

Marina Bay Sands gets clicking



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MARINA BAY SANDS OOH KINGSMEN

Singapore - Marina Bay Sands has embarked on a new out of home campaign located at The Shoppes at Marina Bay Sands with the concept of a photo booth.

Kingsmen is responsible for the project.

The objective of the campaign is to drive traffic to the MBS Facebook site as every picture gets automatically updated to the site's page while users get to collect a print copy of their photographs.

The photo booth also leverages on the use of social media initiative to transform conventional shopping experience into one that is social and interactive.

Moving forward, MBS will also use the booth for promotions. For example, on 2 July 2012, MBS will launch Annie's the musical photo background so visitors can snap a shot of them with Annie.

The permanent structure went up towards the end of May and no date has been decided upon as to how long it will be around. To date, 2,400 photos have been taken and uploaded onto Marina Bay Sands Facebook page with 5,000 photo likes.