

BARCLAYCARD  
& US AIRWAYS

Brand Activation



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2015

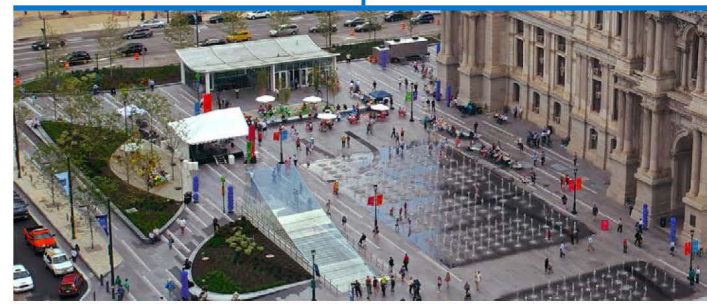
For this activation, Barclaycard wanted to feature their card partner, US Airways by creating an activation event that would generate buzz and awareness of card benefits.



*This project was performed while employed by Sparks Exhibits and Environments*



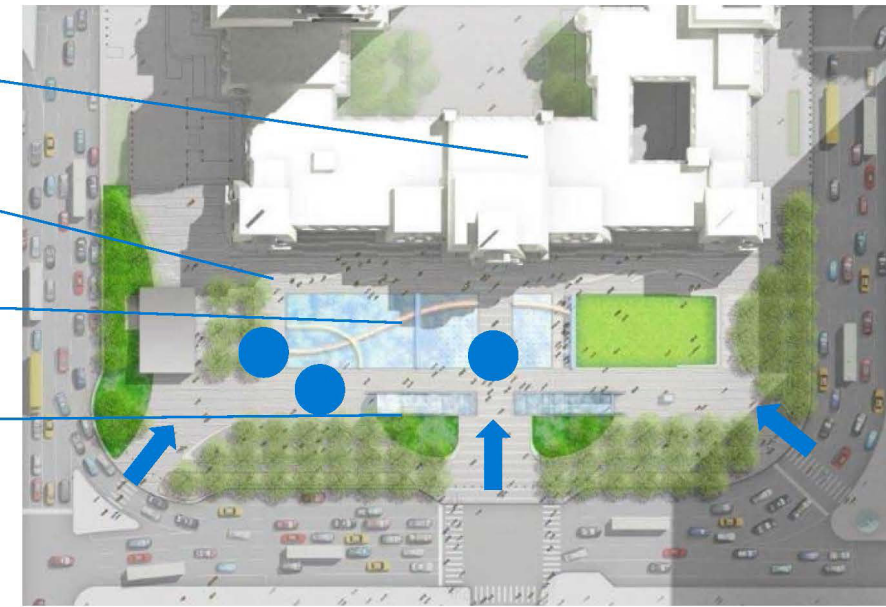
## Location



VENUE: Philadelphia's Dilworth Park

## Dilworth Park

- City hall
- Oktoberfest biergarten location (Dilworth Park Café)
- Vendor tents and live music location (to be confirmed)
- Entrance/Exit to SEPTA
- ➔ Primary approaches
- Preferred locations



Target demographic for the Oktoberfest is families, with more of a fall festival atmosphere. Event timing: 12pm-6pm. Marketing will include promotion in Dilworth Park's weekly newsletter to 62,000 people and integration into their social media campaign.

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Timed in conjunction with Philadelphia's Dilworth Park re-opening and Oktoberfest, the activation featured three of US Airways german destinations as a vehicle for explaining card benefits.

An experience flow was developed that asked attendees to collect a 'passport' and visit each of the three cities for a photo opportunity. At each city, the passport was stamped and attendees could use this to collect their free giveaway.

## Concept 2: A passport to a bigger world

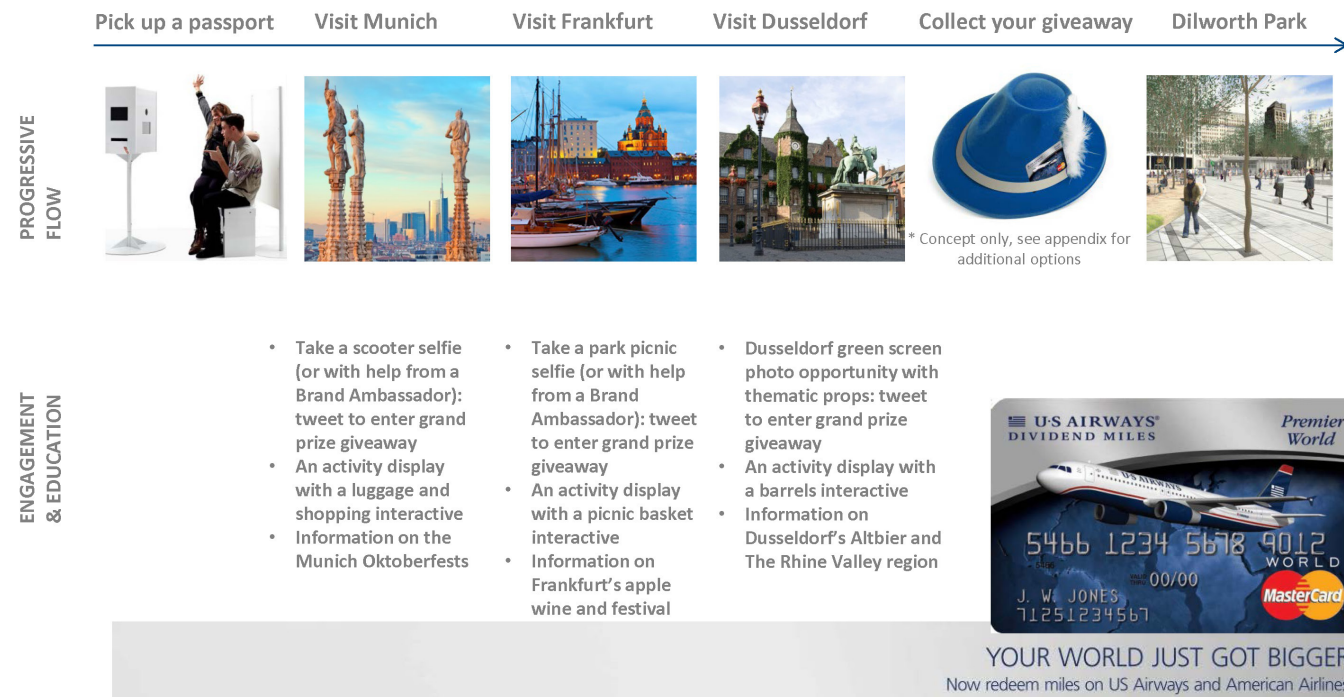


Attendees collect a passport that is stamped at each of the destinations qualifying them for a travel giveaway.

They can take their passport photo in the interactive photo booth and share it immediately with their friends, win prizes and giveaways, and explore US Airways' new European destination cities: Dusseldorf, Helsinki and Milan.

Interactive displays provide opportunities to tweet selfies, information on the city's fall festivals and fun facts conveying card benefits.

## Content Flow



YOUR WORLD JUST GOT BIGGER  
Now redeem miles on US Airways and American Airlines







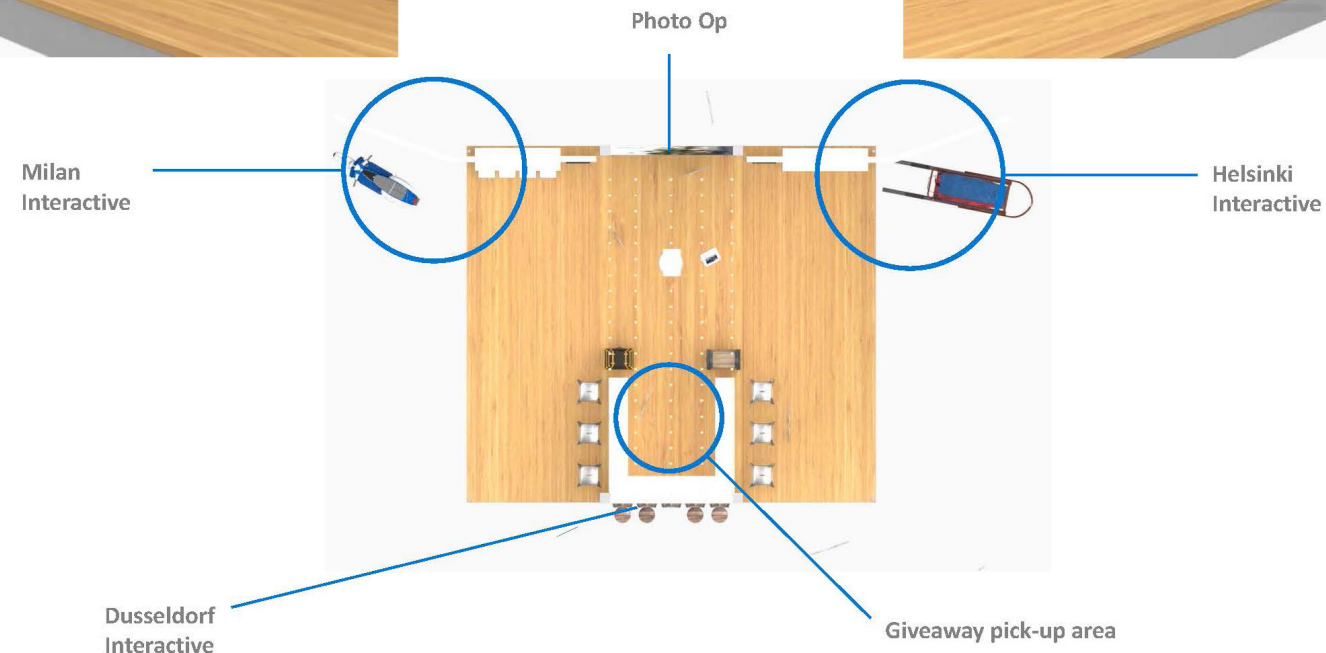
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Overall, the intent of this activation was to celebrate the joy of travel and introduce card benefits in a fun and exuberant setting. Over the course of 2 days, over 7,000 people passed through Philadelphia's Dilworth Park and engaged with the brand. Both Barclaycard and US Airways were thrilled.

My role on this project was to guide the creative and design team through the generation of multiple concepts, down through the details of giveaway sourcing and brand ambassador attire. I worked with production vendors to oversee quality and build and assisted in the overnight installation on site.

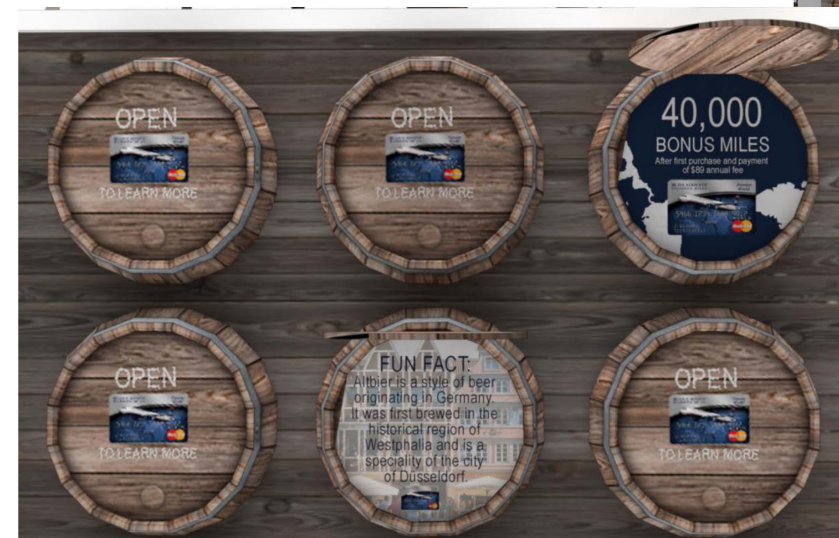






### Dusseldorf Interactive

Interactive content would mix destination imagery with educational content on the card benefits. In Dusseldorf, this could focus on 40,000 free miles.



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Originally planned for broader European destinations, during the design process the destinations were adjusted to German cities. From a design perspective this meant reworking the interactive ad photo op to be more city appropriate. For example, Helsinki sledding along with a Helsinki hats interactive was switched out for a Frankfurt rowboat and picnic baskets.

As we expected - and got! - a lot of crowds and queues, family-friendly museum style interactives were provided to keep kids and adults entertained and informed while waiting in line for their photo op.





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