

MAKE YOUR EVENT INTERACTIVE  
(ON-SITE AND ONLINE)

# SOCIAL PROMPTER



## COACHELLA THE NEON CARNIVAL

### SERVICE OVERVIEW

Our social media services contribute to a unified message across all media outlets, in turn strengthening and growing an organic buzz around a given objective. Branded screens provide instant gratification for guests as they share their thoughts and join the conversation in real time via personal twitter accounts. Detailed post-event metrics are provided to give clients a well-rounded view of their event's success in the digital space.

### EVENT OBJECTIVES

- Generate a buzz about the T-Mobile and Armani Exchange brands by encouraging Twitter/Facebook engagement at the live event.
- Create a Facebook photo-sharing experience to promote the brand and event at a custom-built branded kiosk.
- Position screens/projections throughout event space for maximum exposure of brand and social network/event activity at the party.

### SOLUTIONS PROVIDED

- Custom branded kiosk with photo booth and 3 tablets where visitors view their branded photos and instantly share to their Facebook timelines.
- Installed 7 x 50" plasma screens and 2 x 40' projections of a live twitter feed with #NeonCarnival hashtag.
- Brand Ambassadors to answer questions, take photos, etc..

### RESULT

- Prior to the event: Little-to-no traffic for the chosen hashtag (#NeonCarnival)
- During event: Twitter reach of **over 4.5 million users** and **Facebook exposure to over 31,000 users**



STRATEGY

VISUAL DESIGN

ON-SITE DISPLAY LOGISTICS

BRAND AMBASSADORS

### LET'S GET STARTED!

We've got a ton of ideas tailored just for you. No two events are the same, so let's speak on the phone or in person.

CONTACT US FOR A FREE ASSESSMENT & QUOTE:

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