

A photograph of three people in a social setting, overlaid with a solid pink color. On the left, a woman with blonde hair is laughing with her head tilted back, wearing a black top and a long, light-colored fur stole. In the center, a man is seen from the back, wearing a patterned shirt. On the right, a woman is smiling, wearing a dark cap, round sunglasses, and a light-colored jacket. The background is slightly blurred, suggesting an indoor social environment.

SOCIAL 360

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 meaningful experiences at events and turn these into powerful user-generated-content that builds brand affinity.

HOW WE DO IT

Using our innovative digital solutions together with our team of event legends, we drive consumers to create content that's infinitely shareable, igniting online conversations about an organization, brand or product.

A hand holds a smartphone in the foreground, displaying a video of a woman smiling. The background is a blurred social event with people, including a woman with a fan. The text is overlaid on the right side of the image.

***SOCIAL360 CREATES ONSITE
EXCITEMENT AND AMPLIFIES
SOCIAL ENAGEMENT
THROUGH IRRESISTABLY
SHAREABLE VIDEO CONTENT.***

WHAT IS SOCIAL 360?

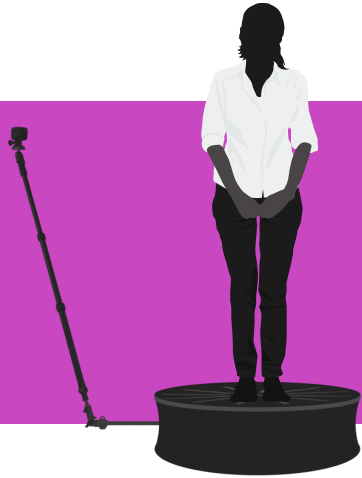
Social360 is the coolest photo experience for events. Capture 360 degree premium video content that is infinitely shareable. Drive real-time social media reach and engagement for your brand or event.

So much more than a photo booth, it's a high quality, unique experience that consumers feel compelled to talk about. Elevate your brand experience with Social360!

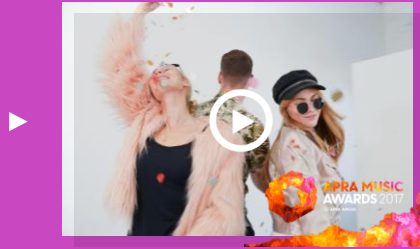


HOW TO PLAY

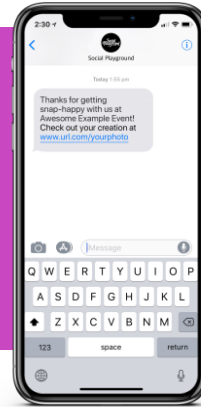
Social360 captures your 360 video and instantly sends it to attendees via SMS or email.
Branded galleries and microsites make for even more product engagement.



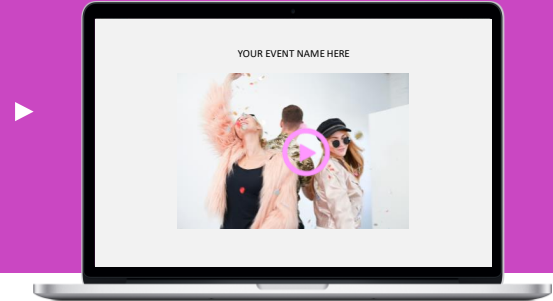
Step onto the platform and strike a pose for the 360 degree rotating camera



A fully branded video is captured, edited and sent to our share station in under 60 seconds



Send link via text to view your video online



View your video and share to social media from our online gallery/branded microsite

SPECIFICATIONS

Platform Size	8-0mm
Max Payload	300 kg
Camera Swing Arm Diameter	1.2 - 3.6 m
Unit Weight	75 kg
Rotation Speed	10 - 15 rpm
Supported Camera	GoPro
Camera Weight Max	1.5kg



SETUP OPTIONS

OPEN

Style the venue or space around the platform to capture your surroundings

- 360 podium • 4 lights on stands
- 1 control stand • 1 iPad share station

FULL ENCLOSURE

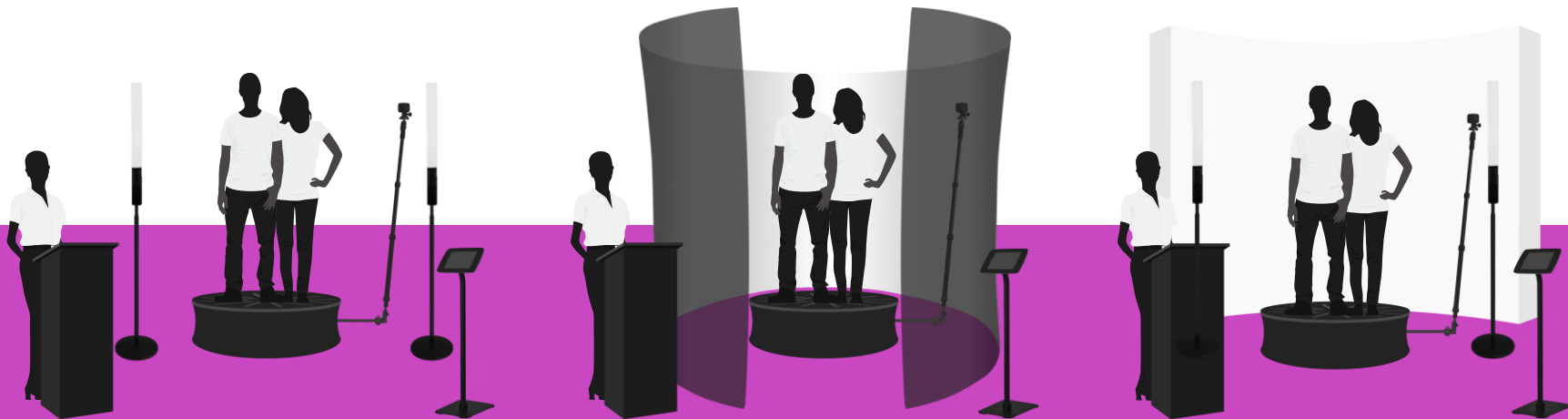
Fully enclose the Social360 with a branded marquee enclosure

- 360 podium • circular enclosure
- 1 control stand • 1 iPad share station

HALF ENCLOSURE

Add a half curved backdrop to showcase some branding but keep the experience visible

- 360 podium • 2 lights on stands • indoor/outdoor curved backdrop • 1 control stand • 1 iPad share station



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 amazing.





THE FUN STUFF

Animations, Soundtracks and Slow Mo, oh my!

Turn your branded experience into a completely unique and customised piece of content.

Add a soundtrack to set the tone, add your brand messages through animated and static overlays or create theatre with slow motion video effects.

Want something custom? – the sky's the limit. Chat to us to create something that elevates your brand experience!

DATA CAPTURE & INSIGHTS

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

Need to prove ROI? Every Social360 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.



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

- TRENDS IN EVENT MARKETING 2016, WCG

CONTACT US

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