



Sponsored Experience Sharing

SOCIAL MEDIA PHOTO MARKETING FOR **BRANDED EVENTS** AND **EXPERIENTIAL ACTIVATIONS**



Automated Event Photo-Tagging

Branded Photos Posted to Participants' Facebook

Drive Social Reach & Fans Acquisition



Speed up
photo-activation
(no need to collect
participant's contact data)



And shared with
Facebook friends

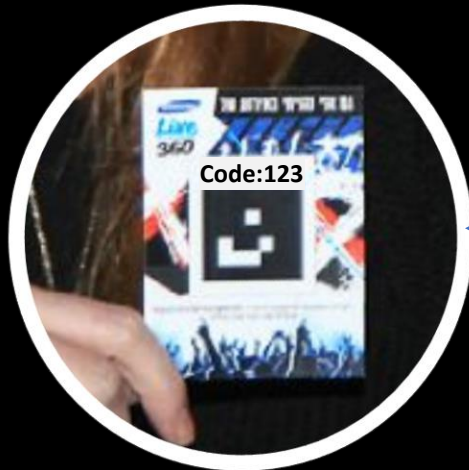


Boost brand
engagement

HOW IT WORKS

Before the Event

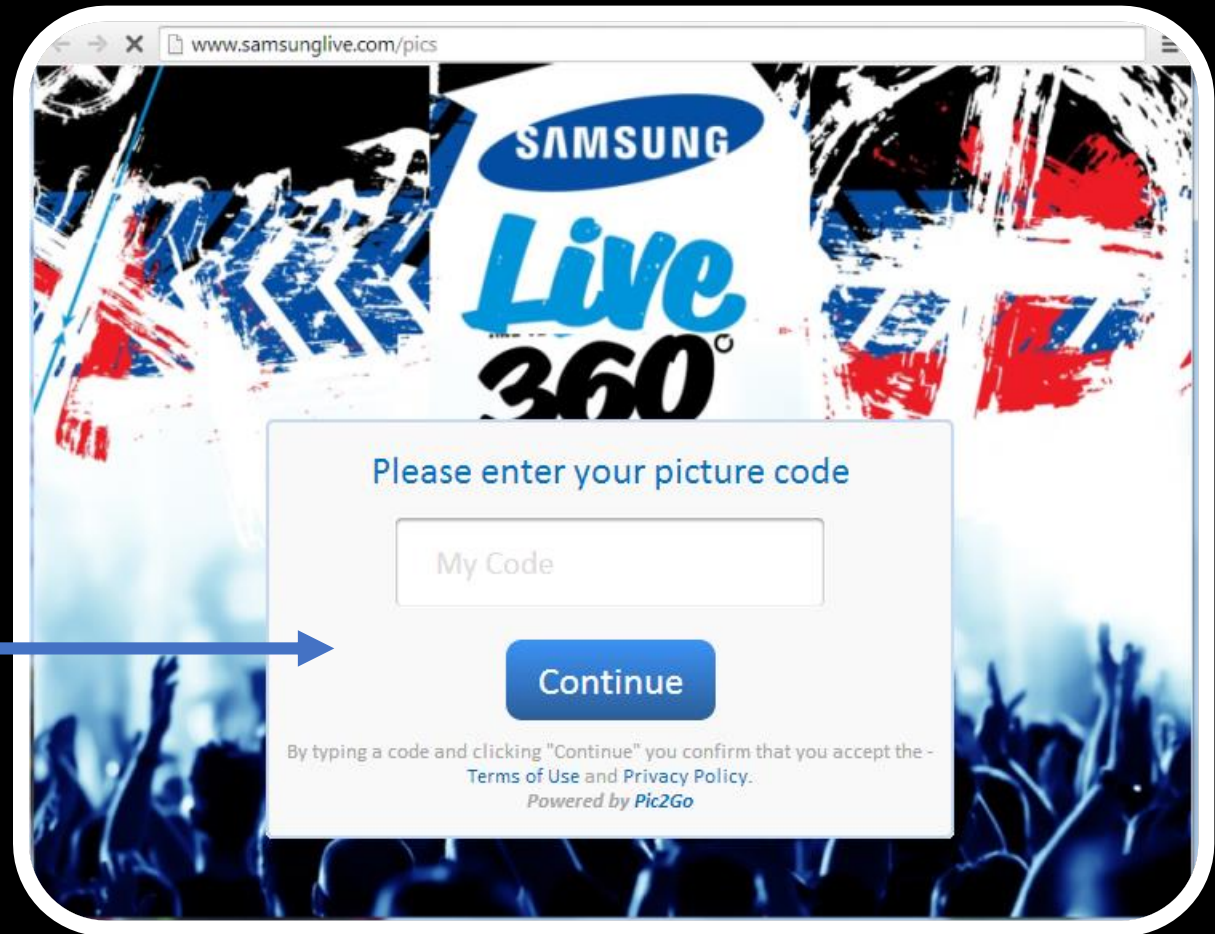
- ▶ Print Pic2Go barcodes on branded cards, stickers or tags
- ▶ Each card has a unique barcode and a textual code



HOW IT WORKS

Before the Event

- ▶ Add Pic2Go Widget to event website



HOW IT WORKS

Before the Event

► Design photos-branding



HOW IT WORKS

Event Day

- ▶ Photograph participants with barcode cards
- ▶ Upload photos to Pic2Go system
- ▶ Photos are scanned for barcodes recognition



HOW IT WORKS

Event Day

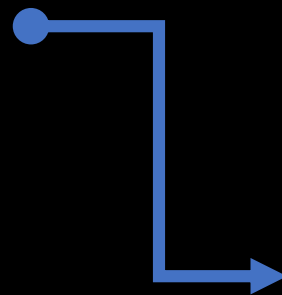
- ▶ Participants type their code on event website
- ▶ They are invited to “Like” your fan page



HOW IT WORKS

Event Day

- ▶ Participants' photos posted to their Facebook (in branded albums)
- ▶ You get an on-line activity performance report



Photos Uploaded : 11,890 [View Photos](#) [Search Photos](#) [Download Tagging Data](#)
 Photos With picTags Found : 9,784
 Unique PicTags Found : 1,917

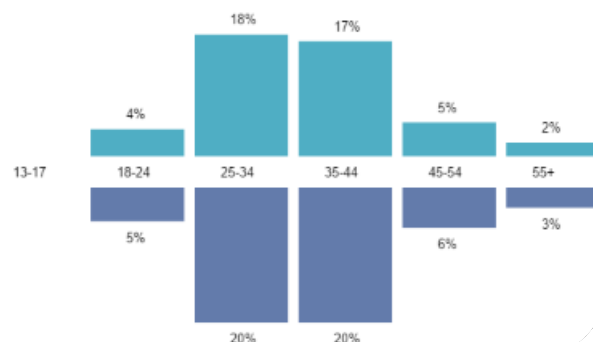
Participants Registered to Post to Facebook : 1,458 [Download Participants Info](#)
 Participants Posting Photos to Facebook : 1,434

Insights (Last update 22h ago. Updates every 24h)

Impressions : 1,721,628
 Comments : 6,588
 Likes : 95,204

Viewers Demographics

Female: 47% Male: 53% Other/Unknown: 0%



Pic2Go at Coca-Cola Recycling Factory (Tel Aviv)



- ▶ 8,000 photos taken
- ▶ 1,200 participants posted photos to Facebook
- ▶ 500,000 Facebook impressions
- ▶ 20,000 Facebook Likes
- ▶ 1,300 Facebook comments

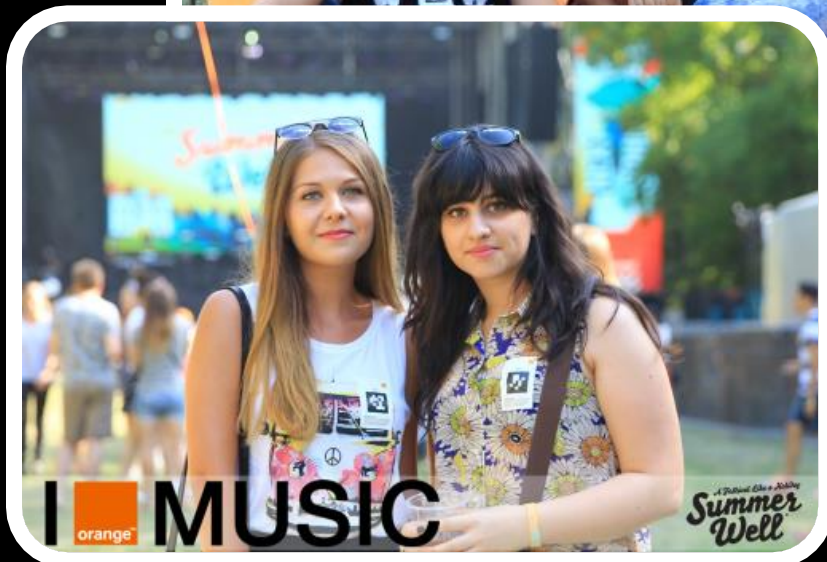


Summer Well Festival (Romania)

By Orange



- ▶ 3,700 photos taken
- ▶ 400 participants posted photos to Facebook
- ▶ 180,000 Facebook impressions
- ▶ 5,500 Facebook Likes



Markafoni Festival (Turkey)

Activation Sponsored by Fanta



- ▶ 6,600 photos taken
- ▶ 900 participants posted photos to Facebook
- ▶ 500,000 Facebook impressions



Coca Cola

Summer Love Festival (Israel)



- ▶ 15,200 photos taken
- ▶ 3,150 participants posted photos to Facebook
- ▶ 3.8 Million Facebook impressions
- ▶ 60,000 Facebook Likes
- ▶ 4,600 Facebook comments

Among Our other Clients

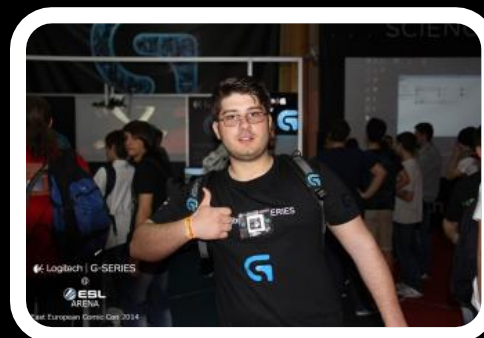
Samsung



Orange



Logitech



Nike
Football



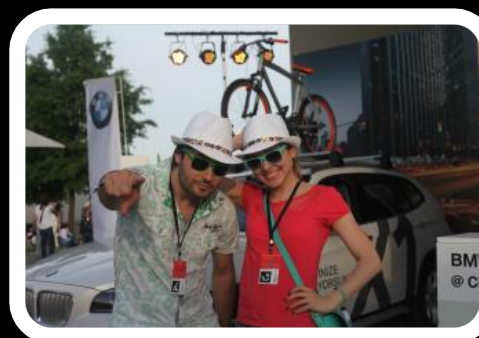
Zippo



Fanta



BMW



Haagen-Dazs



Contact Us
www.pic2go.ch
contact@pic2go.ch

“Pic2Go bridges the gap between consumers and their social media page and increase the activities digital reach. Our clients have found that social media exposure is a great way to target consumers and engage them with branded content. ”

Isobel Ross, Account Executive Blazinstart Experiential