



# campaign summary: disneyland (paris)

**Client Name:** Disneyland Paris  
**Campaign Name:** Disneyland Paris  
"The Twilight Zone Tower of Terror"  
Campaign



**Campaign Objective:**  
Adwalkers\* dressed as Disneyland bellhops took photographs of people on the street of London. The photos were transported via 3G Bluetooth technology from the Adwalker\* screens onto a giant billboard, one of London's busiest junctions.

The billboard showed two photos depicting the person before and after the "Tower of Terror" experience.

**Campaign Location:**  
London's Oxford Street and Tottenham Court Road

**Measurement:**  
Interacted with thousands of people on the street over the four weekends of the campaign. There was 635 people's data captured with 450 requesting more information, 71% opt-in uptake

**Client Comments:**  
This campaign is the first of its kind to take place in the UK that is digitally engaging, interacting, taking photos on the street and displaying it to an audience on a giant digital screen. Taking into account reports that show people spend more time out-of-home and that digital screens increase top of mind awareness, our technology and usability of Bluetooth and 3G is such an effective way to create a unique outdoor campaign with maximum impact."