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**

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

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

**03 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

Fantasy theme at Kensington Roof Garden, London.

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.
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

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.

Premium Photo Booth for the Tallest Swarovski Christmas Tree in Asia

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.

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

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 looks 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, but 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.

Barbie Interactive Advertising https://www.youtube.com/watch?v=PzUmTgc4gY0
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

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 photos and share it to social media.

Get Your Guests ‘Work’ to Promote Your Brand

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.

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 photos and share it to social media.
Case Studies #11

MILO® – Catch and Win ‘Nutri G’ Game

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

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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