

Unilever Lynx - Special Build February 2013

fuel
igniting creativity
from **kinetic**



Lynx is scouring the world to recruit a few brave men for the opportunity of a lifetime - a trip to space. To support this 'Astronaut Me' was created, a mobile enabled giant astronaut that floats above the crowds in the Atrium at Westfield London.

Shoppers were able to upload their picture by email or text and see their face displayed in the visor of the 40ft astronaut, taking them one step closer to space! A fully branded experiential zone, complete with Lynx girls was also located within the main atrium to assist in photo taking opportunities and for sampling activity. Additional content is also running on screens across the shopping centre featuring Lynx ads populated with the images of people who have already participated alongside the call to action to get involved.

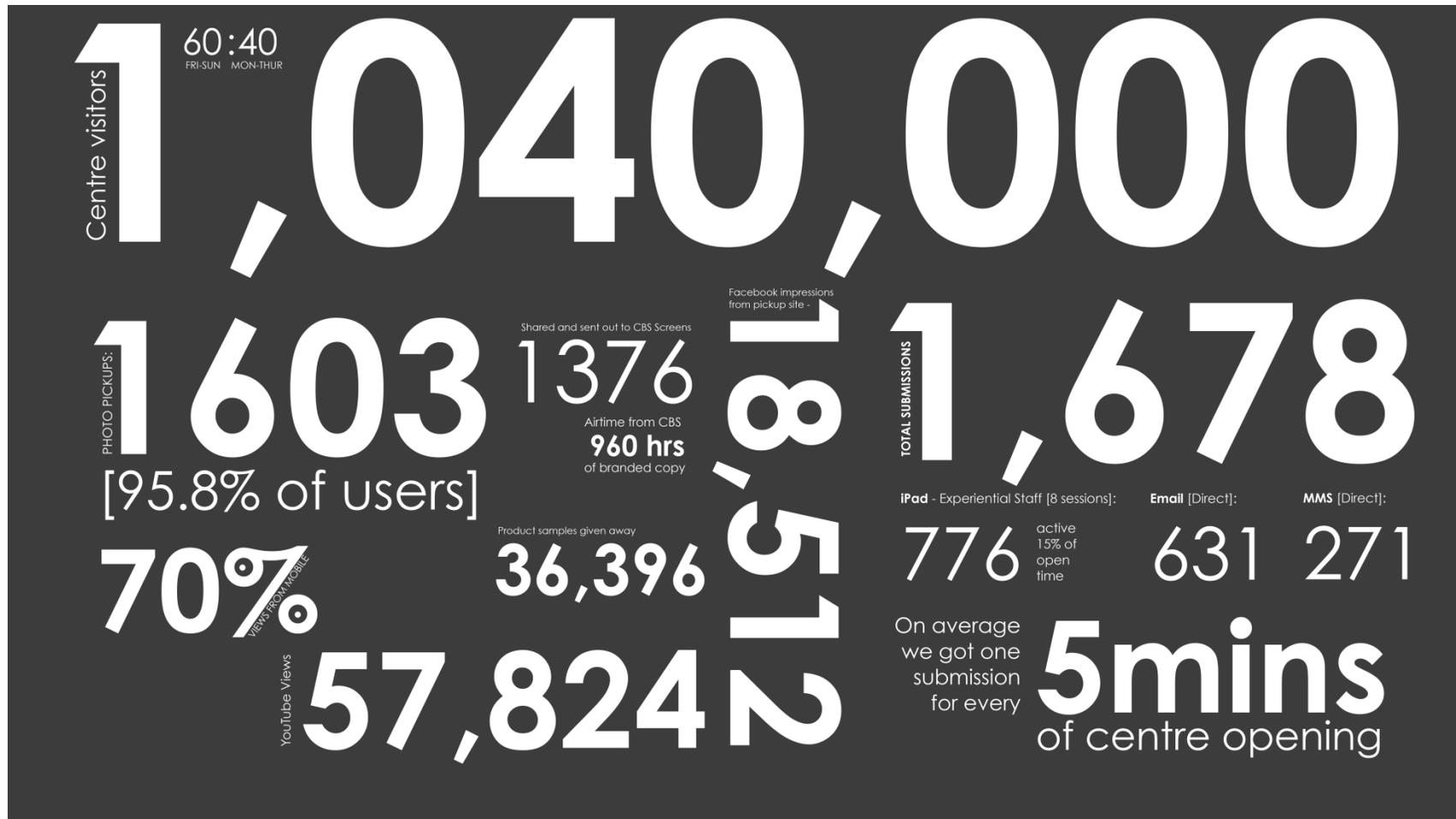
The huge spaceman is the latest epic experience from grooming brand Lynx, which is encouraging entries to the Lynx Space Academy competition which will ultimately see one lucky winner receive a trip to space. Brand ambassadors will be on hand during the first days of the campaign to help shoppers upload their images and to inform them about joining the Lynx Space Academy at LynxApollo.com.

The campaign was planned and booked through Mindshare and Kinetic with Grand Visual and Kinetic Fuel working together to deliver the 3D astronaut and all digital activation, alongside other major OOH including interactive 6 sheets in January.

Video: <http://youtu.be/mu2zPdOa8DM>

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The Numbers



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50 mentions across social media including tweets from CBS and The Drum.
Tweets included sharing the official Lynx Pic and user's own photos



'Check out my Lynx Apollo Westfield Space Face!'



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Photos of the astronaut were shared across different forms of social media



'So in Westfield shepherd's bush I saw this giant lynx astronaut hanging from the ceiling lol.'

HarpzKaur Harpreet Kaur Sagoo
So in westfield shepherds bush I saw this giant lynx astronaut hanging from the ceiling lol pic twitter.com/SJDWU2ym
Details 76 Feb



Anthonyinspace · 5 like this
March 10 at 2:33pm



To infinity, and beyond!!

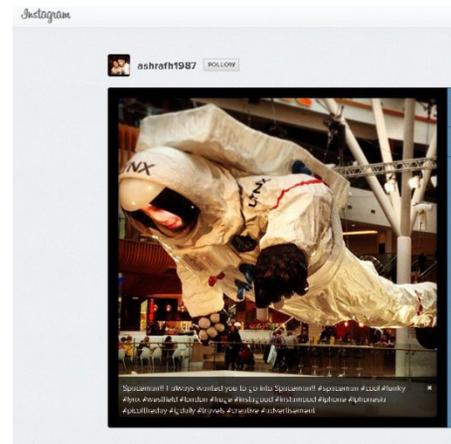


Check out my Lynx Apollo Westfield Space Face!
lynxpic.com
Check out my photo from Lynx Apollo!

Like · Comment

Gaynorkim Standish likes this.

Gaynorkim Standish Just hanging around then flamey...hahaha xxxxx
March 21 at 2:30pm



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