



## NOTABLE CASE STUDY

*Client:* **Bombardier Aerospace**

*Project:* **Virtual Jet Sales Tool and Location-Based Experience**

*Agency:* **SixFoot**

*Personal Role:* **VP Business Development Director**

### Origination:

Opportunity originated from an outbound targeted prospecting call and led to numerous high-budget projects for the luxury aerospace client.

### Business Challenge/Opportunity:

Bombardier's new revolutionary aircraft did not physically exist and the company was seeking a mind-blowing personalized way to introduce and present it to the brand's prestigious clientele.

### Solution:

After careful ideation and negotiation, Bombardier engaged SixFoot to create a first-of-its-kind interactive experience for its launch at NBAA and later at EBACE in Europe. Guests were flown in from all over the globe to see, customize, and experience their potential new plane.

Six Foot's efforts enabled Bombardier's sales team to showcase and design the plane's interior in real-time at full-scale with the customer. It virtually placed the consumer inside of "their" future aircraft.

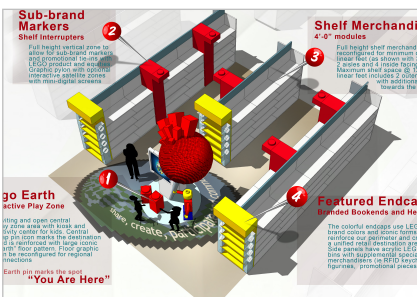
The experience utilized two massive 60' x 10' screens — one wall-mounted and the other embedded in the floor. The wall featured a real-time 3D-rendering of the jet's interior cabin in ultra-high definition. The floor showcased the corresponding CAD layout for the plane.

SixFoot built and executed the experience in 30 days including the capability for Bombardier's Sales Director to control the environment (jet configurations, environmental lighting, and music) using a custom iPhone app, Putting it in perspective. This was in 2009 before anything like this had ever been conceived.

### Results:

The experience not only blew away Bombardier's potential buyers but it proved itself a massive financial success as well — helping Bombardier generate 1/4 of a billion dollars in its initial three days of use alone.

After the show's successful completion, Bombardier rehired SixFoot to further develop and expand the experience for multiple uses around the world as well as to develop a unique portable experience for the sales team to utilize on the road. Additionally, SixFoot was also brought on to rethink Bombardier's complete web presence using Adobe AEM and numerous other projects — a relationship spanning millions of dollars and multiple years.



## NOTABLE CASE STUDY

Client: **LEGO**

Project: **Flagship-Store Experience / Brand-to-Space Design**

Agency: **SixFoot**

Personal Role: **VP Business Development Director**

### Origination:

Opportunity originated from an outbound prospecting call.

### Business Challenge/Opportunity:

LEGO needed a one-of-a-kind experience for its Toys'R'Us flagship store in Times Square, NY.

### Solution:

After working with LEGO to define the solution, pushing it through approvals, and implementation, store visitors were met with a collage of digital screens that created a flexible backdrop for a New York cityscape built entirely out of LEGO. All of NYC's iconic structures were featured.

Our solution included the LEGO Interactive Play Zone featuring "observatory-style" kiosks that provided a fun retail experience — cohesively marrying the company's brick and mortar presence to its online universe. As a final touch to the physical experience, vinyl graphic descriptors were laid over a plexiglass guard highlighting key components with fun facts — "It took 100,000 LEGO pieces to build this replica of the Empire State Building."

This experience entertained and informed by providing customers with access to shopping tools like wish lists, registries as well as LEGO Club content. As a bonus, the redesign also managed to double the footprint of selling space in the branded environment.

### Results:

The solution was met with tremendous response and our team was asked to reengage in helping LEGO redefine its presence for other retail stores including Toys'R'Us, Target, FAO Schwartz, and more.



## NOTABLE CASE STUDY

Client: **Walt Disney Educational Productions**

Project: **Digital Educational Platform and iPad Application**

Agency: **SixFoot**

Personal Role: **VP Business Development Director**

### Origination:

Reengaged a former client from a previous job who joined Disney.

### Business Challenge/Opportunity:

Started directly by Walt Disney himself, DEP has offered learning tools for almost as long as Disney has been producing feature films. Historically, the majority of DEP's educational products came in the form of video content. The group was interested in engaging SixFoot to help transition its offering into interactive media formats with the goals of creating more meaningful brand experiences and stimulating deeper learning.

### Solution:

From day one, our team worked along side Disney's internal marketing to ideate, plan, and pitch concepts for the new ventures featuring familiar properties — Disney's The American Presidents and School House Rock.

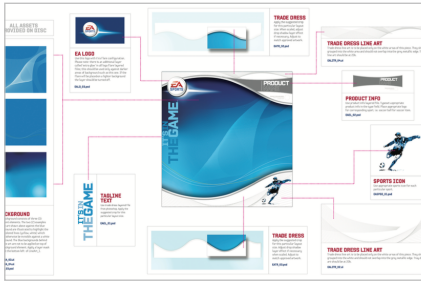
Upon successfully receiving the go-ahead for our initial venture — Presidents — we created an award-winning iPad application for children of all ages to be "edu-tained" with fun facts about the American Presidents. This application also featured a companion interactive white board application for teachers to continue the discussion interactively in the classroom.

### Results:

The application received rave reviews including Entertainment Weekly's touting of the application as one of its top 10 App Store picks for 2012. Other accolades at the time included:

- App of the Week | ABCNews.com
- Apps Worth Downloading | Appolicious.com in association with Yahoo! News
- Kids' Apps of the Week | parenting.com

Subsequently, our team was reengaged by Disney to develop additional interactive experiences to sharpen children's math skills using School House Rock and later creating an online education/knowledge-based badge and rewards system with partners Walt Disney and Mozilla.



## NOTABLE CASE STUDY

Client: **Electronic Arts (EA Sports) / IMG Licensing**

Project: **Branding, Product Design, & Product/Packaging Style Guide**

Agency: **30sixty advertising + design**

Personal Role: **Marketing + Communications Director**



### Origination:

Revived relationship with a dormant prospect.

### Business Challenge/Opportunity:

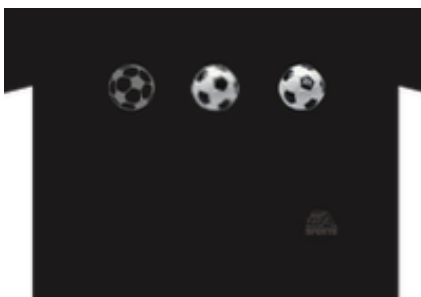
Electronic Arts was looking to take its EA Sports brand beyond the screen and into the real world product space. Upon reviving the agency's relationship with EA and its licensing partner IMG, we were asked for advice on creating a brand platform for the newly implemented products to uniformly exist and flourish.



### Solution:

Our advice was to move beyond placing a logo on a shirt. It's about capturing the essence of the brand and implementing it into its vehicle. An example, infusing technology into sports products to assist in the improvement of an individual's skills.

Our team designed numerous products of all kinds for IMG to license and bring to market via partnerships. We then established a brand platform including packaging design, in-store marketing standards and a style guide to sell it through and establish uniformity.



### Results:

The licensing program created by EA, IMG, and 30sixty has been met with smashing success. To this day, numerous EA Sports brand products can still be found in major retailers across the United States.

Our performance led to IMG requesting 30sixty's design assistance in setting up other great clients for out-of-this-world success.

