

# Case Study: VAUGHAN MILLS

6 week install in mall to raise money for Sick Kids during the Christmas season

## 1. The Challenge

Create festive content for guests to share on social media, promoting photo packages with Santa, where all the proceeds go to SickKids hospital.



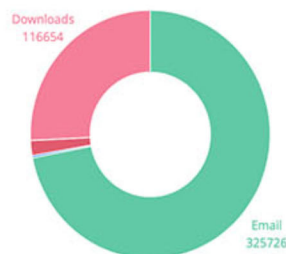
## 2. The Solution

Enhance the immersive holiday pop up by allowing guests to interact with DIB Photo Booth, making the magic of Santa come to life.

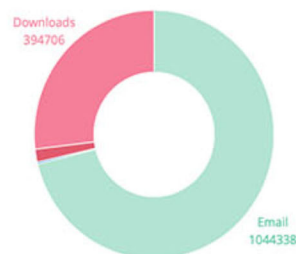
## 3. The Results

- 3660 activations
- 8478 people participated
- 452,550 reach
- 1,467,498 impressions

REACH



IMPRESSIONS



**452550**

TOTAL REACH

**1467498**

TOTAL IMPRESSIONS