SELECT CITYWALK
Go Shopping!

CITY OF SELFIES

Creating buzz on social platforms through an event dedicated towards a wildly popular trend of modern society norms.

APPLIED FOR LIMCA BOOK OF WORLD RECORDS FOR THE RECORD OF HIGHEST SELFIES CLICKED AT ONE PLACE IN DURATION OF 24 HOURS.

COMING UP WITH THE IDEA

Whether it's the coyly suggestive close-up or duck-face smirk, Selfies have become a mainstay for this social-networking driven generation. Maybe one of the reasons why Selfie is so trendy is because it provides the luxury of self depiction in the way we desire. They are not new either. The word "Selfie" was defined in UrbanDictionary.com in 2005. Now that more people have smart-phones with improved cameras, they have become more prevalent than ever. Knowing this "significance" of Selfies, Select CITYWALK wanted to convert the idea of taking Selfies into an intriguing major promotional event on the weekend when footfall is the maximum. The idea was to break record of clicking maximum Selfies at one place. This led to inference of a two-day event for the people to rest their Selfie obsession which was held on 11th and 12th July.

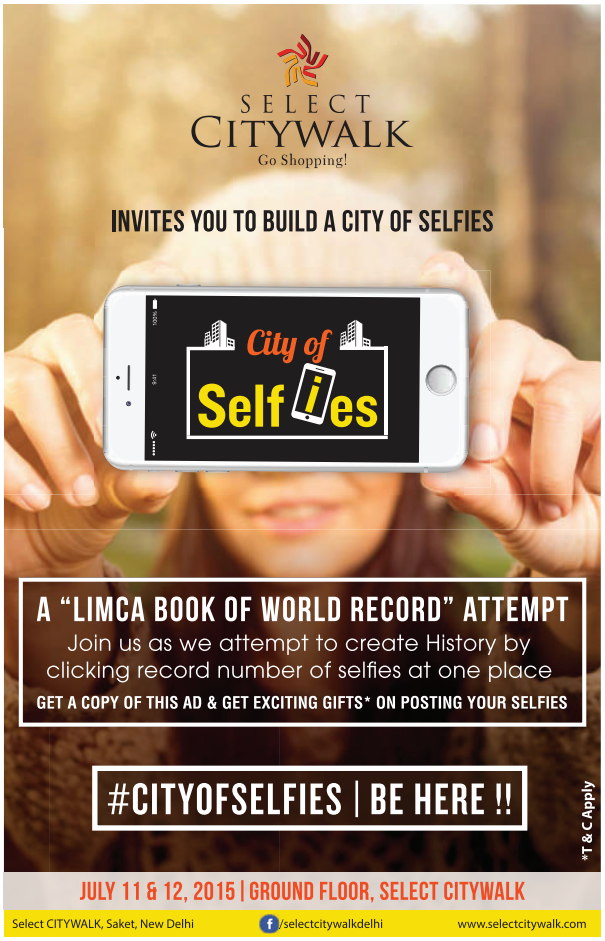
SETTING-UP

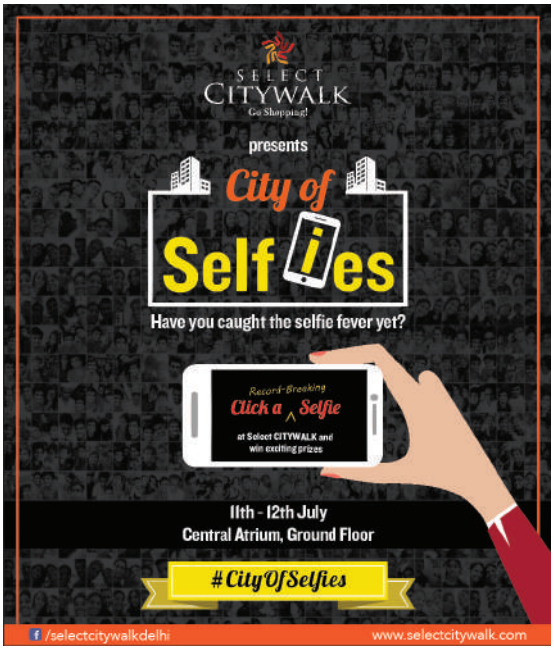
We refined this raw idea and conceptualized a plan to conduct an event in the Select CITYWALK mall around this proposal. Target was to capture a record breaking number of Selfies clicked in a day. Idea was simple; a person has to click a Selfie at our Photo Boxes. We created a desktop application which was accessed by user to take a Selfie via Photo Box. He would then get an option to share on social networks or option to get a Polaroid print to take home. Our on-site activity included deployment of 4 Photo Boxes across the mall and a big LCD screen of size 5.9 x 6.5 feet (4 normal LCD Screens combined). The fabricated design around photo boxes was in the mobile shaped layout. The design was around 4 distinct themes – Shopping, Red-Carpet, Gym & Food - set across the different photo boxes.

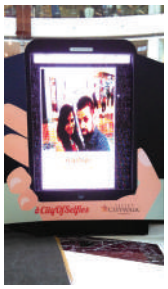
User goes to Photo Box >>>>>>>>>> User clicks a Selfie >>>>>>>>>> Shares on Social Site/Gets a Print >>>>>>>>>> Picture gets displayed on big screen

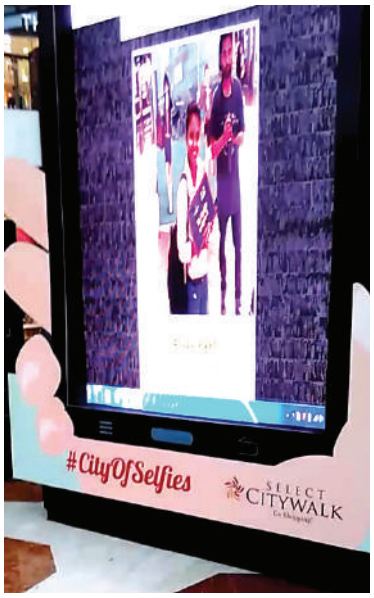
A LOT OF CLICKS!

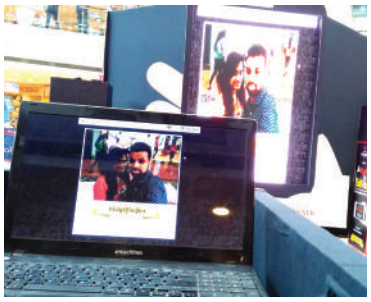
This two day gig at weekend saw massive participation from the crowd ranging from young folks to old. And this was not only limited to the Selfies taken on the photo boxes. The Selfies which people took and posted with hash tag #CityOfSelfies were also grabbed and displayed on the big LCD screen. At the end of the first day, numbers of recorded Selfies were **3728**. Next day saw a record breaking performance and **7053** Selfies were counted on second day till event was closed. This is a world record for taking **highest number of Selfies** at a place in the duration of **24 hours** in itself and is awaiting final confirmation from Limca Book of Records.











OVER 7000 SELFIES CLICKED

In the end "City Of Selfies" turned out to be an event where people profoundly found a way to let go of their inhibitions and displayed the fun, quirky, simple yet happy side in front of strangers at the center of the huge shopping destination. It's always nice to break out from the normal casket and do something like this.