand was able to make use of the embedded streaming video player on the Dew Tour site and the tour’s accompanying Twitter feed. Stride worked with the Dew Tour to create an engaging custom experience for Stride Gum on its page, overlaying its Stride and Shaun White branding over the site wherever possible.

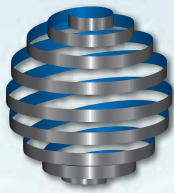
During the event, Dew Tour’s live streaming video player transformed into a fully branded Stride broadcast. The Dew Twitter feed changed over, too, to track and showcase all the tweets being fed to the #ShaunStride hashtag during the live interview. Signage in and around the Dew Tour experience advertised the interview and promoted the hashtag, #StrideShaun. In addition, web banners on the Dew Tour site drove to the live interview event.

The biggest challenge for the brand was making as many of its consumers as possible feel like Stride Gum was giving them access to one of the biggest action sports stars of our time. Taking over the Dew Tour streaming player and Twitter feed allowed the brand to accomplish that goal. The Twitter feed was integral in that consumers felt as though they were really hanging out with Shaun White. By tweeting to the hashtag they had a chance of getting their questions answered live in real time. The streaming video player was also a critical piece because it gave consumers the assurance that this was a real experience in which they were participating, and not something handled by someone other than Shaun himself, or something edited.

In the 45-minute span of the live interview, the results exceeded the brand’s expectations. Jumbotrons at the venue streamed the interview live to the 90,000 Dew Tour attendees while online, more than 500 unique users watched live and more than a thousand caught it on demand later.



## BEST USE OF VIDEO STREAMING



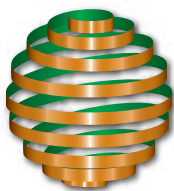
**CAMPAIGN:** E3 Live Stream  
**CLIENT:** Electronic Arts  
**PARTNERS:** Tekamaki

When EA set out to live stream its E3 activations around its multi-player action game Battlefield 4, it deployed two key pieces of technology to make it successful: Twitch.tv and Battlefield's Spectator Mode. Battlefield's partnership with Twitch.TV allowed the brand to serve the stream to 2.1 million people without going down; the platform's analytics tools allowed EA to break down viewership by time, country and location. Battlefield 4's Spectator Mode enabled the brand to have in-game cameramen switching around to consistently shoot the most exciting gameplay. First-person, third-person, and even free-roaming cameras were used throughout the show. This feed was sent down to the shoutcasters, who would announce what was happening to the online audience.

Since the vast majority of gamers cannot attend E3, the live stream has become a major channel for content dissemination. Because of that, the brand set out to bring the show floor to the home viewers in as realistic a way as possible, every day for the duration of the conference. On top of that, it needed to do it in a compelling way and one that could serve the greatest number of people at a time without technical failures. Thanks to the muscle



of Twitch.tv and the in-game Spectator Mode technology, the ambitious stream served millions of viewers from around the world. Twitch also used its own channels to promote the Battlefield stream in several places. The results speak for themselves: 2.1 million visits to the live stream page, 1.3 million fans watched the stream while it was live (30k simultaneous) and a 2.5 cent cost per view for EA.



**CAMPAIGN:** HxGN Live  
**CLIENT:** Hexagon  
**PARTNER:** Cramer

When Hexagon, a maker of design and visualization software for 3D modeling, saw that it was time to take its legacy user conference onto the web, live streaming was the clear way to go. But it needed to impress—as a leader in the virtual visualization industry itself, streamlined and seamless technology is an imperative for its products and its events. Enter HxGN Live, the reimagined take on Hexagon's Annual International User Conference. Every year the event offers attendees insight into the newest design trends, but this year for the first time, even those who couldn't make it to the show in person were able to watch via live stream.

Hexagon hosted the same annual event, but added live streaming video and same-day, on-demand video of keynotes, breakouts and daily wrap-ups to bring in more than 3,500 attendees from 70 different countries. The stream was built on WordPress, with a BroadcastPix Encoder designed to capture both live and pre-recorded video and seamlessly push the live stream online. In the end, an additional 18,000 visits were made online during the live days, with 8,500 unique visits, boosting overall attendance to almost 250 percent above the live attendance. During the live keynote address alone, 1,900 unique visitors tuned in. The average view duration was 11.5 minutes.

