



## Experiential Marketing Can Now Reach Mass Audience And Provide Accountable ROI. Brands Can Easily Capture Content From Events And Distribute It Via Social Media Channels.

engage.



Campaign : Experiential / Social Media  
Customer : Octopus Communications  
Location : Twickenham Rugby Stadium  
Industry : Technology

facebook

Experiential Marketing resource engage have successfully launched a new Social Media Photography Tool 'Pic2Go' in the UK.

Pic2Go which uses QR code pic tag recognition technology is set to transform data collection during experiential campaigns and allow easy amplification of experiential activity through Facebook.

### Background

- Agency engage worked with security software supplier Trend Micro, the activity involved taking pictures of people at Twickenham Stadium. The target audience were asked to hold the tags and make their best 'Noo Face' (the look you would have when you get a virus on your computer)
- Consumers then took the pic tag home and redeemed a unique code online. The incentive was a chance to win an iPad 2 and a year's use of the software for free
- The objective being to drive traffic to Trend Micro's Facebook Page and to increase the number of their 'Likes'. The campaign was a UK media first and was a huge success

### Task

- Raise the profile of Trend Micro, a leading computer security software company using modern social media networks and a live face-to-face campaign
- To increase awareness of the product
- Drive traffic to the Trend Micro Facebook site and to 'Like' the brand and redeem software trial

### Execution

- We produced unique QR coded pic tags; people were asked to hold the tags while they had their photos taken and invited to make their best Nooo face
- The consumer then redeemed a unique code online. The incentive was a chance to win an iPad 2 and a year's use of the software for free
- We then utilized our bespoke Facebook application 'Pic2Go' to upload the photos we took directly onto the pages of the consumers we interacted with, on social media channels to amplify the impact of the campaign virally

Pic2Go is now available for Marketing Agencies to use for more information please contact [james@engagexm.com](mailto:james@engagexm.com)

### Results

A huge success with results surpassing client expectations set at 100 'likes'

Total photos uploaded to site:	1,262
Total 'pic tags' found by Pic2Go:	1,172
Redemptions/user downloads:	Facebook 'Likes' 376
User downloads represent a conversion rate at	32%

A TOTAL EXPOSURE online of over: 165,992 + Facebook users

Wow, these are some seriously scary Nooo faces!



A great social media campaign that appealed to all ages



The technology works for group shots just as well



*By providing consumers with branded photos to share on Facebook, brands can simply and effectively collect fans (increase Facebook 'Likes'), amplify brand engagement and run online competitions*

The Trend Micro Leaflets with 'Pic 2 GO' QR codes and invitation to Win an iPad2



The Promotional girls explaining about the product and competition

