

## Lady Speed Stick Teen Spirit - Experiential Marketing

### Objective:

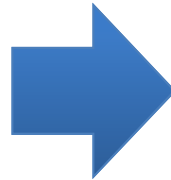
Achieve maximum and most effective brand engagement for new *Teen Spirit* deodorant.

### The Activity:

10 hours of experiential marketing activity for teenage girls – sampling the product while photographed as “The Lady of Lady Speed Stick”.

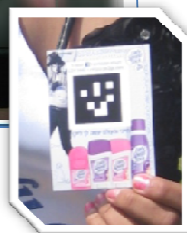
The activity was amplified by Pic2go’s Social Media PhotoMarketing solution –

Each girl could create and share a personal Facebook album with her activity photos.



### Results:

900 girls were engaged and photographed during the activity. ~40% created and shared personal Facebook albums, exposing the activity and the brand to more than 100,000 Facebook friends !



### About Pic2go Technology

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

The photos can be automatically shared in personal Facebook albums.



**Social Media PhotoMarketing**

[www.pic2go.com](http://www.pic2go.com)