



<http://vimeo.com/87328394>

After a successful Holiday 2013 mall activation promotion at several malls across New Jersey, Ultimate Gaming came back and partnered with [Streetblimps](#) once again through our longtime ally US Outdoor. This time, we promoted Ultimate Gaming at a high profile event that brought in an audience of more than 14,000 in one night: the **UFC 169** at the Prudential Center in Newark.

With an experienced team of brand specialists and not to mention a couple of lovely models, the whole promotion was planned and executed under the watchful eye of a seasoned promotions director and it exceeded the client's expectation. The team gathered substantial data while showcasing the online gambling site on the tablets. The team also handed out free t-shirts to those patrons that stopped by the activation area while some audience took "selfies" with their free t-shirt and posted them to their personal Instagram accounts branded with the hashtag #UPfightweek which also appeared on our large TV screen.