



SOYJOY

Agency/Client

SPN Sampling

Brand

SOYJOY

Industry

Food: Snacks

Application

PixPic, PixCapture

Region(s)

New York City

OBJECTIVES

- To introduce and sample SOYJOY snack bars, a new product to health-conscious consumers.
- To increase SOYJOY's presence at the Summer Solstice in Times Square June 2008, an event celebrating sun, summer and creativity.
- To extend the promotion beyond the event itself by acquiring consumer's email addresses for post-event direct marketing and posting souvenir pictures to an event website.

SOLUTION

- Four PixMonitor units deployed in Times Square. In addition to SOYJOY television commercial, Pixman ambassadors invited attendants to have a souvenir picture taken. Within moments their picture appears on the screen. If they wished, participants could provide their emails to receive a personalized picture as well as product incentives.
- Pixman customized the email experience for SOYJOY and sent each participant a message with their picture in a branded SOYJOY frame.
- Branding of the PixMonitor backpack and monitor to stand out of the crowd and increase visibility for the brand.

RESULTS

- More than half of attendees had their pictures taken and emails were collected for the client.
- More than 80% of attendees viewed the SOYJOY commercial and 70% sampled the new product.
- Pixman successfully met the client's objective and increase the ROI on their sponsorship of Summer Solstice.