

Hewlett Packard Holiday Print Zone



In-Foyer Activation:

To demonstrate the capabilities of the new HP Photo Smart Printer. Euphorium, in partnership with PHD created an experiential marketing zone in the foyers of selected cinemas.

The HP Holiday Print Zone was designed to target families whilst at the cinema during their Easter school holiday break. Brand ambassadors engaged with cinemagoers and invited them to participate in a “zany” professional “photo shoot”. Families took places behind cut-outs of animal characters set amongst a country backdrop surrounded by real hay bales.

Participants were given a free printed photo in a folder and provided with a \$200 discount voucher (digitally transmitted to their mobile phones) for later redemption at participating retail outlets.

“We’re confident that all of our +2,500 participants enjoyed the experience, whilst HP enjoyed the fact that so many moviegoers were able to witness live product demonstrations of their Photosmart print range” **John J. Evans, Managing Director, Euphorium.**



For more information contact your Val Morgan Cinema Network representative