

Streetblimps, Inc.

Since the state of New Jersey just passed the law on online gambling; **Ultimate Gaming** wanted to reach out to New Jersey residents and introduce them to their online casino - ultimatepoker.com & ucasino.com. **Streetblimps** executed the job and hit the malls of New Jersey during the busiest season of the year. The mall activations had large flat screen TV's showcasing the online site along with a total of forty two (42) brand specialists geared with Microsoft Surface's. Streetblimps specialists engaged people to try Ultimate Gaming's online gambling sites. To add to the experience **Streetblimps** added a Brand Ambassador at each mall dressed as Cleopatra.

<http://vimeo.com/84622183>

