

2016

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LIST

CASE STUDIES OF EXCELLENCE



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**"We made magic. We captured lighting in a bottle.
You can't do that most of the time, but we did."**

- Ramon Cortes, TBS Marketing

In the summer of 2015, Pop2Life partnered with TBS and Team Coco to create an experience for Conan fans and Comic Con badge holders unlike anything Comic Con had ever seen before.

Conan O'Brien became the first late night television host to take his show to San Diego Comic Con and the marketing team at TBS wanted to do something big, bold, and daring to make sure his presence would stand out.

TBS's primary objective was to reinvent bingo and "own" Comic Con and Pop2Life was tasked with the responsibility of figuring that out. By combining extensive bingo research with the ingredients of an epic party, we were able to create an experience unlike anything before.

Conan was on a quest to find the "Ultimate Bingo Master" so we crafted a unique experience centered around bingo and took Comic Con attendees and Conan fans on an interactive and immersive journey.

Channeling a classic speakeasy, the location was completely unbranded on the outside. An orange neon sign outlining Conan's iconic pompadour was the only clue fans were in the right place.

The moment fans stepped inside they entered an over-the-top industrial-chic, Conan-branded universe.



Fans competed in three custom-themed rounds of bingo with the winner of each round earning a spot in the final "Conan Quest." The finalists went head-to-head in a series of challenges until finally a winner was crowned "Ultimate Bingo Master." The experience also featured themed food and drinks, amazing prizes, dance-offs, karaoke, shots, and more balls.

"There was an invincible feeling in the room because of how much everyone wanted to be here and wanted to be apart of it. It was euphoric."

- Michael Stauffer, Conan Bingo Host

TBS really wanted to do something special for their fans that would push Conan's presence at Comic Con over-the-top. Pop2Life was given full creative reign with a goal to be brave, bold, and kick-ass.

As partners, we created something truly remarkable that exceeded all expectations. The AP as well as other press wrote up Conan Bingo after its first night and the experience drove massive buzz on social media throughout the duration of Comic Con.

"The Conan Bingo invitation was right: This was a "once-in-a-lifetime-money-can't-buy experience."

- The Wrap

