

## Background:

In March 2016, Jacksonville, Florida hosted two major Power Crunch activations. At The Gate River Run and Color Me Rad, Power Crunch looked to increase engagement exponentially and to grow the brand's exposure beyond the events themselves. Power Crunch implemented an interactive photo booth where participants could share photos on social media with friends and family.



## Activation:

Power Crunch's promotional team used Snapifeye to take & instantly send guests photos branded with the Power Crunch & event logo.

## Results:

**480 Photos**

**995+ Unique Online Visitors**

**369+ Contacts Acquired**

