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CUSTOMER:
Smirnoff
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SECTOR:
Food and drink
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MINDSTORM PRODUCTS:
iBar
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BUSINESS VALUE:

- A memorable customer experience
- Repeatable solution that can be used at multiple events

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CASE STUDY:

SMIRNOFF

SMIRNOFF GIVES MARKETING EVENTS AN EXTRA TWIST

THE VISION:

To appeal to an older and more sophisticated demographic, Smirnoff revamped its Smirnoff Experience event-based marketing campaign. The company decided to host a series of events based on a cabaret concept that focused on artistic and inspiring entertainment.



CASE STUDY:

SMIRNOFF

THE MINDSTORM FACTOR:

To give the events a unique twist, Smirnoff opted to implement Mindstorm iBars as part of its 'Mix it Up' campaign. Mindstorm created a custom application for Smirnoff that generated dynamic graphics – a mini 'performance' – around each drink placed on the bar.

THE RESULTS

The Mindstorm iBar and software received an overwhelmingly positive response from guests at the shows. Diageo – the company behind the Smirnoff brand – now plans to use the technology at a number of additional events across the UK and Europe.

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THE MINDSTORM FACTOR

PROVEN TECHNOLOGY:

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar®. All our products are CE certified.

QUALITY AS STANDARD:

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

INNOVATION:

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar®, Eclipse®, Aurora, Vortex, Supercell.

GLOBAL NETWORK:

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

THE POTENTIAL IS YOURS TO HARNESS.



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