

# Case Study: AIR CANADA

Photo pop up in a mall to promote Air Canada flights to New Zealand

## 1. The Challenge

Generate content for guests to share on social media, promoting Air Canada launching non-stop, seasonal flights to New Zealand.



## 2. The Solution

To create a custom backdrop using the New Zealand landscape and plane jet engine for an immersive photo opportunity, allowing participants to post on to social media, promoting the ACtoNZ hashtag.

## 3. The Results

- 1761 activations
- 2819 people participated
- 257,659 reach
- 829,339 impressions

