



VIDEO BOOTH

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.

WHAT IS THE VIDEO BOOTH?

The Social Video Booth is the coolest photo experience for events. Capture 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 Video Booth!



HOW TO PLAY

Capture video and instantly send it to attendees via SMS or email.
Branded galleries and microsites make for even more product engagement.



Guests sing, shout,
shimmy & shake for our
HD video camera



AMERICAN EXPRESS PLATINUM NGV GALA

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



Clickable link is sent via
SMS or Email to view
your video online

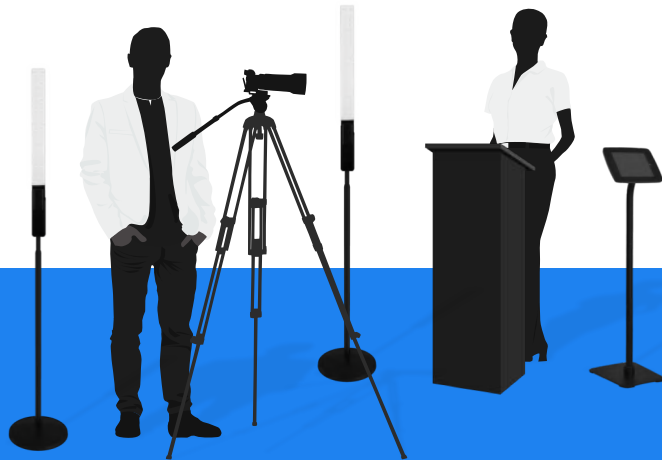


View your video and share to social
media from our online
gallery/branded microsite

STATION OPTIONS

STATIONARY

The classic setup. Videographer with lighting, tripod & instant sharing via iPad



ROAMING

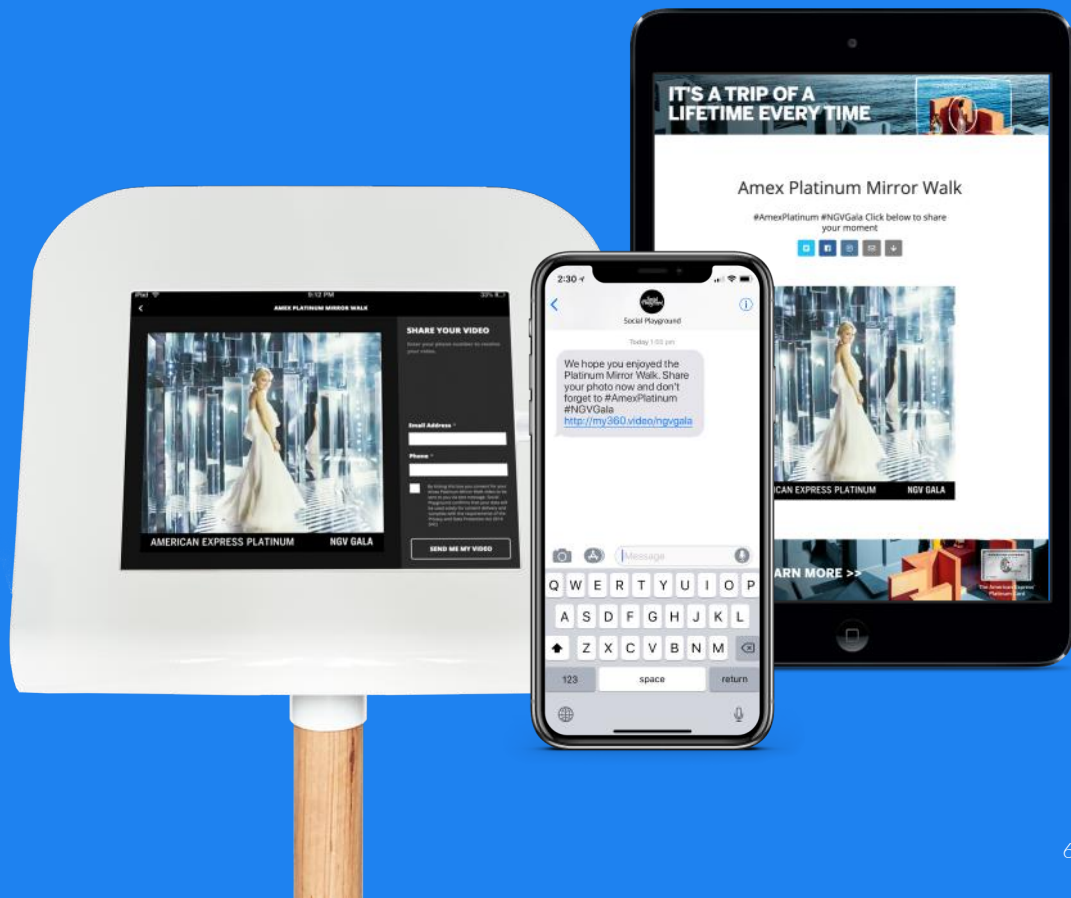
Take the experience to your guests or add dynamic movement with our roaming option



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.

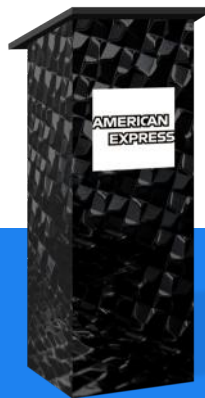


SIGNAGE

ADDITIONAL FEES APPLY

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

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



CONTROL STAND



HOW TO PLAY SIGN



THE FUN STUFF

Animations, Soundtracks and Slow Mo, oh my!

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

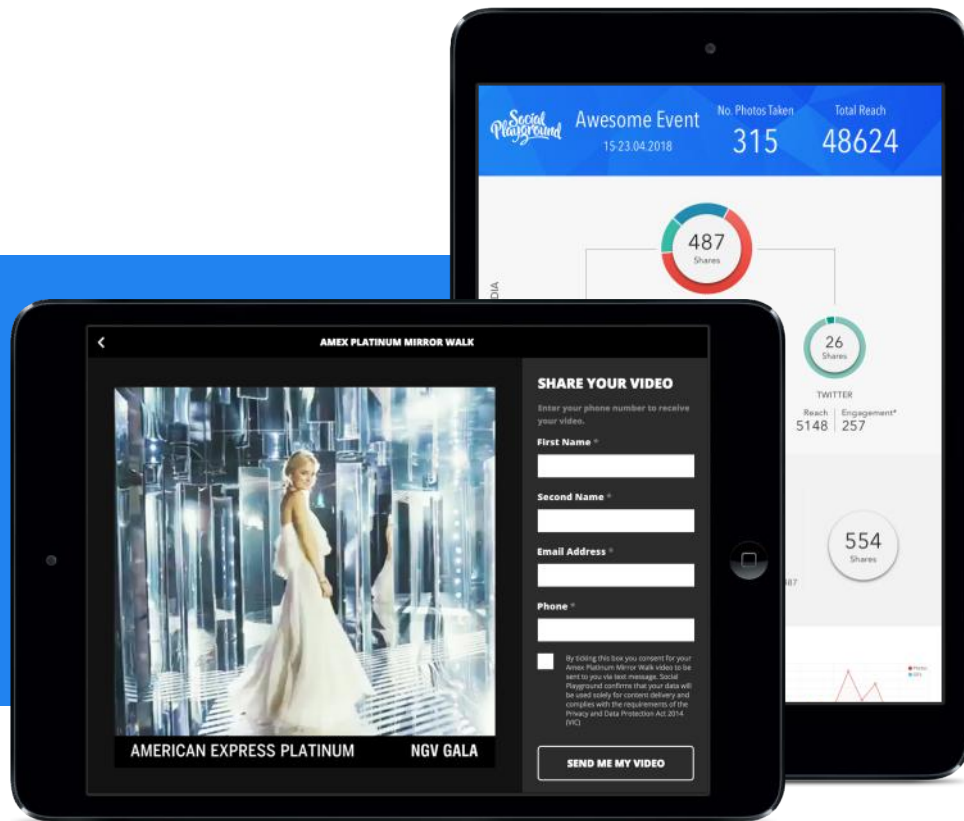
Add a soundtrack to set the tone, add your brand messages through animated and static overlays or create theatre with slow motion video effects.

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 Video 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.



***" 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

SYDNEY HQ
35 Glebe Street
Glebe NSW 2037

02 8399 3468

MELBOURNE HQ
132 Cremorne Street
Cremorne 3121

03 7000 6040