

CASE STUDY

WINTERLUDE

AGENCY / CLIENT NAME

National Capital Commission

BRAND PROMOTED

Winterlude

OBJECTIVES

- Drive traffic to special outdoor shows during the Winterlude, Canada's winter celebration
- Provide entertainment for young families

SOLUTION

- PixProjector during evenings to create awareness and drive traffic to DJ Dan Desnoyers show
- PixPic and PixCapture applications during mornings to interact with young families, take their pictures and gather their emails
- Customized email experience to send visitors an email with a link to a microsite where pictures were displayed and provided as a souvenir of the event

RESULTS

- More than 870 participants had their picture taken during the weekend.
- Pixpic and the email experience were branded to Winterlude's logo and colours.
- Spectacular projections on the snow were crowd pleasers!
- The Pixman brand ambassadors visited three different event sites.
- The PixProjector increased event sponsors' exposure by projecting their logos.

