



# SOCIAL JUNGLE

CHRISTMAS ACTIVATIONS



# FESTIVE FUN THIS CHRISTMAS

Although a wonderful time of the year, Christmas can also be a busy and stressful time of the year. Through our range of Christmas activations though, we can help take the stress out of festive period and instead, substitute with fun and adventure.

Throughout this deck, we've identified activations which are ideal to not only help take the stress out of Christmas shopping but also:

1. Provide the potential to generate revenue
2. Offers sponsorship opportunities
3. Increase footfall to the centre
4. Offer data capture opportunities
5. Provide the opportunity to increase brand awareness and reach
6. Produce user-generated content

# NORTH POLE ADVENTURE

Take a journey across the North Pole in Santa's sleigh, as it goes on a test flight ahead of its journey across the world on Christmas Eve night.

Using the latest in virtual reality and simulator technology, we'll transport users into a winter wonderland, giving them a true feeling of what it's like to fly across the North Pole in Santa Claus' magical sleigh. Couple this with our industrial fans to simulate the breeze of whizzing through the cold North Pole air, and our immersive surround sound system, you'll really feel like you're there!

Fun for all the family, our magical sleigh can seat up to eight riders per ride, and lasts approximately five minutes (run time three minutes), giving you an experience you'll remember for a lifetime.

This activation also offers great commercialisation opportunities. You can partner with a retailer to offer them sponsorship of the activation, where there's plenty of real estate for their brand to have prominence, such as on the control station and even on the front of all the VR headsets.

Should you wish, there are further commercialisation options; you could choose to charge a small fee per ride, which could earn you up to **£35,280\***.



## ACTIVATION BENEFITS

- Incredible experience for customers/guests
- Commercialisation opportunities through sponsorship and ride fees
- Drives footfall
- Increases dwell time
- Increases brand awareness
- Creates a buzz around your brand and venue

\*Revenue of £35,280 is based on 70 rides per day over a period of 42 days, with each ride charged at £2. An example pricing matrix is available on request.

# 12 DAYS OF CHRISTMAS

Our *12 Days of Christmas* activation will allow you to reward customers in the days leading up to Christmas. Furthermore, through pre-promotion, the activation will help increase footfall and dwell time.

We will build a room disguised as a giant Christmas present, which when people enter, will give them the chance to win a prize. Prizes will be displayed in our 'Lockbox' activation and will only be accessible by the participant with the unique winning numerical code.

Participants would be encouraged to navigate to a microsite on which there'll be a simple festive question for them to answer – only those who answer correctly will receive a code. The question would change each day, to keep the quiz element of the activation fresh.

Codes will be sent to participants via either email or SMS – whichever they choose. This is also how we can collect data for you.



## ACTIVATION BENEFITS

- Excellent for driving footfall
- Data capture opportunities
- Fully brandable
- Commercialisation opportunities through sponsorship
- Increases dwell time
- Increases brand awareness
- Great way to reward customers/guests

# PERSONALISE

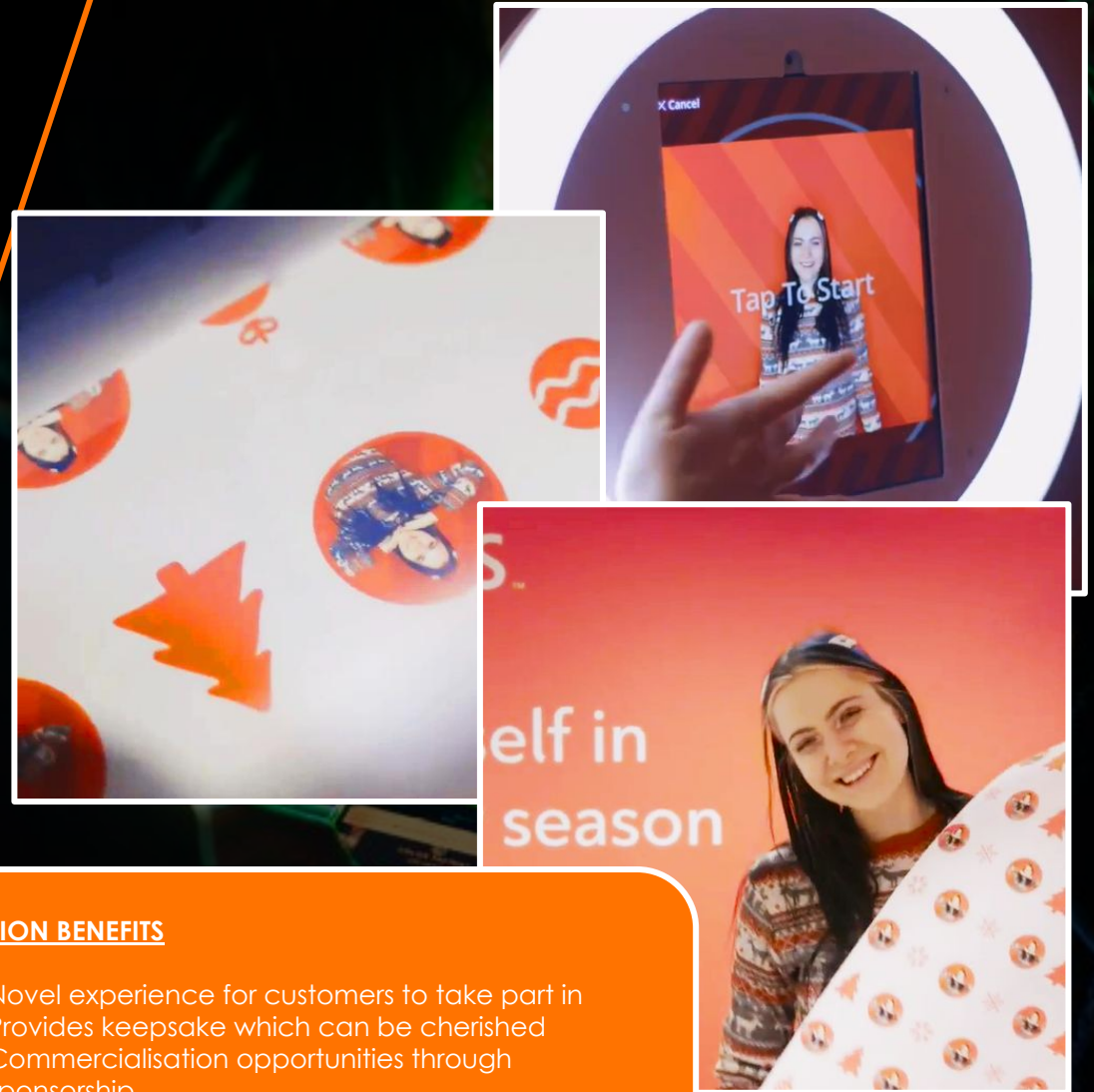
Give consumers the opportunity to create their own, personalised wrapping paper through our 'personalise' activation.

Through pairing our popular ring light photo booth (which is fully brandable) with our 'personalise' software and large printer, shoppers can add a personal touch to the wrapping paper they use for loved ones' gifts.

Once a user's photo has been captured by the booth, our on-site designer will use it to create a pattern which will then be sent our printer, ready for the shopper to come back and collect half an hour later.

A fun activation which also doubles as a means to collect shopper data, you can also choose to commercialise this if you want, charging a nominal price for users to take part.

Also, as part of the wrapping paper design, we can include your logo, so that your brand is also front and centre. This could be taken even further, should you wish, to include a custom QR code as part of the pattern which, when scanned, would take the user to a page on your website about Boxing Day sales, for example.



## ACTIVATION BENEFITS

- Novel experience for customers to take part in
- Provides keepsake which can be cherished
- Commercialisation opportunities through sponsorship
- Drives footfall
- Increases dwell time
- Increases brand awareness



# INTERACTIVE POST BOX

For kids, one of the most exciting parts of Christmas is writing their letter to Santa, with an endless list of toys they'd like.

Using our interactive post box, we can add another layer to this experience. Our friendly post box, packed with motion sensors and speakers, is perfect for injecting fun into the experience, talking to the kids as they post their letters.

As well as a sensor within the letter slot which triggers the box to speak as kids post their letters, it also has a proximity sensor which means it can speak when consumers walk past it.

An upgrade on a standard post box, this solution is ideal to grab attention, promote a brand or raise awareness, while also bringing joy and delight to children in the lead-up to the most magical time of year.

## ACTIVATION BENEFITS

- Excellent for driving footfall
- Fun, interactive activation to entertain kids
- Increases dwell time
- Branding opportunities

# FESTIVE GREEN SCREEN

Through our green screen activation, we can transport shoppers to the North Pole for a photo flying through the sky on Santa's sleigh or feeding Rudolph to ensure he's got enough energy to fly around the world.

Green screen technology isn't new, but it's highly impactful and the large screen construction acts as a magnet to which consumers will be drawn.

Props can be introduced to help users 'sell' the experience while posing for their photo.

Additionally, through using our photo booth to capture the content, we can include the branding of your choice on all the outputs, as well as brand the booth itself. And crucially, this will give us an opportunity to capture user data which you can use for future marketing initiatives.

By nature, green screen activations are fairly flexible. This will allow us to collaborate with you on what the experience should be, so there's scope to be as creative as possible.



## ACTIVATION BENEFITS

- Transport customers/guests to absolutely anywhere
- Offers a tangible take-away for guests (photo printout)
- Commercialisation opportunities through sponsorship and could also charge a fee per image
- Drives footfall
- Increases dwell time
- Increases brand awareness



#### ACTIVATION BENEFITS

- Fun, interactive activation to entertain kids and adults alike
- Increases footfall
- Increases dwell time
- Branding opportunities
- Provides photo opportunity (to which branding could be added)

## SNOW GLOBE EXPERIENCE

Transport shoppers to a winter wonderland with our giant inflatable snow globe.

Large enough for up to five people at any one time, it's a great way for friends and family to have fun, as well as provide a great photo opportunity.

Coupled with our artificial Eco snow, the globe blows the snow around the globe's interior, creating a fantastically festive experience.

Our Snow Globe Experience would be a great addition to any festive activities, as it would act as focal point to which shoppers would be drawn.

Users can take their own images on their devices, or we can include one of our digital photos booths to be stationed inside the globe so that all images taken include the branding and messaging of your choice.



# AR MEET & GREET

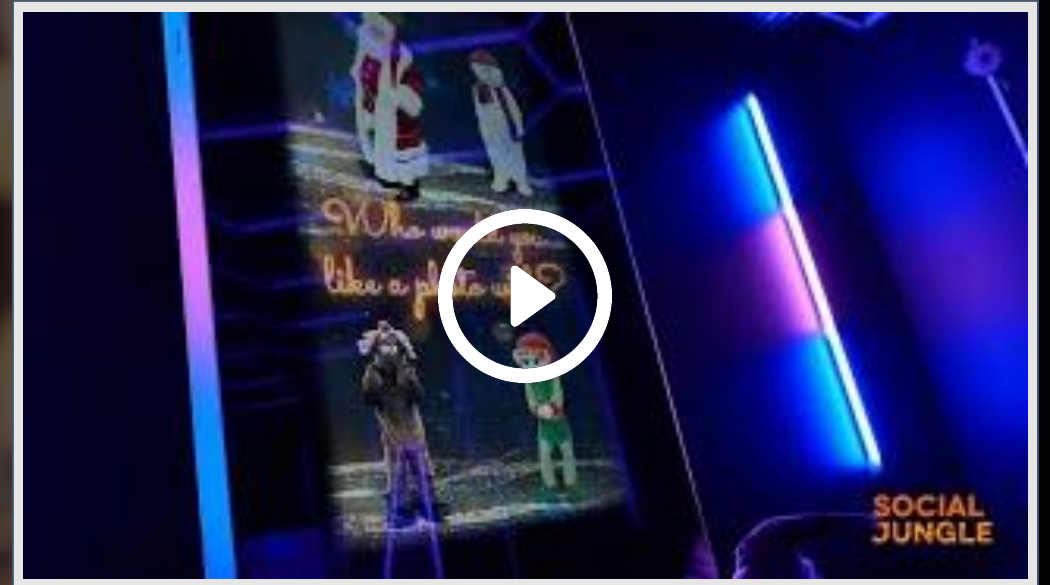
Fancy giving your customers the chance to have their photo taken with their favourite Christmas character? Our augmented reality Christmas mirror is the ideal activation.

All users have to do is simply walk up to the mirror, select their favourite character - Santa, Rudolph, a snowman, or Santa's little helper - and wait for their chosen character to walk onscreen and pose for a photo with them.

Once the photo's been taken, you can either choose to retake it or share it directly from the mirror via SMS text message or email.

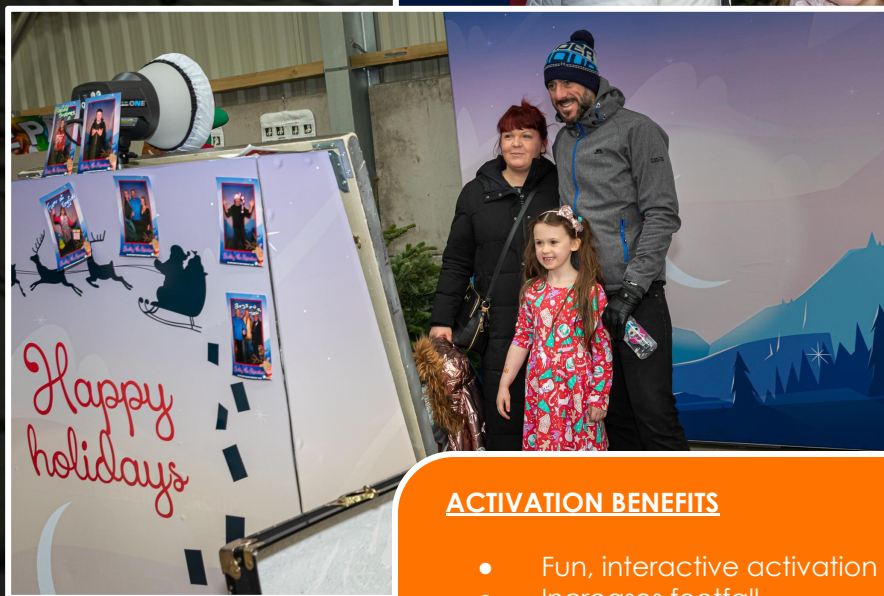
Not only is this fun, interactive activation great for the public, but it also has operational benefits; with all the technology built into the mirror itself, it requires a modest footprint, PLUS it's a great way to drive footfall, increase dwell time, and can also be used to harvest customer data.

Furthermore, we can add branding to the photo output, meaning this is also a great way to increase your brand awareness or if you want, you can engage with a sponsor to help commercialise the activation, by adding their branding to the output.



## ACTIVATION BENEFITS

- Fun, interactive activation for kids and adults to take part in
- Increases footfall & dwell time
- Offers branding & sponsorship opportunities
- Provides the potential to capture data
- Generates a tangible take-away for guests (photo printout)



#### ACTIVATION BENEFITS

- Fun, interactive activation
- Increases footfall
- Increases dwell time
- Branding opportunities
- Perfect when space is at a premium
- Provides photo opportunity (to which branding could be added)

# FESTIVE PHOTO BOOTH

What better way to capture a fun, festive moment with friends and family than through one of our festive photo booth solutions?!

We have an array of booth options to choose from – some which produce on-the-spot printouts, and some which support digital sharing (email, SMS, and Airdrop). Furthermore, all our booths can be fully branded, including branded vinyl wraps and on-screen branding.

Depending on the type of booth selected, users can select whether they want to capture a still image, video, GIF, or boomerang, as well as the ability to select from an array of festive photo frames (which we can brand for you), as well as digitally add effects like snow.

Furthermore, we can pre-load a selection of festive 'digital props' which users can add to their creation - for example, they can add a Santa beard or hat to themselves, to make their final image of video super Christmassy!

If you're looking for a fun, low-maintenance solution to get into the festive spirit, then our festive photo booths are perfect.

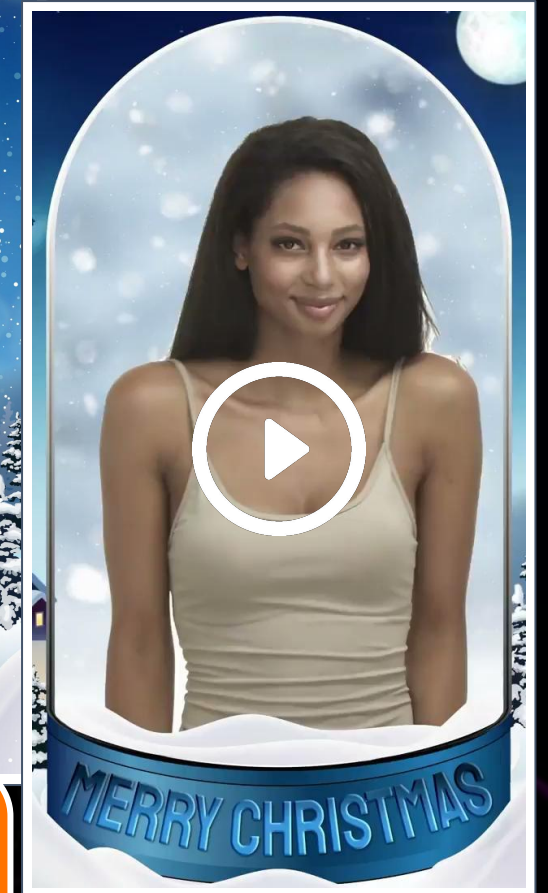
# VIRTUAL SNOW GLOBE

If you love the Snow Globe activation from earlier in this deck, but don't quite have the space for it, fear not. Our virtual snow globe activation still gives users a photo opportunity 'inside' a globe.

Using one of our powerful photo booths, we can pre-load snow globe designs into the system so that when users interact with the photo booth, they have a snow globe photo of their very own.

We can take this a step further though, and create an animated overlay to the experience. What this means is we can add a snowfall effect to the booth, giving users the option to capture a snowy boomerang video, instead of a static snow globe scene.

As with all our digital activations, we can add the branding and/or messaging of your choice to the booth output, as well as use the activation as a means to capture users data for you. Not just a fun, engaging experience, but also a great marketing tool.



## ACTIVATION BENEFITS

- Fun, interactive activation for kids and adults to take part in
- Increases footfall & dwell time
- Offers branding & sponsorship opportunities
- Provides the potential to capture data



# CHRISTMAS MOSAIC

Through our Social Mosaic software, we can help you create a huge, impactful Christmas Mosaic to help you spread Christmas cheer.

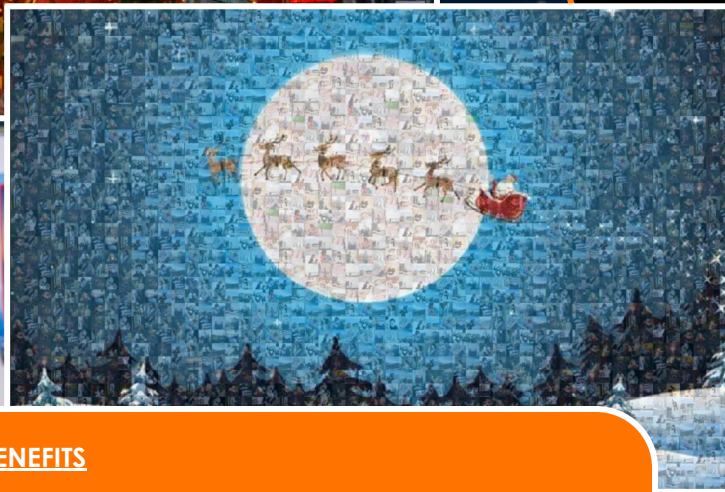
Through dedicated photo booths and even pulling images from Instagram posts which include a specific event hashtag, we can create a massive mosaic to be displayed for all to see.

The mosaic can be any size you want and created via a digital screen (image opposite) or via a manual process which sees images printed and stuck onto a physical board.

Christmas Mosaic is a fantastic activation to get consumers into the festive spirit and include them as a part of your festive campaign - quite literally.

Furthermore, we can add branded overlays to each image so that when they're shared via social media, your brand is further amplified online, giving your content a life beyond the mosaic itself.

Additional marketing benefits include optional data capture, making Christmas Mosaic an incredibly impactful, and incredibly useful activation to run this Christmas.



## ACTIVATION BENEFITS

- Fun, interactive activation
- Hugely impactful
- Increases footfall
- Increases dwell time
- Branding opportunities
- Can be executed digitally or via a printed board
- Offers data capture opportunity



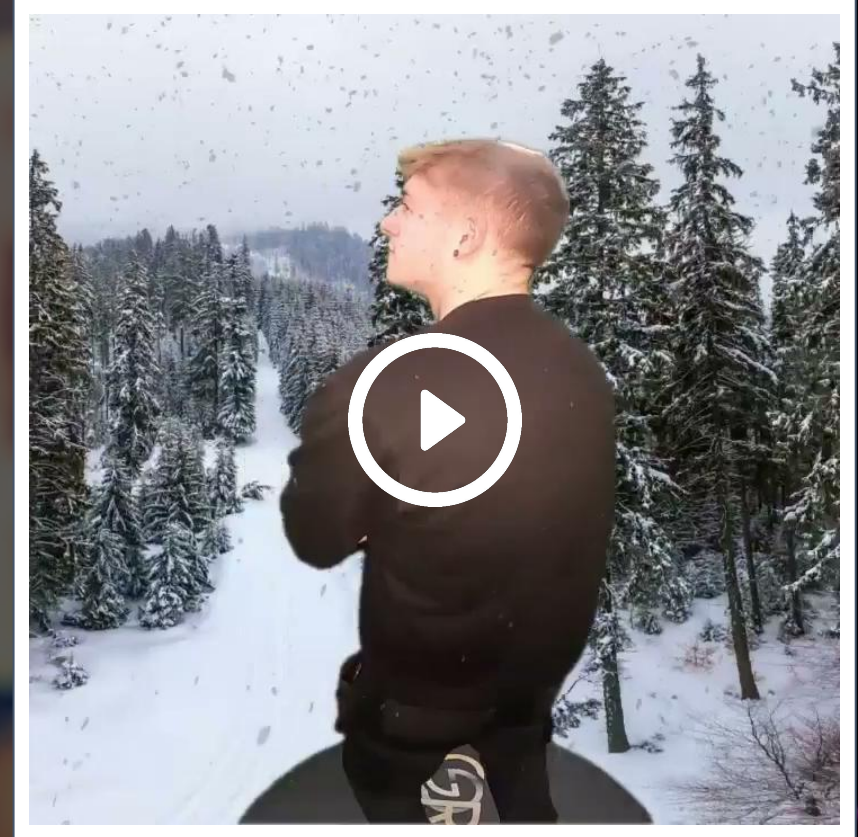
# 360 WINTER WONDERLAND

Transport yourself or your guests to a winter wonderland, through our immersive 360 booth, coupled with our green screen technology.

Simply stand on the platform (which can be branded) and our motorised camera arm will swing around you, capturing you (and up to three others) from all angles. Through wrapping a 360 green screen enclosure around the booth, we can superimpose a beautifully festive landscape around you, to give the impression that you're in the North Pole, or off to meet Santa Claus.

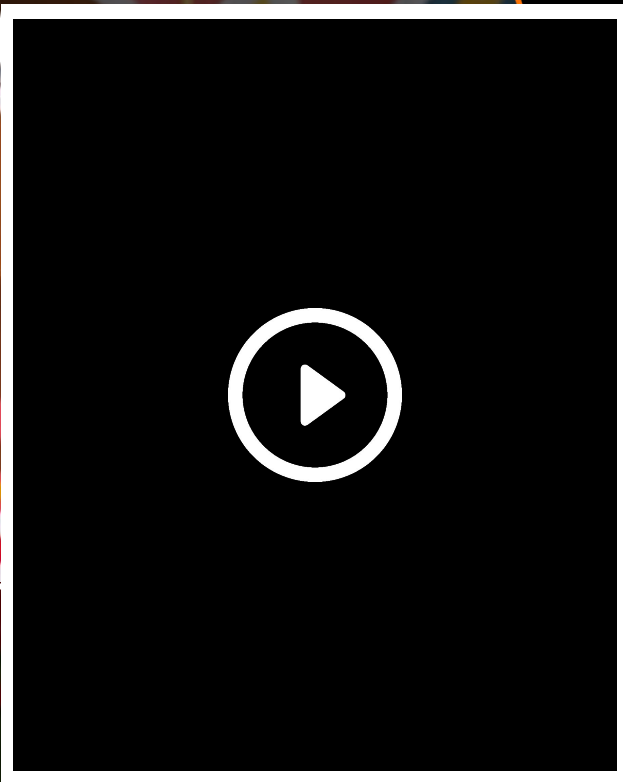
Furthermore, we can add a little extra festive spirit to your final video - which can be shared via text message or email instantly - by adding the likes of snow effects, and even adding some festive music to your final video. A Christmas experience like no other.

Disclaimers can also be added to the activation, allowing you to collect user data and use it as part of future marketing initiatives.



## ACTIVATION BENEFITS

- Fun, interactive activation for kids and adults to take part in
- Increases footfall & dwell time
- Offers branding & sponsorship opportunities
- Provides the potential to capture data



#### **ACTIVATION BENEFITS**

- Fun, interactive activation
- Hugely impactful
- Increases dwell time
- Branding opportunities
- Gameification opportunity
- Offers data capture opportunity

# INTERACTIVE CHRISTMAS CARD

Using our popular photo booth, coupled with state-of-the-art software, we can give users the ability to send interactive Christmas cards to loved ones.

Users will have the ability to create their Christmas video using our touchscreen photo booth, and then add - should they wish - filters and 'digital props' to them, to make them even more festive.

Once happy with their video, it'll be instantly integrated into our Chortsmas card layout, ready to be shared via either email, text message or Airdrop (for iPhone users only). Once shared, users can also share their interactive card on social media or download it onto their device to share at a later date.

There are other elements which can be tied into this - we can also deploy a festive 'spin to win' game at the end of the experience, giving users the chance to win a small gift as a thank you for taking part in the activation.

Furthermore, we can also use the activation as a means to harvest user data, should you wish, so you can add the users to your marketing database to be included in any future campaigns.

# SANTA'S LIST

Are you on Santa's naughty or nice list? There's only one way to find out - our Santa's List video experience.

Using our popular digital booths, we can create video experiences for users to share, where they appear either on Santa's naughty or nice list.

Once the content has been captured, users can share their content via email, text message, or Airdrop (iPhone users only).

We can add the branding or messaging or your choice to the experience, so that when it's shared, it helps to promote your brand.

Furthermore, we can also use the experience to harvest user data for you. Relevant GDPR opt-in's can be added to ensure all captured data can be used as part of future campaigns and promotions.



## ACTIVATION BENEFITS

- Fun, interactive activation for kids and adults to take part in
- Increases footfall & dwell time
- Offers branding & sponsorship opportunities
- Provides the potential to capture data

A photograph of two young women with long blonde hair taking a selfie. They are standing in front of a large, decorated Christmas tree. In the background, a store with the 'next' logo is visible. The scene is dimly lit, suggesting an evening or indoor setting with artificial lights.

# PROPS & THEMING

Whatever activation you might choose, you can further elevate the Christmas experience by including some theming and props to dress the event space.

Our sister agency, Event Art, has a wide range of props available which are perfect for dressing your event area. To view Event Art's festive props, click [here](#).



# SOCIAL JUNGLE