



Case Study

31st Annual Imagen Awards

Demographics: Adults 25-54
Location: Beverly Hilton, California
Date: September 09, 2016

Objective: To engage guest, and interact with 31st Annual Imagen Awards after party.

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. 31st Annual Imagen Awards (#imagenfound and #wecount)

Results: Imagen President & Founder Helen Hernandez and Yanira Leon, was very excited with the social media postings and the brand awareness. Participants were able to experience unique photo opportunities with their friends.

Imagen Awards Logo



Engagement



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