



Case Studies

CASE STUDY

Revisiting Grace: A Video-Booth Experience

Watch the Video

BACKGROUND

In its final exhibition of 2011, the **TIFF Bell Lightbox** featured an exhibition on the life of Grace Kelly. Entitled “Grace Kelly: From Celebrity to Princess”, the show featured clothing and accessories, home movies, personal correspondences, film clips and other memorabilia.

CHALLENGE

Develop a social media experience to raise awareness of the exhibition among the 18-34 year old demographic and drive ticket sales.

SOLUTION

Juice created an on-site video booth experience which asked visitors



provocative questions and recorded their responses on video. The videos were posted to TIFF’s Facebook page where users could share them easily with friends and family, adding a personal component to the marketing initiative.

Over 1,000 videos were contributed over the four weeks of the promotion, providing a unique experience to all participants, and allowing Juice to create of several “best of” promotional videos composed of visitor comments.

CASE STUDY

Festival Made Easy

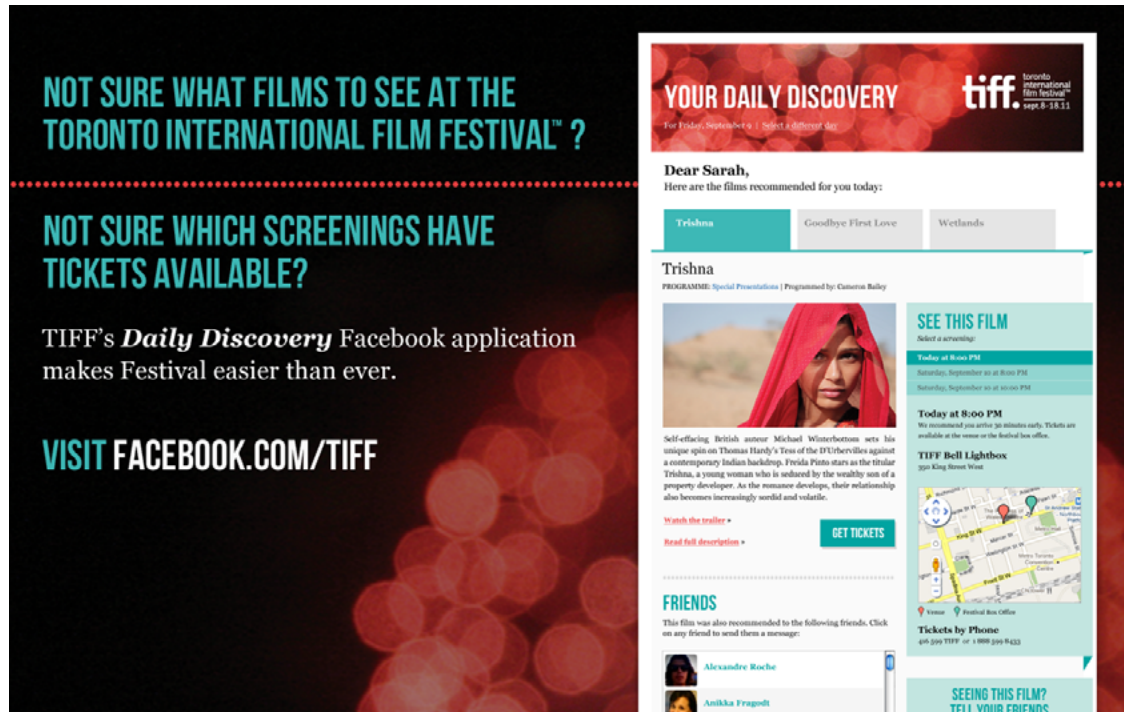
Watch the Video

BACKGROUND

Every year the Toronto International Film Festival changes the face of downtown Toronto for ten days, bringing film buffs, celebrities and press to town, looking to get a sneak peak at a world premiere – or a glimpse of Brad Pitt sipping cocktails on a sidewalk patio.

CHALLENGE

For all its success, Festival had always suffered from flagging sales in the latter half of Festival. Juice identified several widely held perceptions – and misconceptions – that contributed to this issue, including the assumption that all films were all sold out, the belief that seeing film at Festival requires a great deal of planning ahead, or the impossibility of choosing a film that suites your tastes from the hundreds on offer.



NOT SURE WHAT FILMS TO SEE AT THE TORONTO INTERNATIONAL FILM FESTIVAL™ ?

NOT SURE WHICH SCREENINGS HAVE TICKETS AVAILABLE?

TIFF's *Daily Discovery* Facebook application makes Festival easier than ever.

VISIT FACEBOOK.COM/TIFF

YOUR DAILY DISCOVERY **tiff.** Toronto International Film Festival Sept. 5-15.13

For Today, September 5 | Select a different day

Dear Sarah,
Here are the films recommended for you today:

Trishna Goodbye First Love Wetlands

Trishna
PROGRAMME: Special Presentations | Programmed by: Catherine Bailey

SEE THIS FILM
Select a screening:
Today at 8:00 PM
Saturday, September 06 at 8:00 PM
Saturday, September 06 at 8:00 PM

Today at 8:00 PM
We recommend you arrive 30 minutes early. Tickets are available at the venue or the Festival Box Office.

TIFF Bell Lightbox
390 King Street West

Watch the trailer •
Read full description •

FRIENDS
This film was also recommended to the following friends. Click on any friend to send them a message.

Alexandre Roche
Anikka Fragoli

SEEING THIS FILM?
TELL YOUR FRIENDS

SOLUTION

Juice developed a Facebook application that recommended three available films every day that matched the user's tastes. Users could choose to have their daily recommendation posted to their Twitter feed or Facebook wall, allowing friends to engage with their recommendations.

To compliment our social media initiative, Juice also created dynamic, digital signage to engage with people in the King West area during Festival. A range of content, including a daily schedule of available films, trailers, and Festival's twitter stream, were broadcast at TIFF Bell Lightbox, the Festival Box Office and the Hyatt.

CASE STUDY

Rethink Fundraising

Watch the Video

BACKGROUND

Camp Trillium is an organization that puts the joy back in childhood for kids living with cancer through support services including their incredible summer camps.

CHALLENGE

September is Childhood Cancer Awareness Month, and the month that Camp Trillium decided to run a much-need fundraising campaign. The target for this campaign was relatively high, given the limited budget and very few sponsors.

SOLUTION

Juice has created an innovative fundraising model that turns the typical “sponsor me” model inside out, allowing for exponential growth by the



simple act of “paying it forward”, in a campaign called **Septembling**.

The core experience is a website in which people can create a ring of support by donating \$5 on behalf of four family members or friends. Each of these people get an email indicating that they have been added to a ring of support with an appeal to pay it forward at another four friends or relatives. The result is an exponential

growth model that is not limited by any one person’s social network.

Support media for this campaign include:

- Digital Out of Home Advertising
- Print Advertising (Magazine)
- Matte story placement in daily papers
- Social media strategy and activation to build community and word of mouth
- Targeted email marketing campaign

CASE STUDY



TIFF Bell Lightbox: Spectacular Obsessions

[Watch the Video](#)

BACKGROUND

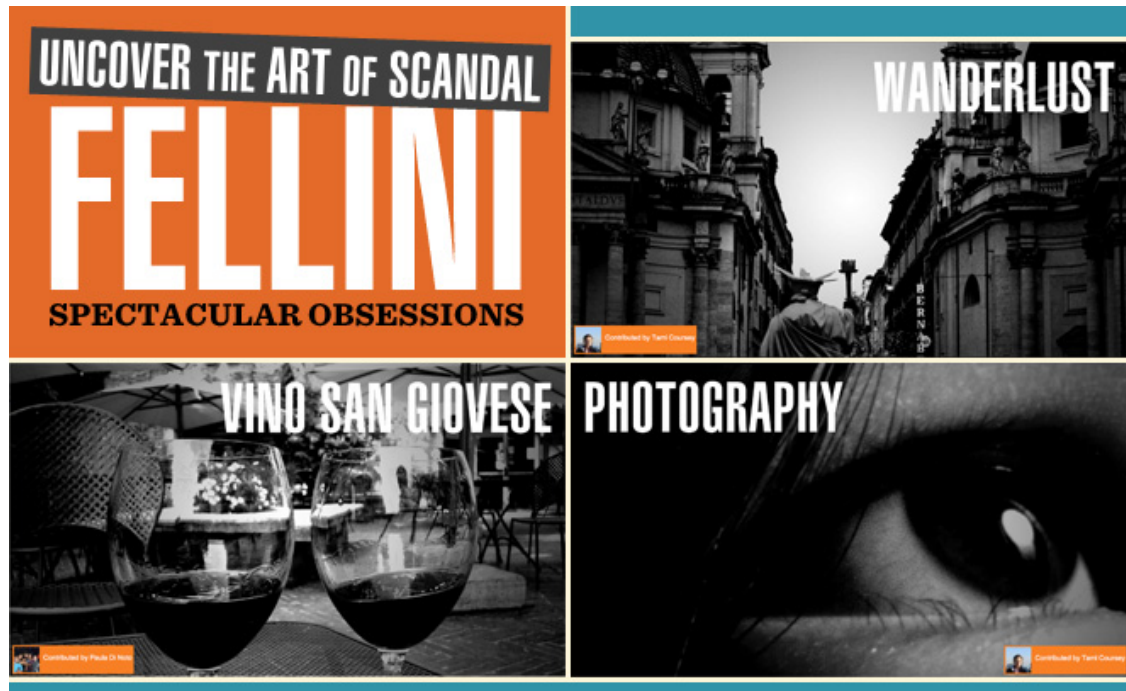
The TIFF Bell Lightbox building includes a gallery space in which TIFF hosts various exhibitions. This summer saw the show **Fellini: Spectacular Obsessions** brought to the gallery which included sketches and drawings of the work of the notable filmmaker.

CHALLENGE

Develop a social media experience that raises awareness of the show in order to drive ticket sales.

SOLUTION

Juice created a photo-sharing experience that blurred the boundaries between social media and the real world.



People contributed their obsessions by tweeting a photo along with the #Fellini-TIFF hashtag, or through a Facebook application. All contributions were projected in the atrium at TIFF Bell Lightbox, and Facebook contributions

were entered into a contest to win passes. To date, over 300 images have been contributed to the photo stream, driving awareness and interest in the exhibition, and providing a unique experience for all visitors to TIFF Bell Lightbox.



Questions?

Call us, we'd love to hear from you.

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