



IMPLEMENTING SOCIAL RFID WRISTBANDS AT NESTLE'S EVENT

It is hard to manage an event, especially when big names are involved and it demands good promotion to be deemed successful, which is even harder. How to tackle this? we had an idea.



A simple mobile device which sits on your hand, was capable of creating an easy entry to the event while housing social capabilities.



Social Engagement with a wristband? Yes, please.

Thanks to the technological reforms in the recent times, a salvation from promotional dependencies has been conceded to us where the marvels of modern technology profoundly affect the whole situation of current events. Being able to check-in on a location and broadcast it to thousands and thousands of people can be very fruitful for endorsement of the event. Maybe it was just a cool idea before, but now it has become a necessary innovation. And the emergence of RFID technology has further facilitated this cause.

It matters.

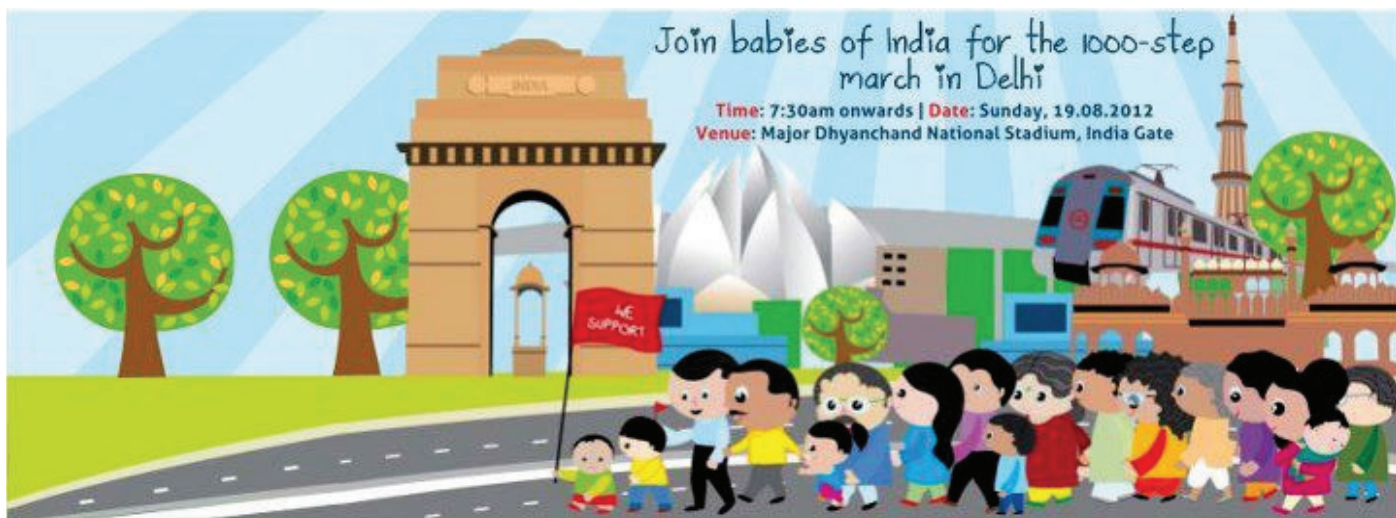
A check-in posted on the social network allows a brilliant way of promotion among a huge potential audience.



Here Enters the Innovation: RFID Wristbands

RFID technology is nothing but transferring of data through radio waves, mostly used in identifying and tracking purposes. The thing to note here is the implementation. Use of RFID-enabled wristbands opens up the plethora of opportunities for when they are used in social events. We leveraged this prospect in favour to create a medium to solve the issues with the existing system and at the same time provides worthy add-ons. RFID technology is nothing but transferring of data through radio waves, mostly used in identifying

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OVER 10 LACS IMPRESSIONS AND 3000 FACEBOOK CHECK-INS

Resultant was a benchmarking execution which showcased that individuals absolutely adored the achievability which accompanied this implementation. Moreover linking with social profiles also enabled extensive promotion of event on digital world deepening customer relationships and amplified the event experience for a whole new potential audience.



*How well was it perceived then?
Pretty Good it seems.*

