

SOCIALWALL

at Panasonic Event

Showcasing digital engagement with aggregating the feeds from various social platforms.

PROJECT SCOPE

Concept Creation, Execution & Management, User Engagement, Tech Amendments & Deployment.

How to present the outreach & buzz on digital platforms through some digital activity?

THE BRIEF



At Panasonic's Media-cum-Bloggers Launch for their latest B2B product Toughbook, the expectation was to **use Technology & add a Digital Element to the Event** that shall prominently stand out. The requirement was to **showcase the outreach & the buzz created on Digital Platforms to Media Fraternity** present at the launch event.

THE OPPORTUNITY



On the launch event for ToughBook, eminent personnel from various spheres of media and Internet were invited. Panasonic sought to take full fledge benefit in terms of social engagement through some activity involving a digital and innovative platform. Their requirement from us was to set an attractive and informative platform simplifying information flows and communicate with the users while accompanying social media content on a single, highly visual interface on the event site.



THE SOLUTION



The need was to deliver a product which can perfectly portray the engagement of people on digital frontier. Keeping that in mind, ***we conceptualized & delivered a SOCIAL WALL, an intelligent***

display that shows Tweets (being tweeted from & beyond the event) and Photographs of the proceedings being clicked real time at the event. This Social Wall was not only aesthetically appealing but also served its purpose of displaying contents with utmost clarity and precision.



THE IMPACT



It was a significant project and it had to be done correctly, since you never get a second chance to make a first impression. This smart Digital Engagement stood tall making media fraternity wanting to know more. Social Wall collected and displayed all social media interaction displaying the best photos, posts or videos from the social platforms. It drove Media & Bloggers to Tweet (in order to find their Tweets displayed to everyone on the Screen) and at the same time learn & create stories around what other people were tweeting.



THE REACTION



When we decided to do this, we had an idea that this concept would definitely catch on in future because of its sheer simplicity and productivity. Right from Planning to Execution, the activity was delivered seamlessly. Both Panasonic & Genesis Burson Marsteller appreciated the Innovation & the style in which it was delivered, setting a bench mark for future events. Both Clients showed their interest to have Social Wall at their future events.