



Agency/Client

MacLaren Momentum
for Intel Canada

Brand

Intel with Dell partner

Industry

Computer - Electronics

Event Type

Sports – Formula One
Sponsorship Activation

Application

PixPic, PixCapture

Region(s)

Montreal, Canada

OBJECTIVES

- To promote Intel's sponsorship of Formula One Team BMW-Sauber during the 2008 F1 Grand Prix of Canada.
- To drive traffic to Intel's exhibit with driver appearances, live simulators at the Complexe Desjardins downtown Montreal.
- To encourage consumers to go purchase the new Dell product with special incentive with a partner retailers.

SOLUTION

- Teams of four Pixman and four greeters were deployed in the city's core festival areas during the three days prior to the F1 Grand Prix of Canada.
- Teams roamed the city and festival partners to find a young and affluent target demo.
- Each Pixman wore a Dell XPS M1310 on a custom-built display to showcase the product.
- Pixman invited fans to have their pictures taken. Within moment, it appeared on the screen. Fans were then able to enter their emails and receive a souvenir picture live through a customized email.
- Pictures were also uploaded to a FLKR site to promote Intel's F1 sponsorship.

RESULTS

- Over 150,000 impressions delivered during the 3 days of festivities!
- More than 3000 pictures taken and sent live to consumers!
- An additional post-event email with a thank you to all F1 fans and congratulation to the BMW first time winner Robert Kubica.
- Delivered samples and increased awareness of Intel's F1 permanent display at the Complexe Desjardins.