

CASE STUDIES

Events & Brand Activations

CLIENT

Samsung & Imagination Sydney

EVENT

Vivid Lights Festival

BRIEF

create an interactive way for people to 'jump' through the Electric Playground. There will be +- 10 000 people through the Playground per day over +- 30 days of Vivid

HOW WE DELIVERED

- An illuminated, fun & interactive LED energy floor
- Hopscotch software, designed for people to 'jump across' and move on to the next activity
- When stepped on, tiles react with playful colours and effects
- Guests can capture their moves at strategically placed Samsung Galaxy S10 photo stands surrounding the energy floor.
- Every 20 minutes the floors would showcase a pre-set multicoloured dance floor.

RESULT

Samsung far exceeded their KPI's and had more people through the playground than expected (add images labelled with " Vivid Samsung Media"



CASE STUDIES

Events & Brand Activations

CLIENT
Blackmores & Think China

EVENT Alibaba Conference & Exhibition

BRIEF

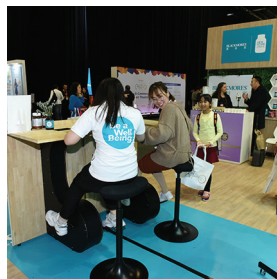
Attract customers to the Blackmores exhibition stand to spend time on their stand & engage with their sales team

HOW WE DELIVERED

- 2 WeWatt Bikes
- Physical branding on the bikes to explain the game & also add extra branding
- Customised software using Blackmores Branding guidelines & logo
- The aim was for 2 people to compete to see who could 'fill' the virtual Blackmores bottle faster, the winner would win a bottle of Blackmores tablets

RESULT

The stand gained major attraction by passersby, they stopped, interacted & competed on the bikes





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www.ecorenewableenergy.com.au

Unit B1, 13-21 Mandible Street, Alexandria, Sydney, Australia, 2015

+61 2 8055 3775

