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LOCKYER VALLEY REGIONAL COUNCIL

Sydney Royal Easter Show Stand

CLIENT

Lockyer Valley is an area of natural beauty and rich farmlands that lies approximately 90 minutes by car to the west of Brisbane, Queensland, Australia. The Sydney Royal Easter Show is a huge event on the Sydney calendar and is known for its food, rides and showbags - a great event for adults and kids alike.

Each year Lockyer Valley Regional Council participates in the Easter Show by purchasing a stall to promote their region as a hub for top quality Australian produce.

CHALLENGES

[1] Break through the clutter of the seemingly endless number of stalls at the Sydney Royal Easter Show.

[2] Present information in a new and engaging way to draw people to Lockyer Valley's stand.

[3] Be flexible enough to keep both parents and swarms of children entertained to keep them at the Lockyer Valley stand for longer.

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"People love it and wished they could have one at their schools or place of work or even home."

MICHELLE BROWN, TOURISM & MARKETING CO-ORDINATOR

Lockyer Valley - Easter Show

SOLUTION

The perfect solution for Lockyer Valley at the Easter Show was nsquared's digital table loaded with a number of nsquared apps. To keep the parents interested, immersive content was displayed with nsquared attractor, where parties could scroll through the images and videos of life in the Lockyer Valley. To draw in the kids, nsquared snap, nsquared herding, nsquared makewords and nsquared paint were included with our farm theme to not only entertain and actively engage them for a small period but also educate.

BENEFITS

[1]   Unique point of differentiation with surrounding stalls with an immersive and stimulating display.

[2]   Fun and educational way to teach kids about Lockyer Valley and life on a farm, as well as a disruptive and engaging way to promote Lockyer Valley as a tourist destination to adults.

[3]   Reduces the need for paper; brochures can be replaced by the more immersive display of images and videos on the digitable.

[4]   Encourages both kids and adults to interact and engage with new people

Lockyer Valley had a hugely successful Sydney Royal Easter Show with increased interest in this years stand thanks in part to the nsquared digital table.

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digitable.co
info@nsquaredsolutions.com
+61 2 9262 3386

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"The table was a great engagement tool for customers who loved playing the games, viewing videos and looking through the photos."

MICHELLE BROWN, TOURISM & MARKETING CO-ORDINATOR

Lockyer Valley - Easter Show