



AMERICA'S CUP
WORLD SERIES
— PORTSMOUTH —

23rd-26th July
2015

BERMUDA
TOURISM AUTHORITY

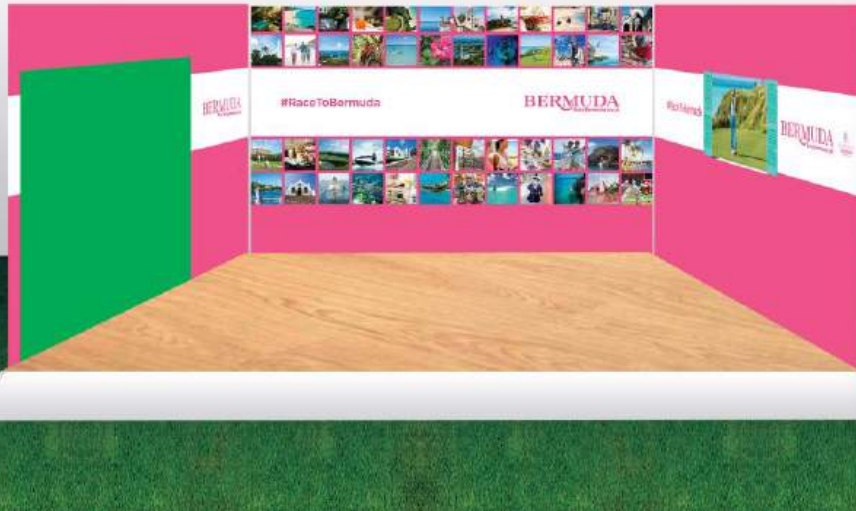
To ensure that our allocated event space stood out amongst competitor brands, we transformed our marquee into a vivacious and inviting space, showcasing the vibrancy of Bermuda.

To encourage interaction with the stand, consumers were invited to:

- **Locate** Bermuda on a bespoke interactive iPad game, for the chance to win a 5 night stay for 2 at The Fairmont Southampton
- **Witness** the beauty of Bermuda in high definition via screens plotted around the event space
- **Interact** with a touchscreen game where they could listen to the sounds of Bermuda and learn more about the island
- **Take** a trip to Bermuda via our interactive green screen area. Each consumer walked away with a postcard of themselves immersed in a Bermuda landscape and images were transmitted live to DOOH around the event space.

The concept visuals

The execution



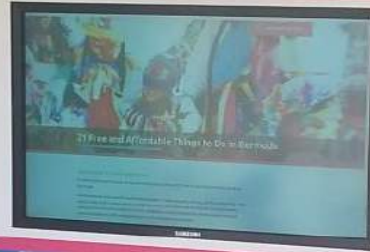






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#RaceToBermuda



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Good Luck
@LandRoverBAR

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Good Luck
@EmiratesTeamNZ

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Green screen photos were transmitted live from the event space...



#RaceToBermuda



To DOOH screens around the main event, extending our reach beyond the FanZone.







