

RAYBAN@SXSW2013

During the 2013 SXSW festival, Ray-Ban wanted to reach an influential audience in a unique way that would leave people talking throughout the festival.

Show Media completely transformed a luxury motor coach to become the Ray-Ban Envision Lounge. Located at the corner of 5th Street and Colorado, attendees could come in the bus and cool off with complimentary iced coffee in a variety of flavors, send out customized post cards to friends and family, try on various models of Ray-Ban sunglasses, and a pitch room to share their vision in the hopes for Ray-ban to make it a reality. Every pitch earned the attendee a wristband to the Ray-Ban Boiler Room show. Outside the lounge, attendees could make custom flip-books as well as leave their message on the envision wall for the world to see.

ELEMENTS & FACTS

- Fully branded Mobile Envision Lounge
- Ray-Ban Flip books
- Branded Wristbands
- Complimentary Iced Coffee (six flavors)
- Customized Postcards
- Envision Pitchroom
- Outdoor Envision Wall
- Brand Ambassadors

Festival Impressions: 1,361,004

Social Media Impressions: 5,413,061

Total Impressions: 6,774,065

Guests: 1,897

Pitches: 295

Coffee Served: 1181 cups

Postcards Sent: 1240

Flip-books Made: 1511







ENVISIONLOUNGE



















FLIPBOOKS



















INSIDETHELOUNGE



















THEPITCHROOM













ENVISION WALL











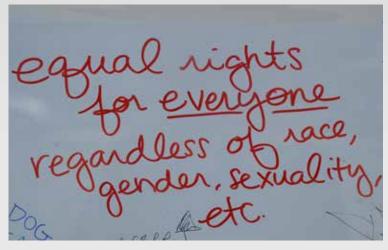








WRITINGSONTHEWALL

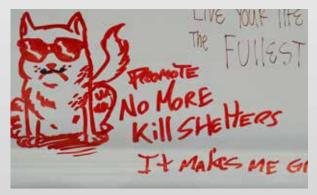


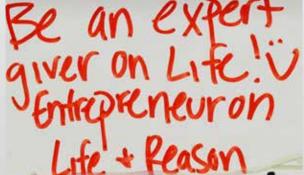


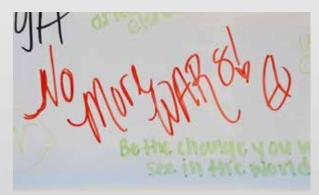
FREE EDUCATION AROUND THE WORLD ! AS

I Believe one day, I will speak for the schildren that were labeled as "brilliant but i strange;" I we will change the world.

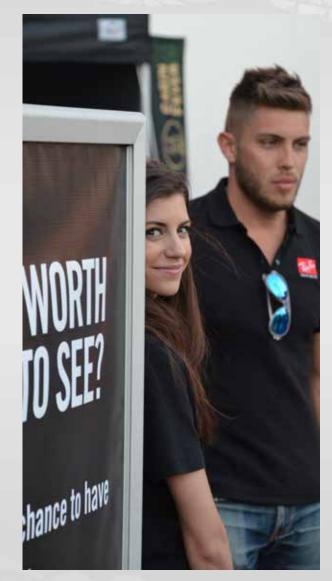








BRANDAMBASSADORS















SOCIAL MEDIA



Writings on a Ray Ban bus wall #sxsw #rayban http://t.co/4scyRzz3Tu



ByGoldGirl

@ray_ban and I hanging at the Mobile Vision Lounge @SXSW



Shot of our #rayban #flipbook we just made at the rayban tour bus! So much fun! #sxsw @fdavenport... http://t.co/yM10/gYJIA



#sxsw @jamiebmusic flipbook #rayban http://t.co/ZyhQPaY2oe



MzNebsKOT

→ 3 days ago

#rayban #austin #sxsw #2013 http://t.co/nto29a4j5M



Maddie_Bee

SXSW #SB13 #ray_ban #neverhide @Mariah_Vick http://t.co/Ja6QBSNgir



Wood #flipbook #neverhide. "@EsMatteo: #sxsw @jamiebmusic flipbook #rayban http://t.co/IXNX0n3BV*

★ 3 days ago



Writings on a Ray Ban bus wall #sxsw #rayban http://t.co/4scyRzz3Tu > 2 days ago



Mmm chocolate chip cookie dough flavored coffee #sxsw #rayban #SX205



luisreyesdi

At the #rayban #neverhide bus #sxsw

★ 3 days ago



14 Mor Alexandra filming on for Ray-Ban on their mobile studio tour bus!



CH0N89

Wristband!!! #sxsw #rayban #austin = http://t.co/Lp35pDKhSx

3 days ago



Signing the #rayban bus with my ninja waynevalentine #sxsw @ 6th Street http://t.co/Ex4CybJCl7



Chilling with the kind folks at Ray Ban. ray ban #tfowler #sxsw #rayban #raybans #neverhide #interview... http://t.co/Ch5zm0lxmy



@Apdirtybird Ray ban bus on 5th. I have one extra if you can find another one



EmestVSOP

Ray Ban tour bus is live.

¥ 3 days ago



Kick'n it on the Ray Ban bus #neverhide http://t.co/oPEZA7hsCS



Hiram_Clarke1137 @MikeWil_KREAM

Over the weekend posted in atx on the ray ban bus. #sxsw instagr.am/p/W-3JAYGlhR/



KOT @KicksOnTight.

Earlier inside the @ray_ban bus !!! #sxsw pic.twitter.com/Z1goEW8ged



David Saenz Guttaligate

Kick'n it on the Ray Ban bus #neverhide

instagr.am/p/W7n139CcVM/



mrg4flyy @mrg4flyy

15 Mar Signed the Ray Ban bus, look for it?? instagr.am/p/W4zTRyOpCq/



Da MIING @Mista_Fasho

Hanging out in the @ray_ban envision bus chillin!!



S.Dot SwaggaRipe @SwaggaRipe

Chillin n the Envision Bus with @ray_ban.. hoping they help me perform with Jay 7 n show the world my talent



#Rayban flexing, wristband life. @ Ray-Ban Envision Lounge http://t.co/lUgYlssnh



Free iced coffee (@ Ray-Ban Envision Lounge) http://t.co/Asgc76ZON



Enjoying some iced coffee and ideas courtesy of @ray_ban (@ Ray-Ban Envision Lounge) [pic]: http://t.co/QklwjmMjMg



youngvonSFS

Photo: Did some work with Ray-Ban at sxsw! http://t.co/Gt229txHk6



uttailgate

Kick'n it on the Ray Ban bus #neverhide http://t.co/oPEZA7hsCS



17:Mac

17 Mar

16 Mar

Kicking it on the @Ray_ban tour bus for @sxsw #SXSW2013 "envision lounge"







13 Mar

SOCIALMEDIAINTERACTIONS











