

# Interactive Lays Stax Activity at Beyonce Concert



# The Activity

- Users were required to take the picture of the lays pack from the standees or promoters's T-shirt.
- Bluetooth it to Lays Stax Bluetooth device.
- To win Lays Stax.



# Activity Points

- Outside the Concert Arena before the concert entry was opened for the audience.
- Inside the Concert Arena when the concert entry was thrown open and after concert started.



# Outside the Concert

- The promoters with their interactive T-shirts went to Beyonce Fans aggregated in form of crowds earlier and queues later.
- As the crowds was all over the place outside concert hall, the Portable Bluetooth device was used which was carried by a promoter in his back pack.
- The promoters roam around with the device and engaged the fans.

# Benefits

- As outside the Concert Arena audience was captive and was just waiting for the entry to be opened the engagement was very high.
- A couple of volunteers with a Bluebox in their backpack easily covered very large and high people-traffic concert venue.
- As volunteers went to users and not vice-versa, users got very personalized treatment in their comfort zones and thus they engaged more.

# Inside the Concert Arena

- A Bluetooth server was installed at the Lays Stax stall for the Activity.
- Another Portable mobile device was also present to cover the fans in distant corners of concert arena.

(As clicking pictures inside concert arena is prohibited they are not available)



THANKS