

Scope & objectives:

Madatech – The Israeli National Museum of Science piloted Pic2go solution, evaluating its effectiveness in exposing the museums' exhibitions to a focused audience via social media. The goal was - driving visitors to share their visit photos with their Facebook friends, generate on-line engagement and achieve maximum exposure for the museum visit experience.

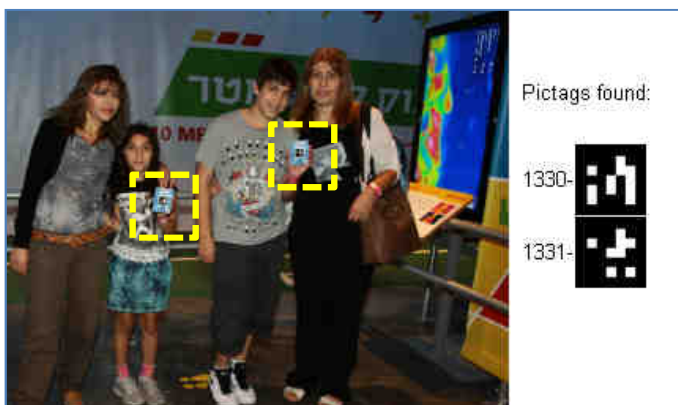
The Activity:

During a 2 weeks holidays period late 2011 – Madatech visitors were photographed at the museum with Pic2go barcodes cards. They could then use the unique code on the card to have their photos sent directly to their personal Facebook wall and shared with all friends. The photos were branded with Museum's logo. The service was offered to the visitors free of charge, though the visitors were asked to "like" the museum's Facebook page.



Results:

980 visitors were photographed. About 40% have downloaded and shared their branded photos in their personal Facebook accounts – driving 76,000 exposures of the photos to their Facebook friends. The museum expressed high satisfaction from the pilot, and will integrate Pic2go solution in a wider scale during 2012.



About The Solution

Pic2go technology offers a self-operated photo-marketing solution. It makes use of powerful 2D barcodes technology 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 visitors directly in their personal Facebook accounts.

