



# *Threads of Benz* **PROPIX PHOTOGRAPHY**

INFORMATION PACK

*Social  
Playground*



# LET'S PLAY

## WHO WE ARE

A team of socially-obsessed innovators, event enthusiasts and experts in content creation and visual experiences.

## WHAT WE DO

We partner with top brands and agencies to create social value by making it fun for consumers to engage with brands at events and share their experiences online.

## HOW WE DO IT

Using our innovative range of digital solutions together with our team of event legends, we inspire consumers to create, capture & share their experiences with their friends on social media.

# ***WHAT IS PROPIX SOCIAL PHOTOGRAPHY?***

ProPix makes it easy to capture and instantly share professional quality photos, videos and GIFs live from your event.

Packed full of features including branded overlays, instant social media sharing, customisable email marketing, instant Facebook album upload, optional instant printing and more!

If photo quality is a priority, ProPix is your answer.



# HOW TO PLAY

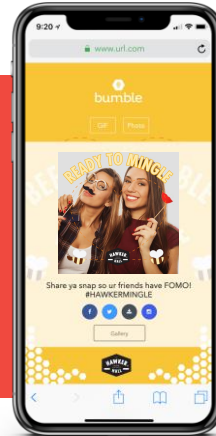
Our Social Social Photographer captures your photo and/or GIF, their dedicated iPad allows you to preview your faves and instantly send a digital copy via SMS or email. Add optional printing in either 4x6" or 2x6" strip prints.



Strike a pose, or two or three!  
Fancy overlays are applied live  
to your photos and GIFs.



Enter your phone number  
or email to receive a link to  
view your photo.



Share instantly to  
Facebook, Twitter or save  
to share to Instagram.



Optional printing  
makes for a fun  
take-home memento!



# ***CUSTOMISATION***

Every touch point can be branded – from Digital  
Overlays, SMS & Email, Microsites, iPad Branding,  
Social Sharing and much more!

Want us to create your artwork for you?  
Our in-house design service will work with you to  
create something beautiful.



# ***STATION OPTIONS***

## **STATIONARY**

The classic setup. Photographer with flash lighting, tripod & instant sharing.



## **STUDIO**

The luxe option! High quality photos, strobe lighting, studio backdrop & instant sharing.



## **ROAMING**

Take the experience to your guests with our roaming option.





# ***PRINTING***

Providing printed photos is a great way to send guests home from your event with a tangible, branded memento.

Choose to print in classic 2x6" photo booth strip style, or 4x6" polaroid, portrait and landscape snaps. Brand around the photos using our templates or print with applied edge-to-edge overlays.

Oh and did we mention printing comes standard with unlimited prints – and reprints?!

# ***GREEN SCREEN***

Instantly transport consumers to anywhere in the world or simply offer a range of background options with a Green Screen.

Keep it classic with photo backgrounds or go wild with animated GIF or video backgrounds! Our technology seamlessly removes and replaces the green screen and even adds overlays in real time so users can preview themselves in your branded scenes! No messing around with editing.

Choose from photos or GIFs, (or both!) and add animated overlay branding for a truly immersive experience.





# ***THE FUN STUFF***

Animations, Lenses and Filters, oh my!

Super-boost the fun factor at your event with our range of digital add-ons! Give guests a virtual makeover with Digital Lenses, immerse them in a laser light show with Animated Overlays or even bring that K-Dash glow with luxe beautifying Filters!

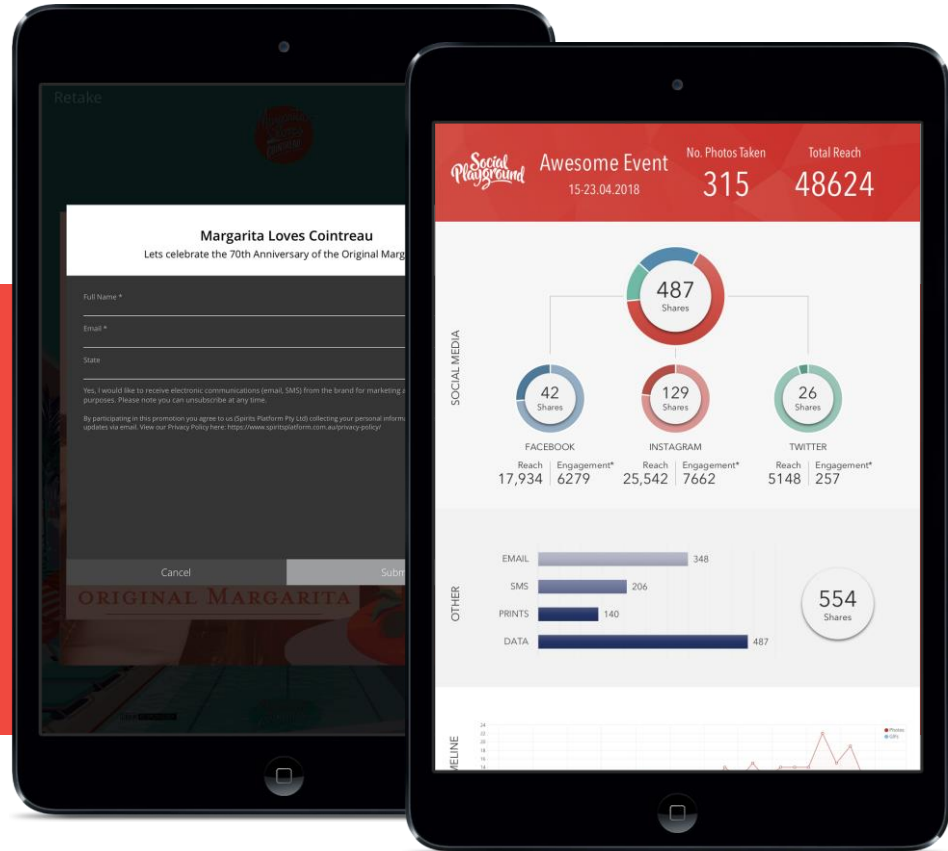
Want something custom? – the sky's the limit. Chat to us about unique ways to heighten your brand engagement with these perfect (brand-able) add-ons!



# DATA CAPTURE & INSIGHTS

Our Data Capture add-on enables you to build your database and capture important consumer information. Conduct surveys, allow users to 'opt-in' to promotions and newsletters, or collect names, emails and phone numbers!

Need to prove ROI? Every Social Photo/Gif Booth booking includes a comprehensive Insights Report detailing your event's reach and engagement. Our reports are beautifully presented and easy to read so that the boss understands why you booked that "Selfie-thingy" for your event.

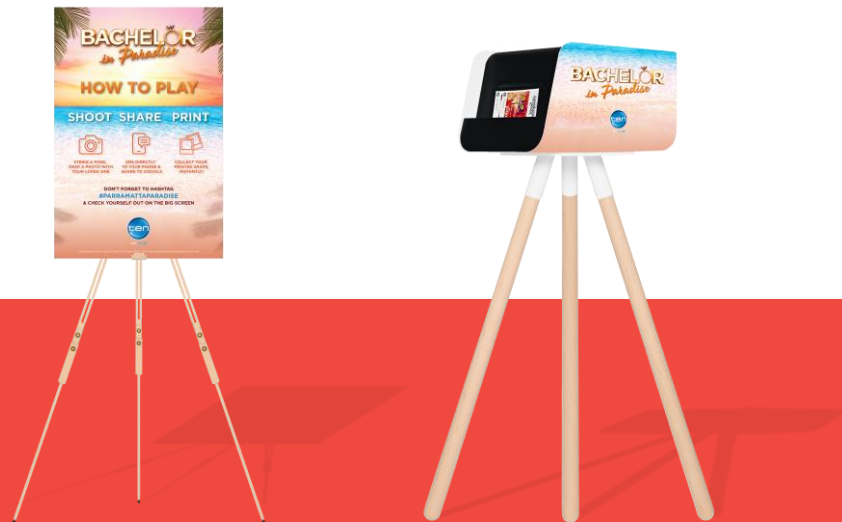


# ***SIGNAGE***

ADDITIONAL FEES APPLY

Round out your event with printed signage! Whether it's a simple standalone sign or branded decals, printed signage takes your activation to new, fully bespoke heights.

Click a product below to download the working design file and create your own.



***“ IF YOUR EVENT  
ISN'T ON SOCIAL,  
IT DIDN'T HAPPEN.”***

- TRENDS IN EVENT MARKETING 2016, WCG

## CONTACT US

We service all of Australia  
[hello@socialplayground.com.au](mailto:hello@socialplayground.com.au)

**SYDNEY HQ**  
35 Glebe Street  
Glebe NSW 2037

02 8399 3468

**MELBOURNE HQ**  
132 Cremorne Street,  
Cremorne VIC 3121

03 7000 6040