

SHOW MEDIA

PRESENTS AN OPPORTUNITY FOR

Ray-Ban®

SXSW 2013 | MARCH 8TH - 17TH, 2013 | AUSTIN, TX
INTERACTIVE | FILM | MUSIC

PROGRAM CONCEPT

During this years SXSW, Ray-Ban will create a unique experience to festival attendees by utilizing a fully branded mobile showroom. The state of the art mobile showroom will be turned into a shop on wheels where musicians, film makers, trend setters, and attendees can browse Ray-ban's latest styles for purchase.

In addition to the store, there will be a step & repeat inside the main area of the bus where participants can "Pitch their dream" in hopes for Ray-Ban to make it happen. Hundreds will pitch their idea to the camera and Ray-ban will choose 1 grand prize winner to make them come true.

The showroom will be staffed with ambassadors who will be on-hand to answer any questions, assist with try-ons, and purchase via the Square app on iPads.

To add to the footprint, branded livery vehicles will be giving out complimentary rides to festival attendees all around Austin making Ray-Ban the most popular brand at SXSW

ELEMENTS

- Fully branded mobile showroom
- “Pitch their dream” #envision contest
- Brand ambassadors
- Custom blends coffee experience
- Ray-Ban Flip Books
- Creative canvas
- Design-your-own frames
- Instaphoto postcard station
- Song recording lab
- Branded Vehicles for complimentary rides
- Digital Tablet Integration
- Video for #envision pitches



Ray-Ban®

RAY BAN MOBILE SHOWROOM



The 45' Ray Ban mobile showroom will allow festival attendees and participants to take a break from the heat and view new and popular collections of sunglasses. On board, the showroom will be a staff who will assist with any questions as well as purchasing items via Square.

CREATIVE CANVAS



Attendees will be invited to engage creatively with the Ray-Ban brand by showing off their artistic skills directly on one side of the Ray-Ban bus.

INSIDE THE SHOWROOM



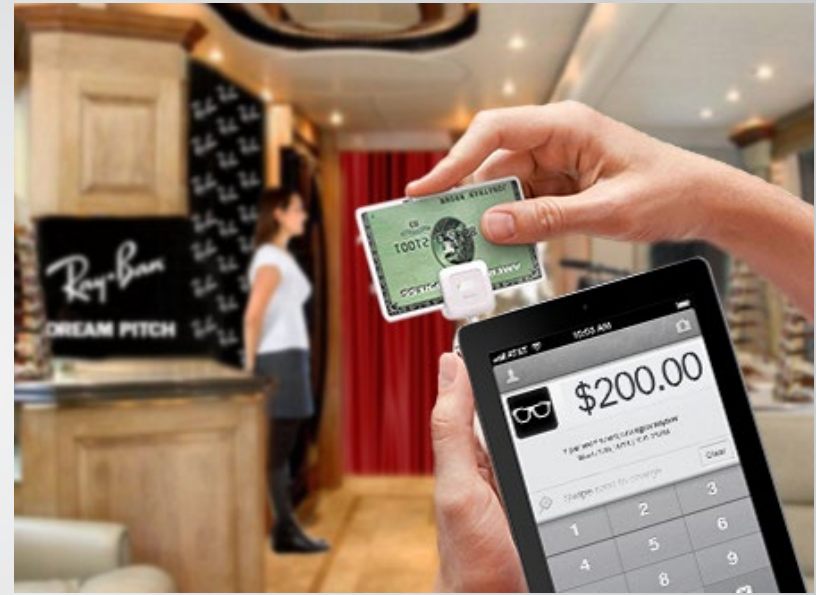
On board the mobile showroom will be glasses on display for the guests to try on.

When they find a pair they like, a Ray-Ban ambassador will assist them in checking out with an iPad utilizing the Square app.



Attendees will also be able to participate in the Ray-Ban #envision pitch contest. Each participant will tell their dream to Ray-Ban. Weeks later, a winner will be chosen and Ray-Ban will help that dreamer's wish come true.

BRAND AMBASSADORS



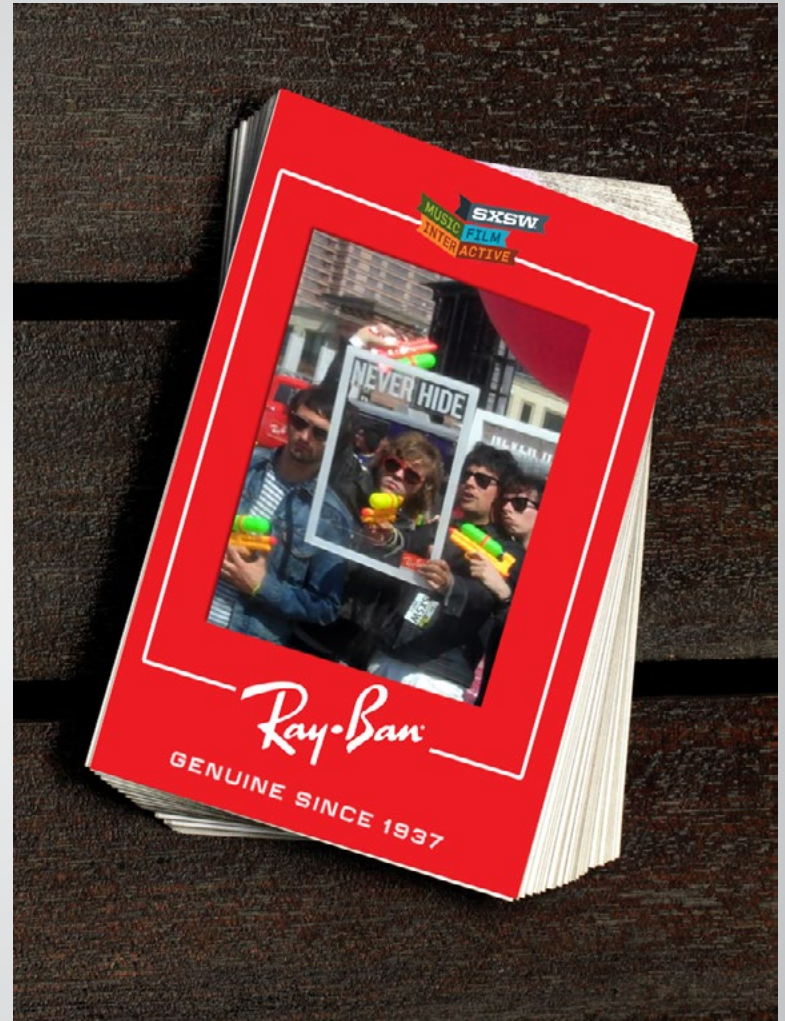
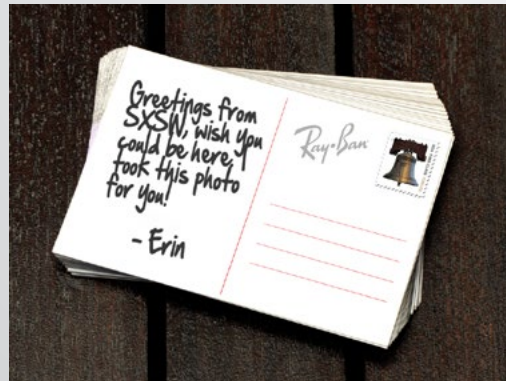
Brand ambassadors are the ideal way to create an interaction with the attendees and your brand. Ambassadors will be well versed in all things Ray Ban and will assist in collecting the #envision pitches, Sunglass purchases, and guest comfort while inside the shop.

Ambassadors will also utilize iPads via Square to check out the shopper.

INSTAPHOTO POSTCARDS



Instagram



Ray-Ban ambassadors will provide a station where festival attendees can instantly turn their favorite photos from the festival into printed postcards to mail to their friends and family.

PURPOSELY CREATIVE CUSTOM COFFEE BLENDS



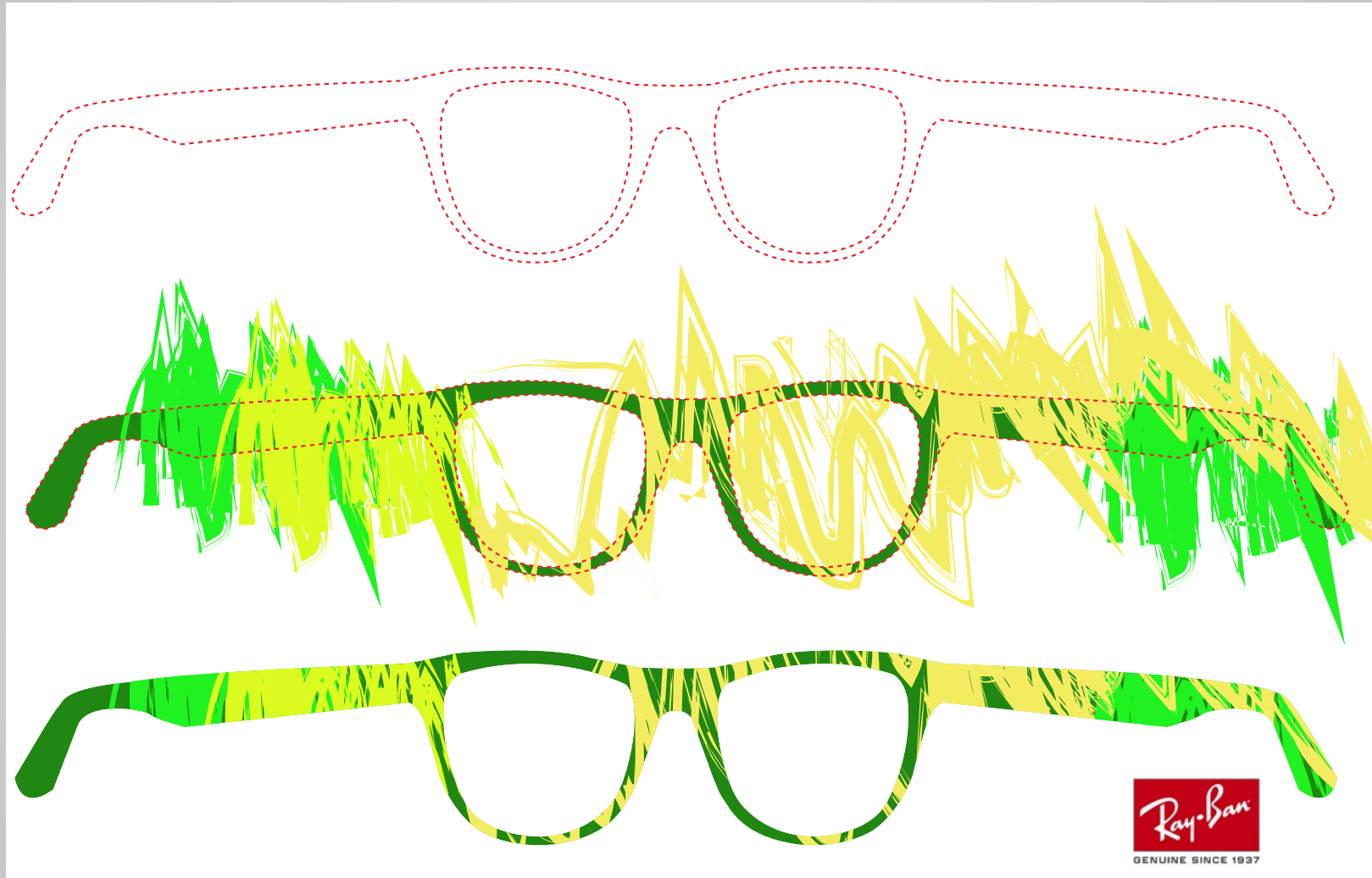
Inside the Ray-Ban Mobile Showroom, let your coffee connoisseur thrive. Get creative and develop your own custom blend with fresh brewed coffees on hand.

SONG RECORDING LAB



A mobile recording facility set up in the Ray-Ban bus allows attendees to show off their musical talents while working with a professional engineer.

DESIGN YOUR RARE PRINT



Inside the Ray-Ban Mobile Showroom, use the outline of the Ray-Ban Wayfarer to create your own print. Pop on these paper glasses to show off your designer skills.

MOVIE FLIP BOOKS



Inside the Ray-Ban Mobile Showroom, star in your own flip book movie. With props and Ray-Ban glasses to try on, you can take home a memorable token from SXSW.

BRANDED VEHICLES



With fully branded vehicles, Ray Ban can further their reach by offering complimentary rides to festival go-ers. The service encourages riders to tweet about their experience boosting Ray Ban's presence during the 10 day event.

DIGITAL TABLET INTEGRATION



Each branded vehicle will feature two tablets mounted on the back of the driver and passenger seats. Passengers receiving complimentary Ray-Ban rides will be able to browse festival information, watch videos, and listen to featured music from the festival.

IN-CAR #ENVISION INTERVIEWS



Passengers will be able to record their #envision dreams while enjoying their complimentary ride.