

# Orange: Christmas Lights Campaign

**Audience:** Consumers

**Location:** Various Shopping Centres (UK)

**Project:** Experiential Marketing Campaign



## Background & Objectives

Orange wanted increased revenue and brand awareness during the peak shopping period leading up to Christmas. MotivAction's role was to interact with the public and to raise awareness of the new Nokia Lumia and 6 other handsets. The offers included a free Xbox and free headphones.

## The Experience

MotivAction created a unique and eye-catching stand that could be positioned in any shopping centre around the country. The unique 'pop up shop' had 10 live handsets for passers by to use and familiarise themselves with the features and benefits. The stand helped generate interest and was the focal point around which MotivAction Brand Ambassadors interacted with the public.

Running for 5 weeks in 15 different locations, MotivAction set about bringing the brand to shopping centres from Bluewater to the Metrocentre. MotivAction helped develop the stand design and build, executed the live experience, managed all areas and undertook cost management, including ROI analysis.

## Results & Outcomes

*"This is great news. I just want to say thank you for all the effort that you have put in. I think we have a really great event... The headphones look awesome ...great job!!!"* **Retail Campaign Manager - Orange**

