

Case Study: ART MUSEUM

16 week install in museum to promote special events and membership sales

1. The Challenge

Create content for guests to share on social media, create experiential activations and collect emails from guests.



2. The Solution

Install an automated marketing photo booth with customized software and augmented reality to entertain guests. Content was created on the spot, shared instantly online and emails were collected with a legal disclaimer.

3. The Results

- 4436 activations
- 9302 people participated
- 402,969 reach
- 1,291,058 impressions

REACH



IMPRESSIONS



402969

TOTAL REACH

1291058

TOTAL IMPRESSIONS