

Case Study: Amazon Photo Booth

Date: January 2020

Location: Buttermilk Mountain, CO

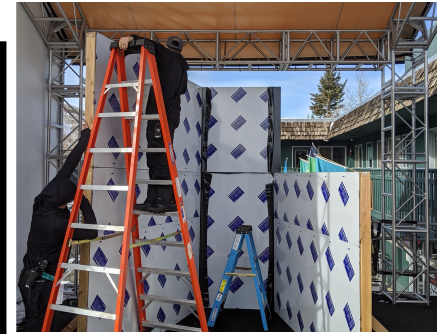
Client: ESPN & Amazon

Event Summary:

Kilowatt is hired by X Games to support their Sponsors in overseeing, designing and building their onsite activations. The 2020 Winter X Games was the first event that Amazon had participated in, so it was of paramount importance for this experience to be a great one.

Ask:

Photobooth with moving lights in an enclosed setting (for weather) that showcased both the Amazon and X Games brands.

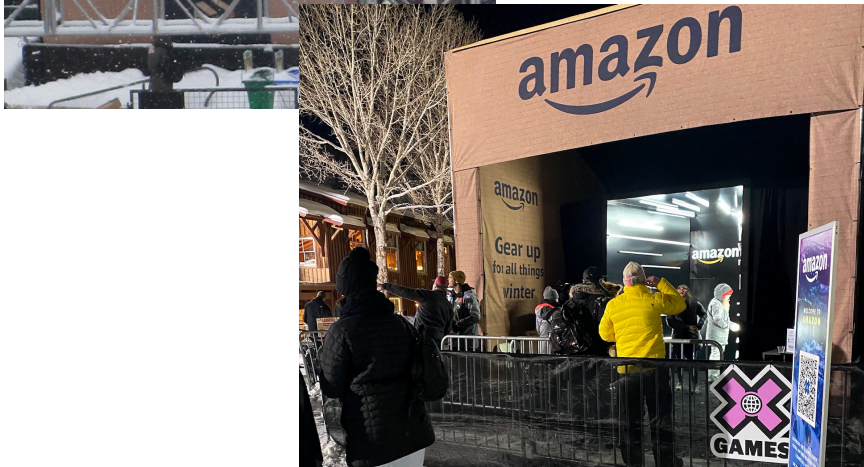


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Challenges & Relevant Experience: The Amazon sponsorship was solidified with only a few weeks run up to the event. An onsite activation was included in their sponsor package.

The X Games Sponsorship team approached Kilowatt to design and manufacture an onsite photo booth activation for them to showcase the Amazon brand. With only 6 weeks from design concept to execution the KWE team jumped in.

Once we arrived at the venue, inclement weather made load-in a constant challenge with blizzards making equipment operation and even sight difficult. Despite these challenges, the photobooth was operational before the event opened and experienced huge lines throughout the weekend. The end product was one that Amazon was proud to showcase their brand and their first time at Winter X Games. The X Games sponsorship and sales teams were extremely happy with the activation's success, which helped to strengthen the relationship with Amazon and continue their sponsorship of the event.