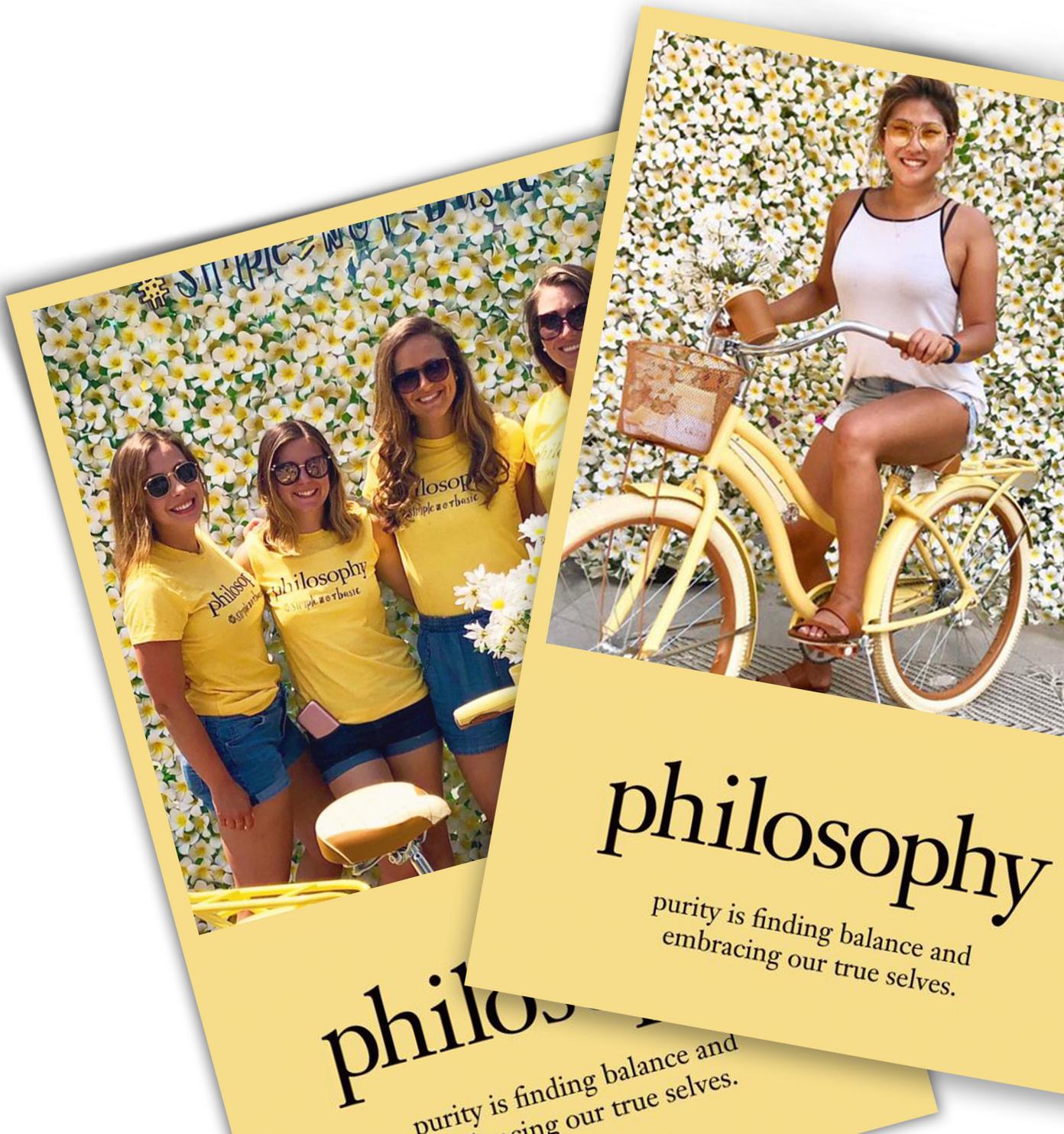




Case Studies



philosophy

purity is finding balance and embracing our true selves.

philos

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philosophy®

Skin and hair care brand, Philosophy traveled across the country in their yellow branded airstream to promote their line of skincare products to major cities. Philosophy's mobile activation included tons of free samples, a ten foot flower backdrop wall complete with themed props and a Photoboxx hashtag printing activation. The activations were typically set up in upscale urban shopping centers, home to high-end stores and boutiques, which allowed their street team to directly connect with their target audience. Passerbys stopped by to snap a few photos with their fun yellow beach cruiser in front of the Insta-worthy backdrop and posted their photos with the official Philosophy hashtag #simplenotbasic to receive their free branded print.

8
Events

1.85 m
People Reached

1,210
Posts





Mercedes-Benz

Last summer, Photoboxx partnered with experiential event agency, Rose Gold Collective to create a fully interactive experience for Mercedes-Benz during their summer concert series at the Greek Theatre in Los Angeles, California. Before entering the amphitheater, concert-goers could stop by the Mercedes-Benz activation to win a chance to upgrade their concert seats and snap photos with friends and family in front of the branded backdrop. Photoboxx was incorporated into the activation to promote engagement at the Mercedes-Benz tent, as well as entice users to post about their concert experience on Instagram and Twitter. Attendees were encouraged to snap photos and tag #MBattheGreek to receive free take-home prints of their concert photos from the evening.

19
Events

411,000
People Reached

468
Posts

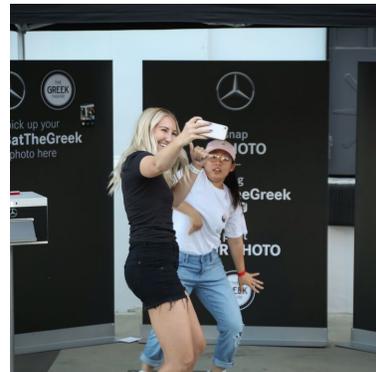




Photo-worthy experiences and hashtag printing go together like avocado on toast with this generation. Which is how the Adam Hall Group made a huge impression promoting their sound system brand Palmer, with their bright orange Volkswagen bus outdoor stage at the National Association of Music Merchants (NAMM) show in Anaheim this year. They incorporated Photoboxx into their #vanlife setup this year to promote engagement at the event as well as extend their reach to social media. Attendees tagged their photos with #GoPlayGiveaway and #PalmerNAMM19 to have a chance to win prizes and take home their free prints from the retro van themed photo-op. They also had a full line-up of artists scheduled to perform at the Palmer outdoor stage throughout the day, keeping the flow of traffic to their brand activation constant. The results speak for themselves, with 170+ photos printed during NAMM show, over 200,000+ impressions were generated on Instagram and Twitter.

173
Posts

135,700
People Reached

84
Users

