



Case Study Hornitos Tequila and Fotoflipz

Demographics: Adults 25-54
Location: City Club Los Angeles, California
Date: September 26, 2016

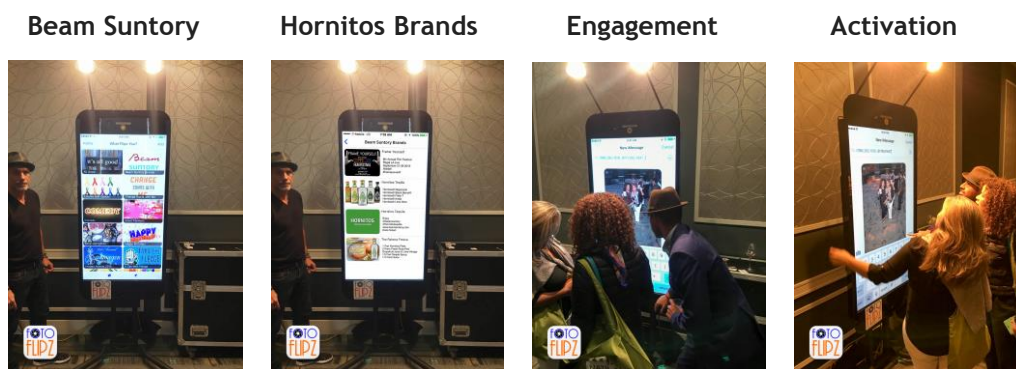
Objective: To engage with customers and to interact with Beam Suntory premium tequila, *Hornitos*, after the 8th Annual Downtown Los Angeles film festival.

Engagement and Activation: Attendees were attracted by our 55 inch Fotoflipz engagement mobile, where they were invited to take a picture and post Fotoflipz to social media websites, such as - Facebook, Instagram, Twitter, Text, and AirDrop. Users had a choice of several Fotoflipz custom design backs with voice tags.

Brand Back Designs:

1. 8th Annual Downtown Los Angeles Film Festival logo (#dtlaff)
2. Hornitos logo (#hornitos)
3. Hornitos five tequila brands (#beamsuntory)
4. Hornitos drink recipe (#thepalomafresca)

Results: Hornitos Brand Ambassador James Hyde, was very excited with the social media postings and the brand awareness. Participants were able to experience unique photo opportunities and an exciting refreshing drink.



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