

T-Mobile: Street Ice

Audience: 50,000

Location: Birmingham

Project: Experiential



Background & Objectives

To create Birmingham's first outdoor ice rink as an innovative T-Mobile brand development exercise, working in partnership with the City Council.

To enhance the ice skating experience. Targeting 18 – 24 year olds in an environment unlike any other in the UK. To give the brand a seasonal personality; bringing it to life and making it recognisable and tangible.

The Experience

MotivAction co-ordinated all pre and onsite project management:

- Coordinating numerous production agencies required for city logistics, operations and site control
- Recruiting, training and day-to-day management of the team of ambassadors who were responsible for bringing the brand to life

Results & Outcomes

The project met its target of attracting over 50,000 guests through the doors in its first year of operation.

It enhanced both brand visibility and brand essence for T-Mobile during an important trading period.

