



Magic Mirror Case Studies

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Replicate the success to your events

Proven Marketing Strategy with Guaranteed Success

Magic Mirror is proven to be a must-have photo booth for a successful event, be it a promotional event for a top brand, festive events or private parties.

3 Key Ingredients of a Successful Event



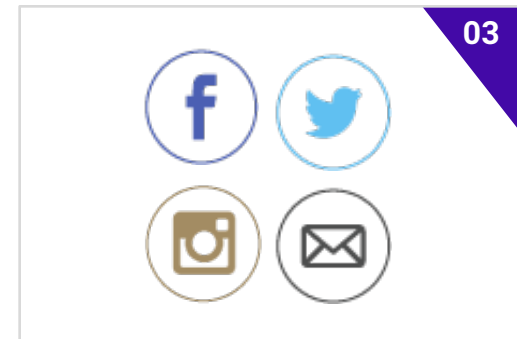
Immersive Branding Experience

Magic Mirror is highly customizable, creating a branding experience with beautifully lit photos that your guests will never forget.



WOW Factor

With the wide range of functionalities available, Magic Mirror is able to attract crowd with an exciting and engaging experience.



Maximize Brand Exposure

Leverages the power of social media, reach out to the whole new market and leaves a lasting impression in everyone's mind.

Case Studies #1

Tanya Burr – Let's Picnic Garden Party



Celebrities' 1st Choice of Photo Booth

Tanya Burr, the influential fashion and beauty vlogger with over 2 million subscribers to her YouTube channel and over 150 million video views, has chosen Magic Mirror as her first choice of photo booth for her luxurious party.



Fantasy theme
at
*Kensington
Roof Garden,
London.*



Case Studies #2

Activate Media – Indeed’s Virtual Career Mirror

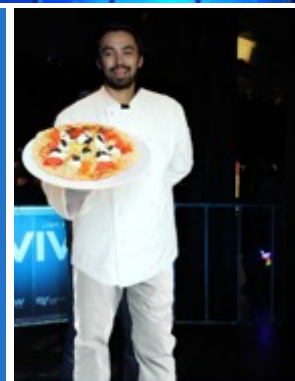


Never Ending Queue

Throughout the 2 weeks' event, Magic Mirror has successfully attracted the crowd nearby to queue up for the photos every night.

Show Off the Coolest Photo

Magic Mirror creates an exciting photo experience where users can 'preview' their look in different professions, take photo and share it to social media.



A cool looking photo is the best incentive for your users to share.

Case Studies #3

Swarovski's Christmas Sparkles Event



Premium Photo Booth for the Tallest Swarovski Christmas Tree in Asia

Magic Mirror has been chosen as part of the most luxurious sparkling Christmas event, featuring Swarovski's 23 meters tall Christmas tree which valued at approximately RM3 million.

1-Month Marketing Event Pays Back 80% of the Mirror's Cost

The Magic Mirror rental from that event alone had almost cover the cost of the entire mirror and since then the photo booth company has also rented it to other major brands such as Marvel's Avengers, Topshop, DKNY, Harper's Bazaar , etc.

11.7k
PHOTOS
TAKEN

6,684
UNIQUE
USERS

7,605
FACEBOOK
SHARES

Case Studies #4

Chanel – Be Part of the Advertisement

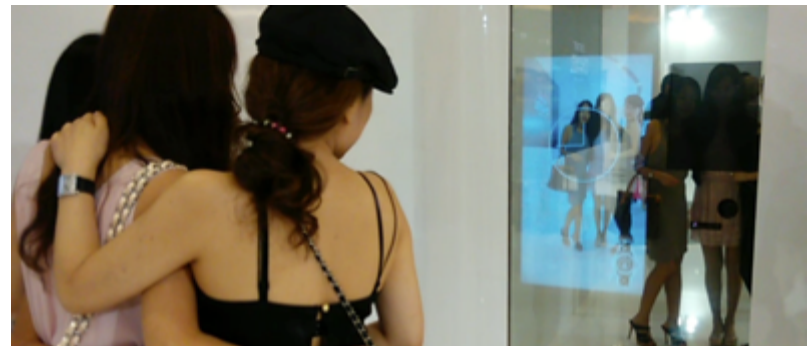


Immersive Branding Experience

In conjunction with the launch of J12 Watches Series, Magic Mirror as a photo booth in Chanel's VIP event is getting very positive responses from the VIPs and successfully getting them to be part of the advertisement.

Elegant Setup for Premium Event

Magic Mirror can be integrated to be part of your event that makes it look like a normal mirror to better blend with the elegant event setup.



Case Studies #5

Disney Memories Mirror

New Attraction for the Families and Kids

Features within a new kids zone, providing an immersive and engaging store environment for all the family.



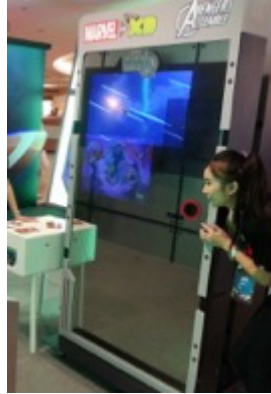
Turns into Your Favorite Disney Character

Children can use the mirror to picture themselves as their favourite characters and share it to the social media.



Case Studies #6

Fight Along with Avengers



Total Reach of 1,670,400 in 2 Weeks' Time

In conjunction with the theatrical release of Marvel's Avengers: Age of Ultron, Magic Mirror has been showcased in Mid Valley shopping centre. Play game, take photo with the superheroes and take home with a free digital print. This event was indeed a success with the reach of 1,670,400 people!



7,200
PHOTOS
TAKEN

2,212
UNIQUE
USERS

140,400
FACEBOOK LIKES

1,670,400
FACEBOOK IMPRESSIONS

Case Studies #7

JD Williams – Marisota Pop Up Shop Tour

Creating 'Buzz' Across the Roadshows

Marisota – an online store dedicated to plus size women has spent 4 weeks launching a series of pop up stores in London, Glasgow, Bristol and Manchester.



Perfect Complement to Fashion Store

Allows shoppers to virtually 'try-on' full product range as in the e-commerce site.

Case Studies #8

Barbie “Anything is Possible” Mirror

A Princess Dream Come True

Every little girl dreams of being a gorgeous princess, bring able to dress like a Barbie. Magic Mirror is able to fulfil their dream by letting to virtually ‘try-on’ the Barbie dresses and capture their makeover into the Barbie magazine cover.

8, 854
PHOTOS
TAKEN

4, 942
UNIQUE
USERS

2, 087
FACEBOOK
SHARES

1.4m
FACEBOOK
IMPRESSIONS



Barbie Interactive Advertising <https://www.youtube.com/watch?v=PzUmTqc4gY0>

Case Studies #9

Intu Uxbridge – Princess Pampered Palace Event



Over 3, 000 People Joining the 2-Days Event

To celebrate the release of the Cinderella film, a fabulous, fairy tale themed magical event has been hosted in Intu Uxbridge Shopping Centre, successfully attracted over 3,000 people to come over.

Magical Makeover into a Beautiful Princess

Transforming into a beautiful princess from a digital gallery of dream dresses and outfits, capture the magical makeover moment



Case Studies #10

Porsche 911 Launch Party



Premium Photo Booth for Premium Brand

Porsche has chosen Magic Mirror and used it as a premium photo booth, exclusively for their VIP guests in the invitation-only launch party.

Get Your Guests 'Work' to Promote Your Brand

By incorporating the Porsche 911 as part of the photo frame design, the VIP guests have indirectly become Porsche's brand ambassador when they take photo and share it to social media.

Case Studies #11

MILO® – Catch and Win ‘Nutri G’ Game



Highly Brandable Game for Adults and Kid

Catch and Win game is re-skinned to highlight the 4 main ingredients of newly launched product 'MILO® Nutri G' to educate people on the nutrition facts of this product.

Products Giveaways for MILO® Champions

By achieving high scores in the game, shoppers are entitled to win MILO® products and also a MILO® branded photo as souvenir.



Our Customers

Thank You

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