

## GOLD BEST USE OF A SINGLE TECHNOLOGY



across Israel that targeted teens and utilized the cutting-edge FaceLook app to prove that the 125-year-old brand is anything but old fashioned. Prior to the events, teens registered through Facebook where they could opt in to use the app. Once they arrived at the event, they could post to their Facebook page just by looking at a FaceLook kiosk. The app's technology works like a photo booth. Users begin the process with a few taps on the touchscreen kiosk, then they're directed to look into the screen as it counts down from three. It then snaps the image, identifies the user and automatically posts a comment, or a branded "like" that's related to the event.

Teens at the Summer Love event could post as many times as they wanted... and did they ever. The Summer Love program inspired tens of thousands of people to snap their image and post to Facebook while enjoying the live

**CAMPAIGN: FACELOOK**  
**CLIENT: COCA-COLA CO.**  
**PARTNERS: PROMARKET GROUP, FACE.COM**

**FACIAL RECOGNITION** technology isn't just a cool trick from a sci-fi movie anymore. Thanks to a high-tech facial recognition event kiosk dubbed FaceLook (tied into the Face.com platform), everyday people can take a photo of themselves and use the image to log in and post directly to Facebook. The technology might best be known to tech-savvy Facebook users as Photo Finder and Photo Tagger, which enables users to quickly find and tag photos of friends on Facebook. But the platform is quickly expanding beyond the confines of the web and into the realm of live events where it's leveraging real-world fun to generate massive social media buzz.

One of the best examples of the year: Coca-Cola tested out the technology through a series of "Summer Love" events activated

event. The technology brought teens together and provided an easy and intuitive way for them to share Coca-Cola's message across their vast social networks, generating exponential buzz across Israel and the world.

The FaceLook campaign wasn't Coke's first foray into high-tech Facebook integration. Last year the brand activated the Coca-Cola Village where teens were challenged to collect 10 Coca-Cola caps and then bring together eight more teens who did the same in order to register online for exclusive access to the event. At the event, attendees signed up for a wristband that instantly posted the user's status to their Facebook page every time they swiped the band at a new on-site activity. The wristband also automatically tagged all the photos taken at the Village.

With an ever-expanding soft drink and energy drink market to compete in, Coca-Cola is clearly embracing emerging technologies to win the hearts and minds of its up-and-coming brand loyalists. Facial recognition technology is more than just the "face" of the future—it's the face of the forward-thinking brand activation strategy. So, smile... you're on Facebook!

## SILVER BEST USE OF A SINGLE TECHNOLOGY

### **CAMPAIGN: AUGMENTED REALITY DEMO EXPERIENCE**

**CLIENT: MONSTER**

**PARTNERS: ACCESS TCA, INHANCE DIGITAL**

**LOOKING FOR TALENTED** employees and seeking the right job have come a long way since the days of circling the want ads. So to prove to HR professionals that its tools are tech-savvy and industry leading, Monster rolled out a new booth at the 2010 Society for Human Resource Management (SHRM) show in San Diego that was teeming with high-tech engagements.

Monster's Augmented Reality technology took center stage as the tech to check out as it transformed a perennial favorite—the demo station passport—into an interactive experience that continued after the event was over. The brand encoded the backs of SHRM event passports with an augmented reality sequence featuring an animated introduction to 6Sense (Monster's semantic-base search technology) that came to life when placed in front of one of the booth's web cam stations. The guest could then see themselves in a 55-inch 3D Sony Bravia display, where it appeared that they held a 3D animated virtual character in their hands. After the attendees completed the passport



program, they received a take-home piece that allowed them to experience more AR magic on their personal computers and vie for a chance to win an iPad.

The experience turned a traditional 2D product demo into an immersive experience where consumers literally held the product in the palm of their hand.

## BRONZE BEST USE OF A SINGLE TECHNOLOGY

### **CAMPAIGN: RFID ACTIVATION**

**CLIENT: TOUGH MUDDER**

**PARTNER: FISH TECHNOLOGIES**

**FORGET IRON MAN.** Tough Mudder is the latest badass extreme race to get endurance athletes and top sponsors worked up.

Last year the race enlisted the help of RFID technology to generate excitement and buzz on Facebook while creating brand impressions for Tough Mudder and its sponsors. RFID anklets were distributed and registered to event participants on the day of the event. RFID portals that detected the anklets were set up at five obstacles and when a visitor passed over, a camera snapped three action photos of the participant and automatically posted photos and comments—wrapped in Tough Mudder/sponsor branding—to their Facebook page.

Because of the rough terrain inherent to the event it has always been difficult for participants to share their experiences during and after the race. The RFID anklets enabled each "Tough Mudder" to keep their friends and family updated in real time with photos and status updates.



The technology generated a significant increase in social media impressions for the race and its sponsors. Over 2.5 million Facebook impressions have resulted from just four events in 2011, and on average, the real-time Facebook posts generated 10 to 12 Facebook "likes" and comments per event participant.

**GOLD** BEST COMBINATION OF EVENT TECHNOLOGIES

**CAMPAIGN: BRACKET TOWN**  
**CLIENT: LG ELECTRONICS**  
**PARTNER: SPARKS**

**FAN FESTIVALS** at major sporting events have evolved over the past decade to become major attractions (and major marketing opportunities) in their own right. After all, for many attendees who can't attend the actual big event, a day spent at the Super Bowl, MLB All-Star Game or Daytona 500 fan fest can be *almost* as fun as catching the game or race in action. LG Electronics last spring turned to technology to help turn its first-time 5,000-square-foot activation at the NCAA Final Four tournament's Bracket Town fan festival into a consumer experience that inspired fans of all ages to sign in, hang out and have fun.

Interactive technologies drove consumers through a series of activity stations that spotlighted the brand's new 3D television, mobile phone and home appliance products. The first activity station, and the first chance to check in, was at a photo activation that invited guests to download their photo from the LG Facebook

page after it was taken. Guests picked from three Final Four backdrops—on the championship court, in front of the stadium, or in the stands—and took a photo in front of a green screen.

Next up, at the LG Cinema 3D station, guests could try on 3D glasses and see themselves in 3D. The interactive showcased the LG HD 3D TVs by creating a live 3D feed from an HD Stereoscopic video camera rig. An adjacent LG Courtside Seats area gave visitors the opportunity to sit on official NCAA-themed basketball chairs and come face-to-face with a large Mosaic Wall made from a variety of different sized LG 3DHD TVs running a dynamic series of HD video content.

At another station, fans could try their hand at mobile gaming and a music mixer, both designed to show off LG's mobile phones, and all week the "kitchen stage" played host to local newscasts, lifestyle shows and celebrity chefs, as well as a coach's cook-off. Using LG Quantum phones, on-site brand reps snapped shots of visitors as they tackled the booth's activities and posted them to the LG Mobile Facebook page throughout the event.

The meat: Although it was all about the fun and games for booth visitors, a high-tech backbone ran through the entire experience that helped LG achieve its lead development objectives. A barcoded Fan Pass allowed LG to track attendee activity, time spent in the exhibit and areas of interest. The Pass boosted participation by requiring attendees to visit three stations in order to accumulate "scans" that resulted in LG-branded premiums ranging from headphones to a branded swag bag, depending on how many activities they had completed. Separately, guests could enter for a chance to win high-value prizes by providing personal contact information and signing into Facebook to "like" the LG Facebook page. Post-event data showed that there were more than 34,000 swipes of the pass inside the space. The Facebook push and photo op at the entry to the Experience also helped double the brand's "likes" on Facebook during March Madness.

## SILVER BEST COMBINATION OF EVENT TECHNOLOGIES

**CAMPAIGN: SHRM EXHIBIT**  
**CLIENT: MONSTER**  
**PARTNERS: ACCESS TCA, INHANCE DIGITAL**

**CAREER WEBSITE** Monster.com wanted to add cutting-edge high-tech tools to its resume of services designed just for HR professionals, so it rolled out a new booth that was wired for action at the 2010 Society for Human Resource Management (SHRM) show in San Diego.

A 12-player 3D “Monster Candidate Match Game” invited visitors to match as many qualified candidates (represented by iconic images) to job requisitions as possible within the time allowed. The job positions were hidden behind a set of 3D digital “cards” and when the player touched an LCD touch screen, the digital cards flipped over to reveal the candidates along with the Monster quotient score. A correct match increased the player’s score. The players were also given a “6Sense” button that automatically selected the right match. This reinforced the message that Monster’s 6Sense product (a semantic-base search technology) takes the guessing out of finding the right candidate for the right position—a key messaging objective for the show.

An augmented reality passport interactive (see pg. 51) and a visually impactful large format multi-touch wall rounded out the cool tech touches in the booth and enabled multiple users to interact with a large mural that hosted interactive pieces and



informed users on how to access Monster’s career tools. The suite of technologies in the Monster booth both increased traffic and boosted client retention rates reinforcing Monster as a technology leader within the HR industry. Job well done.

## BRONZE BEST COMBINATION OF EVENT TECHNOLOGIES

**CAMPAIGN: CISCO LIVE! 2011**  
**CLIENT/PARTNER: IN-HOUSE**

**CISCO’S ANNUAL** user event has always been a hotbed of back channel chatter during the show but like many events, it seemed to lose steam after the show was over. So this year Cisco put an integrated social media plan in place that was designed to harness the power of all its online channels to extend attendee engagement and the lifecycle of its events.

First, the company boosted its presence across all available channels including Facebook, Twitter, LinkedIn, uStream and YouTube. Regular Twitter chats with key Cisco technologists and relevant Cisco news delivered via Facebook and other means enabled a regular stream of communication and conversation as well as new ways to interact with the conference.

Embedded keycodes were used to measure the effect brand evangelists had on proliferating their social networks with Cisco messaging and conversations. A tool called Radian6 was used for reporting on social media volume, sources and activity and

Cisco’s SocialMiner tool monitored activity as well as providing issue-based respond/resolve capabilities. A comprehensive social media listening and monitoring program called LEAp was also activated to address questions and concerns and enable a two-way conversation between attendees/followers and show management. A mobile app and QR codes gave on-site attendees easy and intuitive access to show agendas, games, check-in and prizing.

Social media was one of the top five drivers of on-site registrations and *the* leading driver behind virtual registrations. The show also increased its Twitter followers by 120 percent, increased Facebook fans by 300 percent and increased LinkedIn group members by 400 percent.



## EVENT TECHNOLOGY AWARDS

## GOLD BEST ONLINE+OFFLINE EVENT CAMPAIGN



**CAMPAIGN: GSX 2011**  
**CLIENT: CISCO**  
**PARTNERS: GEORGE P. JOHNSON, JUXT INTERACTIVE**

**CISCO'S GLOBAL SALES EXPERIENCE (GSX)** in 2009 was one of the industry's largest—and boldest—virtual events of the year. In an effort to save costs (it was the height of the recession, after all), the company decided to transform its annual weeklong sales meeting from a real-world event with a 20-year history into a 100-percent virtual event for its 20,000-member sales force. It was a tall order and despite its success, and a strong year two as a hybrid event, in year three, Cisco decided that a better balance of live and online experiences would be a savvier strategy for reconnecting, rewarding and reenergizing its sales team.

The evolution took the form of a hub and spoke model, with a central live event in San Jose for the highest performers and dozens of satellite events at Cisco locations all over the world. The events were designed to deliver content virtually via the web (through a virtual environment), on mobile devices and through local in-person employee meetings worldwide.

The GSX experience began two weeks before the event with an invitation for attendees to participate in "The Hunt" alternate

reality game. The multi-channel adventure unfolded in real time, both online and in the real world, and leveraged social media, the web and Cisco products as players joined global teams and played detective to solve the intricate puzzle. Plot points hinged on the use of Cisco products, as well as the creativity and collaboration of the players. Other gaming devices included a Symphonic Togetherizer music mash-up software and Head to Head Sudoku.

Over the course of several days of live events, a customized mix of keynote presentations, entertainment including performances by Joss Stone and Steve Martin, break-

out sessions, exhibitions and other forms of education, entertainment and networking unfolded. The content was made available live at satellite locations and recorded 24/7 and available via the web and mobile devices. The satellite events delivered team recognition, helping local executives and managers reward superstar salespeople in front of their colleagues.

Throughout, social media was a key element, allowing attendees to find content and network with one another while adding their own voice and perspective. A wide range of Cisco technology was integrated throughout the experience including WebEx, TelePresence, Digital Media Solutions, Enterprise Content Delivery System, Live Chat and microblogging apps that attendees used to communicate with each other within the virtual environment.

For the virtual side, Cisco brought in architects and graphic designers from all over the world who used Cisco products to work together to design the new environment that was built on the InXpo virtual platform. Finally, the brand's custom social media platform, known as the Together App, ran online and on mobile devices and enabled attendees to interact with sessions and Cisco to collect evaluations and surveys for real-time insight into event content performance. By the time the event wrapped, it had hosted 85 sessions in 1,100 conference rooms, in 168 locations, in 69 countries, covering 240 time zones over 101 event hours and seven days. A global sales experience, indeed.

**SILVER****BEST ONLINE+OFFLINE EVENT CAMPAIGN**

**CAMPAIGN: JULY 4 ACTIVATION**  
**CLIENT: ANHEUSER-BUSCH INBEV**  
**PARTNER: SWITCH**

**FEW THINGS** go together better than an ice cold beer and the Fourth of July, so Budweiser this summer leveraged the holiday weekend with a national sampling initiative that mixed live and digital elements into a tasty, patriotic brew.

Bud's 21-day campaign entitled "On America's Birthday, Drink America's Beer" began in the weeks leading up to and during the holiday and took place at fairs, festivals and firework displays. Sampling teams executed 1,700 events in 70 markets with a customized iPad2 application that enabled brand reps to shoot and record live video messages from consumers who wished to join Budweiser in thanking U.S. troops for their service. The videos were tied to a partnership with military charity Folds of Honor. Staffers could shoot and instantly post the videos to the cloud wirelessly where a remote team could quickly approve and push the videos to Facebook and YouTube for sharing. The teams captured more than 12,000 messages.

The app not only enabled real-time video shooting and posting from the field (no expensive video crew and equipment required), it helped Bud's brand team control and measure the spread of user generated content as well as provide a real-time analysis of field team performance by event, wholesaler or market. Underper-



forming teams and market could be addressed instantly.

This strategic blend of technology and market penetration helped Bud make an impact during one of the biggest holidays of the summer selling season. Though A-B does not share sales data, there was a noticeable sales lift in program markets over non-program markets.

**BRONZE****BEST ONLINE+OFFLINE EVENT CAMPAIGN**

**CAMPAIGN: CHEF CHALLENGE AND FLASH MOB**  
**CLIENT: SEARS**  
**PARTNERS: AGENCYEA, PURE IMAGINATION, SPARKFACTOR**

**IN JULY**, Sears organized a flash mob at Chicago's Navy Pier to drive consumer interest in its Sears Chef Challenge cooking competition, a series of events held at the brand's Kenmore Live Studio pop-up shop. The flash mob routine incorporated Sears kitchenware like pots, pans and spatulas into the choreography. As the dancers tore off their shirts and jackets, they revealed branded blue t-shirts with a QR code on the back, which consumers could scan with their phones for more information. Many passersby were inspired to shoot videos and photos that, once posted online, extended the reach of the event.

But the surprise dance routine wasn't the campaign's only word-of-mouth tool. Live-stream video technology was used at the Chef Challenge to extend its reach and provide a way for the online community to participate in the event. The video was streamed live on the Sears Chef Challenge website and other social media outlets as well as plasma screens flanking the out-



side of the studio. It was later edited down and broadcast on 1,000 websites during a three-week ad buy.

Attendees also used Foursquare to check-in to the flash mob and the Chef Challenge. There were so many check-ins that the Sears flash mob received the Foursquare "swarm badge" for creating an event where more than 50 people checked in.

Although just 162 people attended the live event, 15,000 viewers tuned in via Ustream. Sears also received Tweets from viewers as far away as Los Angeles and Paris.

## GOLD BEST USE OF HANDHELD TECHNOLOGY



**CAMPAIGN: PAYMENT CHALLENGE**  
**CLIENT: BNY MELLON**  
**PARTNER: GLOBACORE INTERACTIVE TECHNOLOGIES**

**FINDING THE PERFECT** balance between financial risk and reward is not only a vocation for most professional money managers—it's their *avocation*, too. So BNY Mellon decided to tap into that passion, and drive traffic to its trade show booth, with a technology that tapped into the strategic mindset and competitive spirit of wealth and asset managers from all over the world.

The Payment Challenge is an interactive game that could be played by multiple people at once on a 13.5-foot by 5.5-foot high-resolution screen. Participants quickly swiped their trade show badge on one of the six handheld iPod touch devices that had been retrofitted with a magnetic stripe scanner and then selected trade parameters for three simulated foreign exchange transactions (the swipe also captured attendee data and the parameters were sent wirelessly to the game server). Certain parameters were associated with increased risk as well as increased rewards. Subsequent players were automatically queued up on the screen and eventually asked to "spin the wheels" to receive their random transaction values. Hitting the "Spin the wheel" button on the

iPad would instantly create a flurry of activity on the screen for any current player. Luck, strategy and calculated probabilities came into play to determine the success of a transaction and a corresponding increase or loss of points. Once in the system, the computer queued up participants creating an engaged audience both watching other people play and waiting their turn.

Because points were accumulated by individuals and by company, people were encouraged to seek out their colleagues to help boost their group score. This created a word-of-mouth phenomenon resulting in more than 500 players from more than 100

companies feverishly playing to win over the course of the four main days of the show.

Communication between the iPods and the screen were two-way. A central server directed traffic and sent timely messages back and forth between the iPod devices and the screens. This allowed BNY staffers to lock certain iPod screens while other participants played or while a transaction was in play, and then give them on-screen notice that they were ready to spin again. The iPod touch devices also enabled the bank to work with multiple attendees at once at their own pace.

Behind the scenes—and the screens—were a series of technologies that, when put together, created a show-stopping display that ran smooth, instantaneous graphics and seamless movement as players engaged and plugged in their data. The large screen was comprised of 12-inch by 46-inch LCD screens running at full resolution creating a total resolution of 5464 x 2304—six times what's considered high definition. The screens were powered by four performance Alienware PC's with top-end ATI graphics cards. Unlike LED tiles, which cannot be viewed at close proximity because of their brightness, LCD screens can display a sharp picture at any distance. A special network application that synchronizes all of the graphic frames over all the displays allowed for the extremely high resolution needed to be able to read text clearly at such a close proximity.

## SILVER

## BEST USE OF HANDHELD TECHNOLOGY

### CAMPAIGN: THE OPEN CONNECTOR

CLIENT: AMERICAN EXPRESS

PARTNERS: MOMENTUM, POKEN

**BUSINESS CARDS** are so 2010. Welcome to the age of the Connector—a quarter-sized digital networking device that utilizes NFC (Near Field Communication) technology and allows for instant “social business card” exchange among users. The tiny device inspires event attendees to network and digitally exchange contact information by simply tapping one device to the next.

American Express OPEN this year showcased the OPEN Connector at its New York Times Small Business Summit in New York City, a one-day conference for small business owners that included roundtable discussions, social media experts, an OPEN Café & Lounge, OPEN Forum Studio and a “Speed Networking” breakout session. Once attendees registered at the event, they were given a complimentary OPEN Connector and were directed to Connector kiosks throughout the venue. Team members in t-shirts that read “Let me help you spark connections” helped attendees activate their devices, take a picture for their personal profile and answer any questions about how to use their OPEN Connector.

Post event, the attendee could then go online to an OPEN-



branded portal and view a social timeline of everyone they met, access all their contact info and instantly connect on LinkedIn, Facebook and other social networks. The Connector also enabled Amex to extract all the real-time data exchanged among attendees.

Amex sold out the event for the first time in six years and 63 percent of attendees registered their OPEN Connector on-site, an very strong adoption rate for a brand new technology. Looks like Amex is “open” for business.

## BRONZE

## BEST USE OF HANDHELD TECHNOLOGY

### CAMPAIGN: CUSTOMER INTERFACE AND MEASUREMENT TOOL

CLIENT: DELL

PARTNER: 3D EXHIBITS

**IF YOU DON'T** have an event dashboard these days, you're probably missing out on some pretty key data that could drastically improve the performance of your portfolio. Dell embraced the power of the dashboard this year by leveraging its own technology—an Inspiron duo tablet—to create a handheld demo with a “duo” role: as a lead management tool and as a mobile demo station that enabled customers to drive their own experiences.

At trade shows, staff members were equipped with a tablet. The rep scanned the visitor's badge at the beginning of the encounter, then used the tablet to deliver content. Over time, the rep transferred the Dell Inspiron duo into the hands of visitors, who then selected their own content and follow-up materials. This pass-off transformed the engagement into a hands-on interactive experience for the visitor and untethered staffers from the typical stationary demo. Team leaders could look at the

number and length of engagements per rep and make adjustments on the fly. Thanks to the dashboard, Dell knows who visited which shows, which stations they visited, how many times they returned during the show, what literature they requested and how much total time they spent in the exhibit.





## GOLD BEST USE OF A CUSTOM APP



**CAMPAIGN: URBAN DASH**  
**CLIENT: NEW BALANCE**  
**PARTNERS: OGLIVYACTION, MONTEROSA**

**THERE ARE FEW** things smart phone-carrying consumers love more than their favorite apps. Whether it's for fun or function, ain't much an app can't do. Yet despite their popularity, an event marketing app has to work a lot harder to win a piece of the passion consumers have for their everyday tech addictions. A killer marketing app has to map back to the brand's core message, be simple and intuitive to use and drive consumer behavior—all while making it fun and compelling to use.

New Balance broke new ground in the realm of customized event apps when it opened its first North American Experience store in the Flatiron district of New York City this summer. To get the buzz building and people through the doors, the brand challenged runners throughout the five boroughs to race for the chance to win free shoes, gift cards and, for the grand prize winner, a solid gold New Balance Baton worth \$20,000.

The four-week-long mobile game, called Urban Dash, was available for the iPhone from the Apple app store and at [newbalance.com/ny](http://newbalance.com/ny). Once on players' phones, the app used GPS to show the user's position in relationship to virtual "batons"

dropped all over the city. To pick up the baton, the runner had to get within 100 feet of it, where the app automatically recognized the baton and "picked it up." Then, the consumer ran like mad to get to the new store before another player stole it. For the steal, players had to get within 100 feet of another player, allowing the app to "steal" the baton, and take off. Once someone made it back to the store with a baton intact on the phone and in his or her virtual possession, they won a pair of exclusive 574 NY New Balance shoes. Then the brand invited them to go back out there and get another baton.

For the quest for the second through sixth batons, players received a \$75 gift card for each one. Finally, the one runner who collected the most batons by the end of the contest won the Golden Baton. To boost buzz across social media networks, the brand invited participants and fans to tweet their race progress with the hashtag #nbnnydash and post pics and updates to [facebook.com/newbalance](http://facebook.com/newbalance).

The app helped New Balance create a fully integrated experience that combined the brand's long heritage in running with cutting-edge mobile technology. The virtual race not only brought a unique track and field experience to the streets of New York and helped generate interest and publicity in the new flagship's opening, it literally had consumers running all over town and—chasing!—*through the doors of the store* to complete the challenge.

Now that's an app to fall in love with.

## SILVER BEST USE OF A CUSTOM APP

### CAMPAIGN: STAR PLAYER

CLIENT: HEINEKEN

PARTNER: AKQA

**LOOK OUT** Fantasy Football. The “other” football (that’s soccer, for all you Americans) is making a play in the world of strategy-based gaming thanks to a new app by Heineken that gives fans the chance to prove their own soccer skills and instincts *during* their favorite UEFA Champion’s League game.

Users set up a simple profile via their mobile device or online and then, throughout the game—in real time—they are given eight tries to predict whether either team will score within the next 30 seconds. A correct guess wins the user points; the *earliest* correct guess scores the user more points. (The closer your guess gets to the goal, the fewer points it’s worth.) Players can also score between plays by making correct guesses on Heineken-themed pop quizzes.

But it’s not all a solo sport. Each player can enter into a league with friends and track their scores against their pals in real-time throughout the game, or track their scores against anyone else in the world who is also playing. Correct answers can earn



players different badges like “free kick hero” and “goal master” that are visible through the player’s profile. All users can publish their individual and league results to Facebook.

## BRONZE BEST USE OF A CUSTOM APP

### CAMPAIGN: THE EVENT APP

CLIENT: CISCO

PARTNER: DOUBLEDUTCH

**SOMETIMES THE** promise of cool content and everlasting friendship just isn’t enough to hold on to the average event attendee’s attention span as they board their flights home. Cisco took on the challenge this year with a custom app that rewarded customers for participation in its events and bridged the gap between multiple events and multiple platforms to create one ongoing “social mobile” experience.

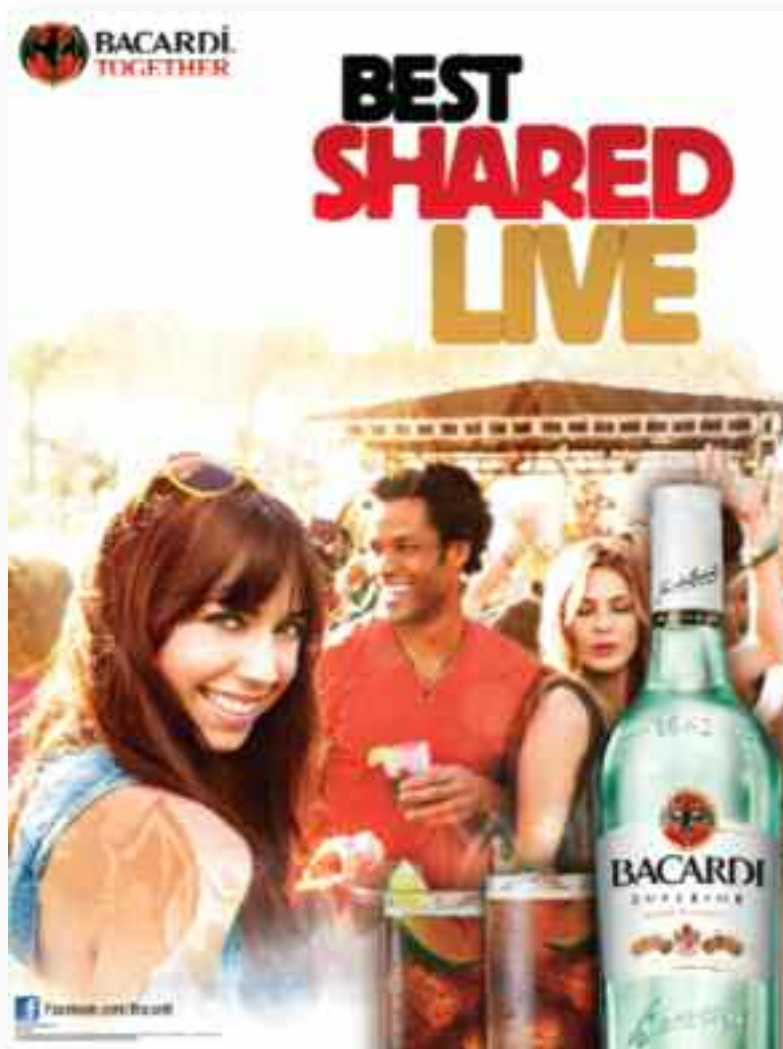
Here’s how it works: Cisco lists all of its virtual and physical events in the app and each time a user participates in an activity, the user receives points. The more an attendee participates, the more points and program badges they earn, making them eligible for random prize drawings and other rewards. The app also acts as a networking tool that allows users to connect, share comments, play games, rate items and provide feedback to Cisco staffers in real time.

By creating specific activity “check-ins,” the app is also able to weed out a lot of off-topic social media noise typically generated at an event and focus on a particular topic, making it easy for



Cisco and for participants to follow conversations and contribute. The check-ins also help encourage conversation between live and virtual attendees through proactive engagement drivers such as poll questions, tweetchats, live video broadcasts, live tweets and live “check-in” conversations.

The Cisco Events App has been leveraged at 32 events in the last 10 months and has so far earned more than 4,400 users and rewarded users with over 4,500 badges.

**GOLD** BEST USE OF SOCIAL MEDIA**CAMPAIGN: LIKE IT LIVE****CLIENT: BACARDI****PARTNERS: JAVELIN, BLAST RADIUS**

**THE EVENT INDUSTRY** has a case of “experiential crowdsourcing” fever. For as long as most marketers can remember, all of the decisions about what a campaign would look like, where it would go and what consumers would experience were made in a conference room. But to keep pace with today’s empowered consumers who are increasingly used to creating their own experiences, mar-

eters are turning over the reins and allowing audiences to impact product development, event content, creative and the overall experience. At a time when marketers are talking non-stop about relevant experiences, experiential crowdsourcing guarantees relevancy as the target audience molds and shapes the marketing.

Bacardi took the concept to the next level with its “Like It Live, Like It Together” campaign by utilizing social media feedback to amplify the program and ultimately drive each event’s shape, activities and execution. The rum brand’s “social media crowdsourcing” strategy brought fans’ Facebook “likes” to life and transformed each figurative thumbs up into real life experiences for thousands of fans at events in New York and Las Vegas last June.

Clicking on the “like” button provided a voting mechanism for consumers to voice their choice for favorite cocktails, music, food, leisure activities and entertainment. The more “likes” in each category, the more chances it would have of being selected for the event. Tickets to the events were made available through its Facebook fan page.

So what did fans vote for? New York’s Terminal 5 was the host on June 13 to a concert featuring performances by headliner Kid Cudi along with Aloe Blacc, DJ Irie, Eklips and others. Pizza was the snack of choice and Bacardi-based drinks (naturally) flowed like water. Bacardi asked fans whether they like old school video games or new school video games. Old school rocked the vote so attendees played 1980’s-era games like Ms. Pac Man and Galaga. A half-pipe on stage featured skateboarders and BMX bikers doing tricks and a t-shirt press on the roof gave consumers a chance to make their own custom t-shirts.

In Las Vegas on June 15, Marquee played host to an indoor-outdoor event also hosted by DJ Irie but with a slightly different mix of artists like Travis Barker, Mix master Mike and headliner CeeLo Green.

Both events featured Playboy Bunnies having pillow fights on platforms near the dance floor. Because that’s what you get when you ask consumers what they want.

## SILVER BEST USE OF SOCIAL MEDIA

**CAMPAIGN: ROGERS CUP**  
**CLIENT: ROGERS**  
**PARTNER: MOSAIC EXPERIENTIAL MARKETING**

**THE ROGERS CUP** Tennis Tournament is the Canadian equivalent of the U.S. Open—an event filled with passionate fans, elite players and a lot of opportunities to connect with an affluent demographic. So to take full advantage of its investment as the presenting sponsor, Rogers Communications (they're like the Time Warner of Canada) unleashed a Twitter campaign that enabled fans of the game to stay connected to the action digitally on-site and beyond.

Two screens were positioned in the Rogers Clubhouse at the on-site Rogers Cup retail village. As fans passed by, they could stop and check out the "Twitterfall" on the screen—a Twitterfall is a cascading flow of Tweets and online conversations relevant to an event or topic, in this case, Tennis—and then connect to the tournament's twitter feeds through their phones or computers. The @rogerscupto Twitter handle offered fans current information on tennis celebrities, an ATP tour news feed as well as tweets by existing Rogers Cup twitter account followers.

Specially trained Digital Brand Ambassadors (DBAs) engaged consumers and explained how to join the conversation using Rogers Smartphones. The DBAs were also responsible for start-



ing and maintaining conversations with Twitter followers worldwide, and became the Twitter world's "behind the scenes" eyes and ears of the tournament.

The campaign gave tennis fans a hands-on opportunity to learn how a Rogers Smartphone can help them stay connected to their favorite passions. The program's reach extended as far as Europe and the Middle East and earned more than 1,250 new Twitter followers.

## BRONZE BEST USE OF SOCIAL MEDIA

**CAMPAIGN: LOTUSPHERE**  
**CLIENT: IBM**  
**PARTNER: DRURY DESIGN DYNAMICS**

**SOCIAL MEDIA** has always been a powerful tool in the b-to-c realm, but less so for b-to-b marketers who have to find the appropriate balance between personal and professional information sharing and wrangling a wide variety of platforms into one event experience. IBM tackled the challenge last year with a unique proprietary software solution that allowed it to aggregate several social media streams into a single user experience.

Through a single interactive touchscreen (50-inch HP interactive touchscreens were used throughout the event), event attendees could follow a real time Twitter feed from the event's hashtag, view photos from the event on Flickr, watch videos shot on Flip cameras by on-site social experts, follow and contribute to a single stream of expert blog posts, view session and on-site interviews through Livestream and finally, have fun with the "Take It With Me" feature that allowed attendees to send content to anyone,

including their own social media networks.

The technology brought the event theme "Get Social. Do Business." to life by allowing attendees to create, share and send content to friends, business associates and even themselves. More than 20,000 attendees engaged with the touch screens... and the social media magic.



**GOLD** BEST USE OF VIDEO/AV/MEDIA

**CAMPAIGN: MUSEUM OF CONTEMPORARY ART INTERACTIVE**  
**CLIENT: EVENTS NSW**  
**PARTNER: SPINIFEX**

**WITH THE SAILS** of the Sydney Opera House and the nearby Sydney Harbour Bridge as the backdrop, Sydney Australia has one of the most iconic skylines in the world. So how do you improve on

something that's already spectacular in its own right?

Each year the Aussies manage to make their spectacular city even *more spectacular* with the Vivid Sydney festival, an annual event held in May and June that features light projections and interactive light sculptures, musical performances and public talks and debates from leading thinkers from around the world.

As part of the festival's light shows, which also include stunning projections on the Sydney Opera House's sails, The Museum of Contemporary Art (MCA) was transformed into an interactive canvas. The magic began at night when event attendees were invited to stand in front of the MCA building and then use arm and body gestures like tossing, throwing and jumping to virtually splash and spray "paint" on the façade of the building. Size, speed, acceleration and curvature of the participant's motion all affected the outcome, creating strokes, splashes, drips and spirals depending on their actions. The end result was an artistic piece created entirely by the participant—a rare opportunity to be part of a light festival that was otherwise a spectator-only event.

The interactive was the first installation of its kind to be launched in Australia. The light based graffiti effect was directed through motion sensing technology. The use of motion sensing cameras versus other image creation technology removed any barriers to audience participation opening up the experience to attendees of all stripes. This technology also easily accommodated the high volume of visitors expected at Vivid Sydney. This opportunity to try their hand at graffiti art not only kept visitors engaged and involved longer than observation of a static installation alone would have but also motivated visitors to share their experience with others.

Coupled with the buzz generated by those that had already explored the installation for themselves, the MCA was flooded with foot traffic. On the first Saturday of the event, 5,000 festival attendees tried their hand at "tagging" the MCA exterior and over 60,000 tried it during the first

week. During the festival's duration, a total of 180,000 visitors used the system.

Looks like they made quite a splash.

## SILVER BEST USE OF VIDEO/AV/MEDIA

**CAMPAIGN: VP AND ABOVE MEETING**  
**CLIENT: QUALCOMM**  
**PARTNER: SHOWTEC**

**QUALCOMM'S VP** and Above Meeting doesn't have the catchiest working title, but thanks to a clever theme this year—"Cause An Effect"—and a killer 360-degree projection strategy, the meeting made the necessary impact.

The goal for the event was to increase communication and collaboration among Qualcomm's upper management. To facilitate that objective, the company ditched the classroom-style floor plan and put attendees in the round where they could get up close and personal with the company's top speakers and luminaries. Presenters spoke from a circular platform and moved freely around the podium to address attendees on all sides, creating a more dynamic and lively experience and offering attendees more opportunities to engage with questions and comments throughout the event.

But what transformed a simple in-the-round town hall meeting into an event worth remembering were the vivid graphics and videos that were projected throughout each presentation. Sixteen Christie Digital M-Series S+10K projectors with Twist technology



were used to project media onto a fringe curtain that surrounded the event space. For the audience this meant no visible image seams, seamless full motion video and perfect synchronization with the presentations. The 285-foot by 15-foot white fringe curtain projection surface was suspended eight feet above attendees via a ground-supported truss and acted as a dual projection surface, offering clear visibility from every viewpoint and a sense of enclosure and movement. The end result was an employee event that managed to be both bold and intimate at the same time.

## BRONZE BEST USE OF VIDEO/AV/MEDIA

**CAMPAIGN: E3 XBOX 360 MEDIA BRIEFING**  
**CLIENT: MICROSOFT**  
**PARTNER: ZED INK**

**THE E3** Xbox 360 Media Briefing is an annual event that gives over 3,500 industry influencers a sneak peek into what's next for the ubiquitous gaming and entertainment system. This year's event featured Microsoft executives sharing the stage with top executives from Ubisoft and Electronic Arts, as well as 16 live demos, presented by 38 developers and guests, featuring controller and voice-controlled battles, dance performances, sports, interactive monster play, a light saber battle and much more.

It was a virtual nerd's paradise, made all the more powerful by a stage set that featured three functional demo stages and an eight-screen array consisting of a center 40-foot by 22.5-foot HD rear projection hero screen flanked by seven LED screens on the sides and below. The sound system completed the sensory overload with more than 250,000 watts of amplification and more than 90 speakers in the room.

Each presenter and demo triggered a complete environment



change with original animations. A technology called Mbox allowed the team to facilitate last-minute changes and updates from game developers as their products and visuals were being finalized in the final hours before the show.

More than 7.5 million viewers watched the broadcast on SPIKE TV or via live stream—a 41 percent increase from 2010. It was the largest live-streaming event in Microsoft's history.

# EVENT TECHNOLOGY AWARDS

## GOLD BEST USE OF TECHNOLOGY TO BUILD EVENT/SHOW ATTENDANCE



**CAMPAIGN: MYNAB SHOW**  
**CLIENT: NATIONAL ASSOCIATION OF BROADCASTERS**  
**PARTNER: A2Z**

**THE RECESSION** wasn't kind to the trade show industry and as a result, trade show exhibitors today are driving a harder bargain than ever before with show organizers. If a show can't prove to exhibitors how it's going to help bring attendees to the booth, it can get quickly cut from the portfolio with little regard for its long legacy with the show.

So to rise to the occasion and bring greater value to its customers, the National Association of Broadcasters (NAB) this year created a tool called myNAB Show to bring the show's attendees and exhibitors closer—sooner. MyNAB Show is a web-based service that connects exhibitors with buyers before, during and after the show based on the profile information both parties provide. The show itself was in April, but the campaign began in February so that exhibitors and attendees would have plenty of time to get their info online and start making connections.

MyNAB Show allowed exhibitors to highlight their new products and special offers and post press releases. And of course, to schedule meetings with attendees eager to get a one-on-one with the products and services on offer. The tool has three primary areas of use: expo and conference management, networking and lead management and mobile and social media. The expo and conference management platform enabled NAB to manage the needs of 80,000 exhibitors and sell almost 700,000 square feet of exhibit space on the show floor. In the networking and lead management platform, show managers tracked attendee and lead data on registered users to provide valuable information to exhibitors. Finally, the mobile and social media functions provided real-time data and updates to mobile app users on the show floor.

The technology integrated with registration databases, generated up-to-date dynamic lists of attendees and exhibitors in real-time and sent out emails with targeted communications that included passwords, secure sign-on links and personalized recommendations based on the profile information collected at registration.

The two-month-long campaign to promote the tool was designed to acquaint the event participants with the search, planning and networking tools available through the service. Tech provider a2z sent seven newsletters to attendees and five to exhibitors, and provided introductory videos and social media packages along with the email blasts. The marketing emails and videos had step-by-step instructions for users on how to make the most of the various features on myNAB Show, and social media messages provided regular updates and alerts to the participants.

Before this technology came into use, NAB was faced with operational inefficiencies, including redundant and out of sync data. This event management solution allowed the show organizers to streamline the process and consolidate data management while eliminating paperwork and easing communication between exhibitors and attendees.

Did it work? In a word, yes. During the February to April campaign period, there were more than 220,000 visitors on the myNAB Show site. Those visitors made 531,000 visits to online e-booths, added 120,000 exhibitors to their personalized expo plans and the email campaigns had an open rate of about 29 percent.

## SILVER BEST USE OF TECHNOLOGY TO BUILD EVENT/SHOW ATTENDANCE

**CAMPAIGN: MYCES**  
**CLIENT: CONSUMER ELECTRONICS ASSOCIATION**  
**PARTNER: MAP YOUR SHOW**

**EVEN SOME** of the biggest trade shows in the industry have to work harder than ever to keep exhibitors coming back year after year. The 2011 Consumer Electronics Show last year developed a way to add value for its exhibitors with an app called MyCES that offered attendees an online interactive exhibitor directory, floor plan and agenda planner. The app was available as a free download online and on-site for the show's 2,400 exhibitors and 140,000 attendees before, during and after the show.

The app had to be seamlessly intertwined with the existing CES web channels in order to meet the objectives of increasing the exhibitors' visibility to attendees and pumping up lead generation. The app's enhancements included showcased listings with static pictures, expanded descriptions, videos and multimedia presentations. The data showed that the attention grabbers and finely honed tools led to real results, including more than 1.3 million booth views of the virtual directory and floor plan,

both of which produced more than 167,000 qualified leads for exhibitors.

The hardware and software had to be perfect for the app to succeed, therefore it was supported by a state-of-the-art VMWare 4.1 virtual environment hosted on two HP DL 380 G6 machines with fiber connections to an EMC CX300 SANS storage unit for backup. Software for the web was written in Cold Fusion, AJAX, CSS, HTML and JavaScript to create an engaging experience on all devices.



## BRONZE BEST USE OF TECHNOLOGY TO BUILD EVENT/SHOW ATTENDANCE

**CAMPAIGN: EXPO MATCH**  
**CLIENT: INDUSTRIAL WEEK 2010**  
**PARTNERS: VNU EXHIBITIONS EUROPE, QUEL BUSINESS INFORMATION**

**EXPO MATCH** was created for the Industrial Week conference last September as a vehicle to boost exhibitor-visitor interaction before, during and after the trade show. The new tool contains a unique matchmaking engine that uses a specific algorithm to match the contents of the trade show's online exhibitor directory with specific visitor needs generated by the show's pre-registration module.

In the tool's control panel, exhibitors created directory listings with industry-specific solutions and content like whitepapers, case studies, pictures, videos and news.

The tool used that information to pair visitors showing specific interest in a subject with the correct exhibitors and to make appointments in advance of the show to meet up. The process kicked off by encouraging exhibitors to fill in their enhanced company profiles and social media channels. Then, during registration,



visitors answered questions about their product needs, interests and budgets. After that, the tool suggested a group of exhibitors who would be best suited to meet their needs.

All told, more than 73 percent of all registered attendees used Expo Match and each of them opened about eight exhibitor profile pages.