

CASE STUDY: GABBYS DOLLHOUSE

Objective:

Create a fun and immersive on-site activation to engage Bay Area Audiences and raise awareness of the Netflix show.

Campaign Elements:

- 50' x 60' Pop Up 2-day immersive experience
- Onsite directional/wayfinding signage
- Event promotion on social media accounts

Term:

July 13-14, 2024

