

Digilab Case Study

Dynamic Content

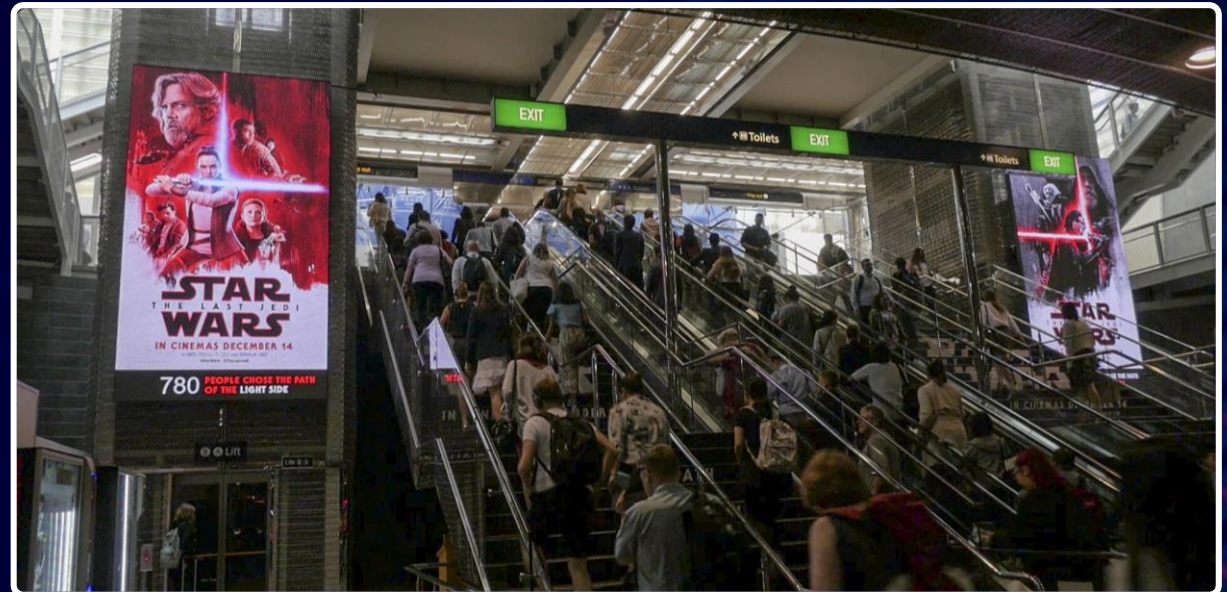


Star Wars: Light Side vs Dark Side

To celebrate Disney's release of the latest instalment in the popular film franchise, 'Star Wars: The Last Jedi', QMS NZ launched a dynamic digital campaign powered by the Digilab to entice Auckland's commuters to choose between the 'light side' or the 'dark side'.

In the lead up to the film's release, more than 40,000 daily commuters to Britomart Station had the opportunity to vote for either the light or dark side simply by deciding which side of the station's major staircase to climb.

With the light and dark side branded staircase situated between the iconic Britomart Towers, QMS NZ, using the latest in digital motion technology tallied the number of people travelling up either side of the staircase and in real time dynamically displayed the totals on each of the Towers.









Week 3

Thank you

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