

Photo Activation – Super Pharm “Beauty City 2011”

Objective:

Amplify participants’ brand engagement during the beauty industry event in Tel-Aviv, using social media. Photo-activation was driving participants to share their event-experience with their Facebook friends.

The Activity:

Event participants were photographed on the background of a Paparazzi Wall. Using Pic2go’s technology – they could easily download their photos directly into their personal Facebook accounts, sharing it (and the branded event) with all their Facebook friends.



Results:

More than 1800 participants that were photographed, have downloaded and shared their branded photos in their personal Facebook accounts – enabling more than 800,000 (!) Facebook friends’ exposures to the photos.



About Pic2go Technology

Pic2go technology offers a self-operated photo-marketing solution using special 2D barcodes to auto-tag people in photos. There’s no need for special photography equipment or trained operators.

The photos are easily downloaded and shared by the participants directly in their personal Facebook accounts.

