



Case Studies



BLOOMSDAY™ 2019

There's no denying that Bloomsday is one of our favorite local events of the year. The race itself has more than 50,000 runners and spectators each year and is held in our local town of Spokane, Washington. Every year, Photoboxx provides #hashtagprinting for all Bloomsday attendees. Racers and spectators who posted their photos with #bloomsdayrun or #bloomsdaycorporatecup, received free Bloomsday branded take-home prints of their Instagram and Twitter photos.

Four Photoboxx ambassadors encouraged passerbys to snap a few photos and post to social media. The result? Well over 900+ photos of runners having a blast at Bloomsday 2019.

918
Posts

942,600
People Reached

512
Users





Tough Mudder has created a heavy focus on their social media marketing, by promoting shareable user-generated content from their events. They recently incorporated Photoboxx at the first race of the year in Los Angeles, California. Tough Mudder created the ideal environment to promote brand engagement and sharing on social media at the race. They brought in an oversized branded photo wall for participants to snap photos in front of, as well as designated brand ambassadors to encourage attendees to use Photoboxx and tag the official #TMLA19 hashtag. These small, yet powerful event details helped Tough Mudder generate close to half a million impressions on Instagram and Twitter from the LA race alone. Check out the post event analytics below:

251
Posts

301,100
People Reached

158
Users



ORLANDO NORTH

SEMINOLE COUNTY SPORTS

Play Orlando North purchased Photoboxx to print social media photos at sports tournaments in Florida's Semiole County. They had huge success with hashtag printing at the Elite Clubs National League (ECNL) girls soccer tournament. Thanks to the popularity of Instagram with millenials, Photoboxx was a hit printing all photos posted with the official hashtag #ECNLFL.

459
Posts

257,200
People Reached

164
Users

