

Case Study: #FASHIONFORALL RELAUNCH PARTY

To promote the relaunch of Fashion Magazine and it's new all-inclusive campaign #FashionforAll using our using our LED Tunnel

1. The Challenge

To provide entertainment for guests and to promote the inclusive brand aimed at sizes, ages, ethnicities, genders and sexual orientations.



Credit: PHOTOGRAPH BY GEORGE PIMENTEL

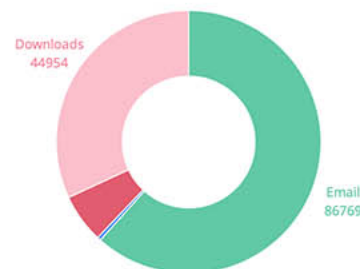
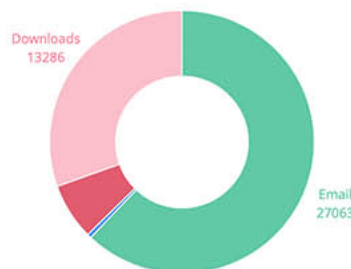


2. The Solution

Installing a fun and flashy activation with our LED Tunnel for guests to create social media content and post using the hashtag, sharing their love for fashion and feeling included.

3. The Results

- 193 activations
- 517 people participated
- 43,592 reach
- 140,794 impressions



43592

TOTAL REACH

140794

TOTAL IMPRESSIONS